

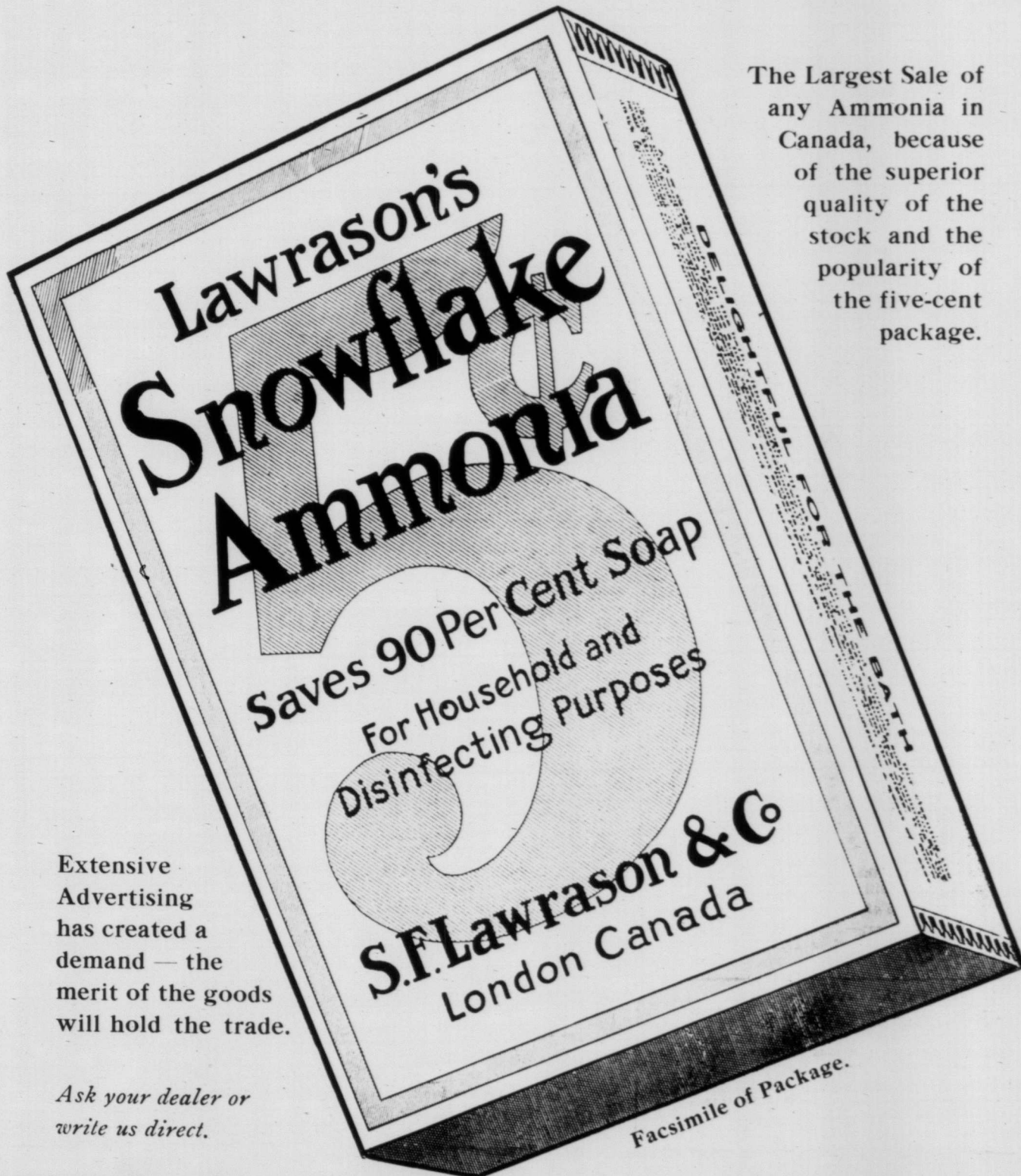
# CANADIAN GROCER

PUBLISHED WEEKLY BY  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, MARCH 8, 1912

No. 10



The Largest Sale of any Ammonia in Canada, because of the superior quality of the stock and the popularity of the five-cent package.

Extensive Advertising has created a demand — the merit of the goods will hold the trade.

*Ask your dealer or write us direct.*

Facsimile of Package.

# SURPRISE SOAP Window Display

TO BE USED IN

## House Cleaning Window Competition



This gives a general idea of the "Surprise" Soap Window Display to be used in connection with the HOUSE CLEANING WINDOW Competition. It's very easy to attach.

Competition is for:—A HOUSE CLEANING WINDOW, consisting of any or all of the articles used for Spring House-Cleaning, general washing or cleansing, with "Surprise" Soap given a good display and prominent position, and with this Window Display also used. Prizes to be given:—

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

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

Date of Competition:—Window Display can be made any time between the middle of March and middle of May, 1912.

Judges:—The Judges of this Competition will be Mr. H. C. McDonald, President, and Mr. J. L. Maude, Secretary, of the Canadian Window Trimmers' Association.

Cut this out and mail to us.

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

Please send us "Surprise" Soap Window Display material for House-Cleaning Window, and full particulars of competition.

## The St. Croix Soap Mfg. Co.

ST. STEPHEN, N.B.

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

"Ju

MONTR

## "Just as Good" means absolutely Not as Good!

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with "something just as good," when she knows what she wants and has come to your store to get it.

Moral—"Give them what they ask for."

### The Thistle Brand of Fish

Frequently the ever increasing demand for haddies, kippered herring and herring in tomato sauce, packed under the "Thistle" label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

### Griffin & Skelley's Asparagus

As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

### Macaroni

Made by P. Codou

As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker, "Codou."

Get your supply of these  
quality goods  
NOW.

*Arthur P. Tippet & Co., Agents*

MONTREAL

TORONTO

THE CANADIAN GROCER.

# PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

# SODAS

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

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

**BORDEN'S  
EVAPORATED  
MILK  
PEERLESS BRAND**



**Makes  
Your  
Customers  
Satisfied**

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

Sales Offices and Agencies:-

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

**APPROVED BY ALL AUTHORITIES**

HEALTHFUL  
NUTRITIOUS  
DELIGHTFUL

A DAINTY  
DESSERT

THE IDEAL  
DIET FOR  
CHILDREN  
AND  
ADULTS

A NICE  
BREAKFAST

**ST. VINCENT ARROWROOT**

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users.

The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

**ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N**  
KINGSTOWN, ST. VINCENT, B.W.I.

# MAKE LIFE PLEASANT

for every housekeeper by relieving them of the burden of worrying over what they will serve as dessert for luncheon or dinner. Between the high cost of material and the continual racking the brain to find something real tasty, it makes life unbearable for the women folk, instead of a pleasure as it is when they once become acquainted with



## MONK and GLASS'S

GOLD MEDAL

### CUSTARD POWDER

AND

### DAINTY DESSERTS

ABSOLUTELY PURE



24 PINTS



For 25 CENTS

### "GOLD MEDAL" Custard Powder

is one of the most popular table delicacies, owing to its excellent quality, its adaptability to so many dishes, and the simplicity with which it is prepared for the table.

#### IT IS PUT UP

in Vanilla, Lemon, Almond, Raspberry, Strawberry, and in Plain or Standard Flavors. The Vanilla is the most popular, although the others make a pleasant change.



### Monk & Glass's DAINTY DESSERTS

are varied, and besides being pure, wholesome and nourishing, are real palate ticklers, and can be thoroughly enjoyed by old and young. The beauty of them is that they can easily be prepared, and with an assorted supply on hand, any housekeeper need never want for something real tasty to prepare for five o'clock teas, luncheons or dinners.



Write for Full Information, Prices and Samples  
And Try Them Yourself

Representatives :

**MacLaren Imperial Cheese Company, Limited**

Manufacturers and Importers Grocers' Specialties

TORONTO and MONTREAL



## Baked Beans are Popular

The reason may be partly accounted for through the high price of other food necessities, but chiefly it is because of the excellent flavor and wholesomeness of

# SIMCOE BRAND BAKED BEANS

It is one of the few lines of foodstuffs that has not advanced in price, notwithstanding that the beans themselves are very much higher.

Your good profit on Simcoe Brand Baked Beans has been sustained, and the demand now is greater than ever. The Profit is good.



Put up plain, in Chili Sauce or Tomato Sauce; also in different sizes.

Put in a stock of this popular food.

**Dominion Cannery**  
LIMITED

Hamilton, - - Canada

## A BIG SAVING

can be made by anyone who is accustomed to do their own clothes-cleaning, etc., by using

### Golden Ray Cleaner

which is good for anything. This may seem an odd statement to you, so in order to be thoroughly satisfied, we would like you to write for free sample box and try it.

### Golden Ray

Is a Good HAND CLEANER,  
CLOTHES CLEANER,  
CARPET CLEANER,  
RUG CLEANER,  
ETC., ETC.,

It may seem strange to you. But write and make sure.

### The Golden Ray Co.

4 UNION AVE., MONTREAL

## JAM QUALITY

If you have not seen a sample of "King" Brand Jam, let us hear from you right away. You want our goods — of that we are sure. We are sure because one of the most influential western wholesalers has told us after seeing the goods that "they are simply delightful."

JOBBERS—

### Do you want any particular packing?

We can supply you either in glass, carton, or pail, and make everything thoroughly satisfactory to you, price or anything.

WRITE

### LABRECQUE & PELLERIN

MONTREAL



## SANITARY CANS

FOR

### "Winter Pack"

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

### Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



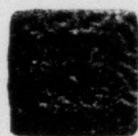
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal  
Appointments



32 Prize  
Medals

# PEEK, FREAN'S BISCUITS



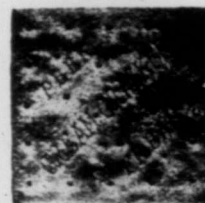
PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

---

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

---

AGENTS IN WESTERN CANADA :

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

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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



## SELL AND RECOMMEND

The Original and Genuine

# PYRAMID FLY CATCHER

(Registered)

“PYRAMID” can be hung up ANYWHERE and is out of the way of accidents.

“PYRAMID” WILL NOT DRIP, has no sickening odor.

“PYRAMID” has a ribbon two inches wide and 30 inches long. There is as much sticky surface as on two sheets of “Fly-Paper.”

“PYRAMID” The paste for the coated surface is prepared from a secret formula — BEWARE OF IMITATIONS with a varnished surface.

“PYRAMID” has been exclusively advertised to consumers for the last three years and is packed in ATTRACTIVE COUNTER DISPLAY BOXES.

“PYRAMID” is the BEST SELLING fly-catcher device which has ever been placed upon the market.

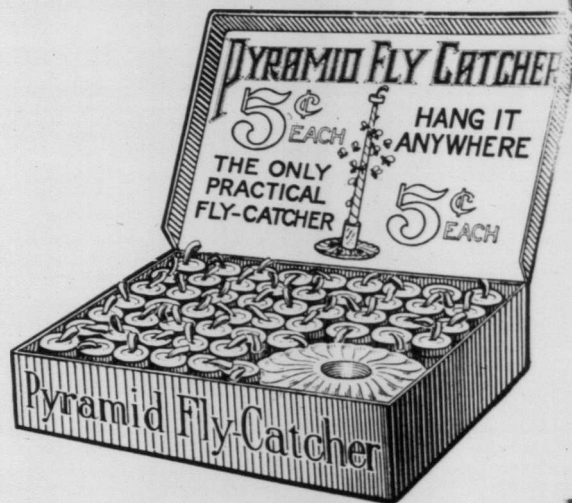
Beware of Fly-Catchers represented to be “precisely similar in APPEARANCE to PYRAMIDS.”

WE have no old stock, but guarantee delivery in April of “PYRAMIDS” manufactured this year.

Price \$3.50 per hundred

CASES CONTAIN FORTY CARTONS OF FIFTY PYRAMIDS EACH

Place your order now to ensure early delivery.



WM. H. DUNN, Import Agent and Wholesale Distributor Montreal, Vancouver and Toronto

Agents: — MASON & HICKEY, Winnipeg; J. W. NUNN, Vancouver; ALBERT DUNN, Quebec.



### Carr & Co.'s Carlisle Biscuits

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

ORDER FROM YOUR 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.



## WHITE SWAN YEAST CAKES

ARE

THE FINEST MADE BY MODERN  
ART AND FULLY GUARANTEED



## A STOCK YOU WILL BE PROUD OF

Kitchener Brand Canned Goods have an established sale because of their purity and flavor, and you can always depend on their pleasing your customer.

### KITCHENER BRAND

goods are cooked and packed in a modern plant that makes cleanliness a feature. The quality of goods and expert cooking do the rest.

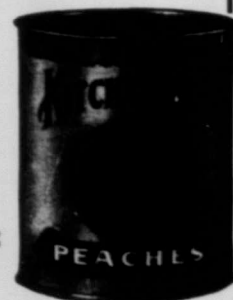
Make sure of canned goods sales by ordering Kitchener Brand.

*Ask for Quotations*

**OSHAWA CANNING COMPANY**

OSHAWA

ONTARIO



Many items are omitted from each order during the Lenten Season.

The wise dealer will protect his profit account by an increase in the sale of some line in demand at this time.

An ideal leader for the Lenten trade is Molasses

# DOMOLCO

The favorite for table use;

or

# GINGERBREAD

So popular for baking;

Sold in tins, various sizes to meet the requirements of each customer.

The attractively labelled cans make a good display on the counter or in the window.

Repeat orders will surely follow, as your patrons will appreciate the quality and find a new use each day for these pure products.

DOMOLCO is all MOLASSES,  
but all MOLASSES is not  
DOMOLCO.

---

**THE DOMINION MOLASSES CO.**

LIMITED

Halifax, - - - - - Nova Scotia

# Redpath Extra Granulated Sugar



In the New  
5-Pound Carton

Offers Important Advantages  
to the Dealer.

---

Perhaps the most important advantage is that it is bound to please your customers.

They will prefer package sugar just as they prefer package tea, cocoa, raisins or breakfast food.

The new REDPATH Package saves you the time spent in weighing and parcelling. We do this by machinery at a fraction of what it would cost you.

The REDPATH Package saves you the loss and annoyance due to the bursting of paper bags in delivery.

The REDPATH Package makes a striking display in windows, on counters or on

shelves, reminding customers, when they are in the store for other things, that they need sugar.

The wooden cases of REDPATH Cartons pack away much better than barrels in your store-room.

The REDPATH 5-Pound Package is the newest thing in sugar, and our vigorous advertising, backed by this novelty and the well-known REDPATH quality, is already creating a keen demand. If you haven't stocked the REDPATH Package yet, order now from your jobber.

**The Canada Sugar Refining Co., Limited**  
M o n t r e a l

## Candied and Drained PEELS

The kind that keeps its rich,  
juicy flavor after cooking.

We make one quality only—  
THE VERY BEST.

Samples and prices from:

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

**John Gray & Co., Ltd.**  
Glasgow

## SOMETHING GOOD

The Price is Right.  
The Mill is Right.

Nothing Counts  
Like Service.

The chief aim of this com-  
pany is to give the pur-  
chaser of a COLES, a mill  
as refined, as characteristic,  
and altogether as desirable  
as any other manufacturer  
can offer at a higher price.

Back of all this is a feel-  
ing of strong moral obiga-  
tion and a sincere desire to  
in-still in the minds of  
COLES users that feeling  
of confidence which should  
and must always be the  
basis of honest business  
relations.



COLES MFG. CO., Philadelphia, Pa.

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



## The Bulk of Your Trade

Is done with women. They are directly responsible  
for the appearance of the home.

## BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It  
gives a brilliant, lasting shine with little exertion  
and does not stain the hands.

Your profit is assured if you stock this popular  
household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada  
BUFFALO, N.Y.



## Sardines are Healthful Food!

RECOMMEND "KING OSCAR" BRAND

In so doing you are sure that every atom of health-giving quality  
in which the sardine abounds will reach your customer in  
the best form.

Pure oil, with the greatest care in packing of the finest uniform  
size sardines, are features that make "King Oscar" Brand popular.

CANADIAN AGENTS

**John W. Bickle & Greening** (J. A. Henderson)  
HAMILTON - - - - - ONTARIO

# An Offer Exceptional!

## Wonder Fly Killer



The only logical method of fly destruction. A neat little tray that spells death to the fly who drinks of the deadly waters. It is as sure of its work as there is a sky above. You can do a large sale in this much-needed household requisite, and for immediate orders (booked before March 15th) we offer an exceptional discount.

Book orders now for deliveries to June 1st

### WIRE

#### AT OUR EXPENSE

We want your trade, Mr. Grocer, whether you live in Halifax or in Vancouver. The goods will merit every effort we put forth to their sale by giving satisfaction and making repeat orders a certainty; and to that end, in addition to 5% discount, we will pay telegraphic expense of ordering.

Wire at our Expense



**5% DISCOUNT 5%**

Liberal—isn't it? when you take into consideration the genuine popularity of Wonder Fly [Killer. But you must act quickly if you want this 5% added to your profit. Remember the offer closes on March 15th. It is an order you would be wise in snapping up.

**5% Discount**

Again we would urge that, if you wish to take advantage of the liberality of this offer, you must act quickly. This offer of 5% DISCOUNT closes on March 15th, and unless orders are booked before that date the ADDED 5% PROFIT is lost. Only Fly Killer on the market which, by actual test, will kill Black Flies, Mosquitoes, Sand Flies, etc.

## Dominion Agent: JOS. R. WILSON

204 Stair Bldg., Toronto



DISTRIBUTORS:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K. & A. Cameron, 204 Second Street West, Calgary, Alta.; MANITOBA and SASKATCHEWAN, W. H. Escott, 137 Bannatyne Ave. East, Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.



The Rich Flavor  
of Quality

Ideal  
Chocolates

Start your customers buying them and they will keep on because of the exquisite flavor, smoothness and quality. They will not only buy them in preference to other kinds, but they will buy oftener and that means increased sales at good profits.

Send an Order To-day.

**ABBOTT, GRANT & CO.**

BROCKVILLE Limited ONTARIO

**COOK'S FRIEND**

"The Baking Powder With a Pedigree," made from pure grape cream of tartar and containing no alum or other deleterious ingredients, has been conforming to Pure Food Laws before their existence. It costs no more than unknown brands and is equal to imported powders at double the price. Sell **Cook's Friend** and reap the benefits of our advertising.

Purer than the Law Demands  
Contains No Alum

W. D. McLAREN, Limited, Montreal

**COOK'S FRIEND**  
THE **BAKING POWDER**  
FOR RAISING ALL KINDS OF  
**BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.**

*In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.*

**PREPARED ON CORRECT CHEMICAL PRINCIPLES.**  
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

By Royal Letters Patent.

**NELSON'S**  
**Powdered**  
**GELATINE**

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

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

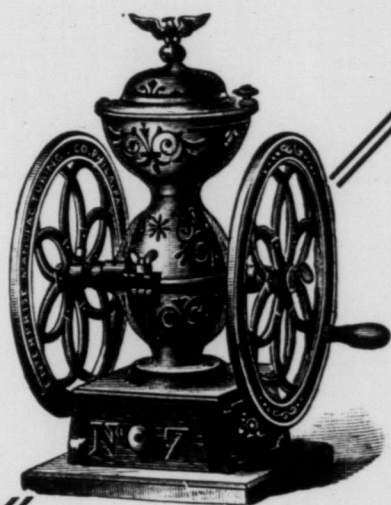
**CENTURY**  
**SALT**

**Your Trade Wants Good Salt**

You are building a permanent quality business that pays you a living profit when you recommend to all your customers in the highest possible terms our **CENTURY SALT**. It is as pure as salt can be and you can guarantee it so.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.





## Enterprise Accuracy and Enterprise Quality are in These Coffee Mills

It is best to consider well, in buying a coffee mill for your store, whether there is *character* under the brilliant finish—whether the machine will do the work perfectly and *continue to do it*. That is what

# ENTERPRISE Coffee Mills

*are made to do*. Enterprise Mills are made under our own patents. Expert mechanics make every part. The grinding system gives absolutely uniform, perfect results. There is no crushing of the coffee, but an even grind to the fineness you want—every time.

All parts interchangeable. And under our system of manufacture, there cannot be the deviation of the thousandth part of an inch. Replace a part next year—ten years from now—and it fits *exactly*. Strong, staunch grinders guaranteed equal to steel do the work evenly and perfectly. New grinders can be put in your machine at low cost. The easiest running machines made. Better to be sure of good quality—service—first of all. The name Enterprise is your guarantee of both. Let us send you catalogue showing you the line of Enterprise machines—many styles in hand and electric power.

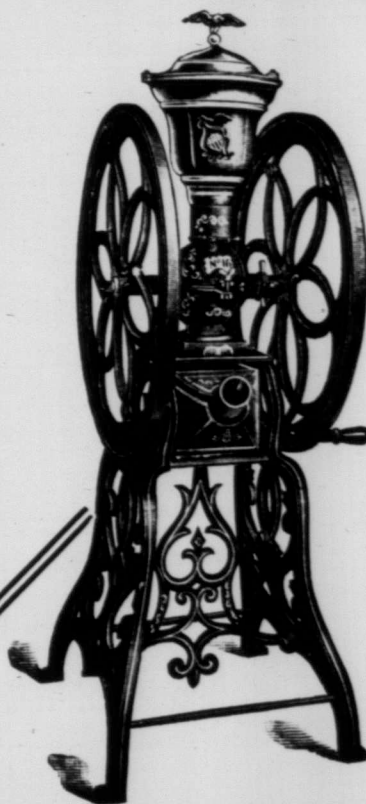
There is a maximum service in ENTERPRISE Meat and Food Choppers. The one right cutting principle—four-bladed steel knife revolving against the inner surface of a perforated steel plate. Cuts like shears.

**The Enterprise Mfg. Co. of Pa.**

Patented Hardware Specialties

**Philadelphia, U.S.A.**

21 Murray St. Chicago Branch 544 Van Ness Ave.  
New York 24 W. Lake St. San Francisco



**Sartan**  
**BRAND**

THE SIGN OF PURITY

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

PHONES 3595, 3596, 3597 3598, 748, 462

**FISH FOR LENT**

Be prepared for demand. Our stock complete:—

SEA TROUT, MACKEREL, LABRADOR HERRING  
HOLLAND HERRING and MILCHERS

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

**Every Live Grocer**  
SHOULD KNOW ABOUT  
**"Walker Bin" Fixtures**

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

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

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

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

**Walker Bin & Store Fixture Co.**  
LIMITED

REPRESENTATIVES:—  
Hamilton: Watson & Truesdale, Wm. Berlin, Ontario  
Montreal: W. S. Silcock, 23 St. Nicholas Street  
Vancouver, B. C.: W. W. Burke & Co., 336 Cordova St. W.

**A Dialogue**  
**With a Moral**



"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

**Write your jobber**  
**for prices**

**Gorman, Eckert & Co.,**  
LIMITED  
LONDON, Ont. WINNIPEG, Man.

**FARROW'S 'A-1' MUSTARD**

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

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

CANADIAN AGENTS:—

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

THE CANADIAN GROCER

**PURE CANE SUGAR** is what you get every time when you specify

*St. Lawrence*  
**Granulated**

The best sugar that is produced to-day. Guarantees absolute satisfaction to your customers which means your success.

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

**GOODS THAT SELL**

**PURE MAPLE SYRUP**  **LION BRAND**

 **LION BRAND MAPLE BUTTER**

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

QUART TINS, 24 to case, \$6.00 per case.  
QUART BOTTLES, 12 to case, \$3.00 per case.

Can be sold at 30 cents. Other sizes same proportion. This line will draw trade and make a reputation for you. Freight prepaid in 5 case lots, assorted, to extent of 40 cents 100 lbs.

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

Price:  
1 lb. TINS, 2 dozen to case, \$3.80 per case.  
Sells for 20 cents.

ALL WHOLESALE GROCERS' TRAVELLERS CARRY OUR LISTS

**MAPLES LIMITED**

MANUFACTURERS OF HIGH GRADE MAPLE GOODS

**TORONTO**

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

**SYMINGTON'S COFFEE ESSENCE**

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

**Thos. Symington & Co., Edinburgh and London**

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



# FURUYA & NISHIMURA

are now taking orders for **NEW SEASON'S JAPAN TEAS.** Jobbers should also ask our agents for samples of the balance of our last season's Fannings and leaf teas remaining.

## Mr. Grocer— What Are Your Ideals?

First, a clean store, of course. Service. Good treatment of customers. The money-back policy.

These are the methods that win for you in the long future.

You also want the leading lines—the lines of quality—the advertised lines.

You want the Heinz line especially, we believe. Because Heinz Foods are pure and good beyond question.

And because our advertising tells your customers, in so many words, facts about good grocers that will do you good in more ways than one.

Have you been reading Heinz advertising?

There is a message to you in it—as well as to the consumer.

**H. J. Heinz Company—57 Varieties**

ELEVEN GOLD MEDALS

## FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM  
("GOLDEN BUTTERFLY" BRAND)

## THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at  
10, 15 and 25 cents.

## Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at  
15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

### AGENTS:

For Manitoba and Saskatchewan—Hamblin & Brereton, Ltd.,  
Victoria Street, Winnipeg.

For the Provinces of Ontario and Quebec, and the Maritime  
Provinces (Prince Edward Island, Nova Scotia and  
New Brunswick)—MacLaren Imperial Cheese Co., Ltd.,  
Toronto.

For British Columbia and Yukon—Alexander Marshall, 144  
Water Street, Vancouver.

For Alberta—Holloway & Reid, 834 First Street, Edmon-  
ton, Alta.

## We are at your Service

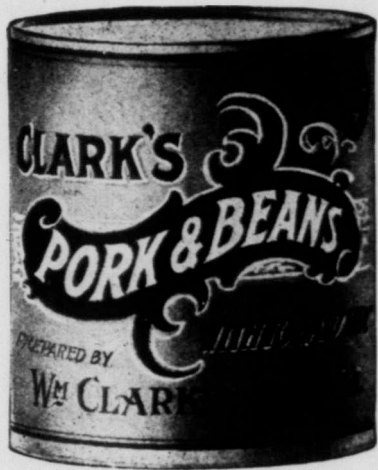
for improvement of your business with our lines. We are direct representatives of manufacturers and are enabled to supply the retailer with the cream of many lines of products for his trade. Many new and direct lines are offered us daily, and by our unique connection, combined with our unequalled facilities for handling, we can supply you with anything and everything you want of

the highest standard.

ASK FOR INFORMATION

**RICHARDS & BROWN, - - WINNIPEG**

WHOLESALE GROCERS AND COMMISSION MERCHANTS



## Clark's Boston Baked Pork and Beans

The People's Beans  
Unapproachable in Quality.

## Clark's Sliced Smoked Beef

In Glass Jars and in Tins  
Always in Demand.



## Clark's Beef Steak and Onions

A Perfect Meal.

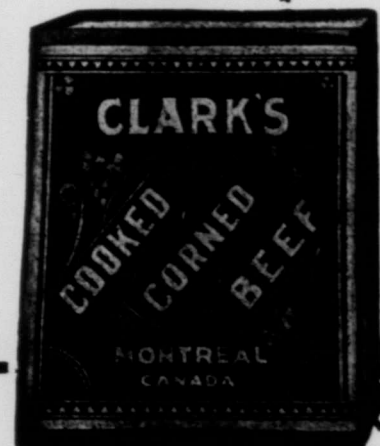


## Clark's Cooked Corn Beef

Nothing but the Primest Beef Used  
in its Preparation.

**W. CLARK, - MONTREAL**

Manufacturer of High-Grade Food Delicacies



# Manufacturers' Agents and Brokers' Directory

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

**WESTERN PROVINCES**

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

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING  
Manitoba and Saskatchewan  
CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, - MAN.  
Domestic and Foreign Agencies Solicited.

**WINNIPEG**

**H. G. SPURGEON**

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

270 Chambers of Commerce. P.O. Box 1812

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

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

**FRANK H. WILEY**

MANUFACTURERS' AGENT  
and  
IMPORTER

757 Henry Ave., WINNIPEG.

**WESTERN DISTRIBUTORS LIMITED**

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

SASKATOON, - WESTERN CANADA

**G. C. WARREN**

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

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.

Track connection with all Railroads.

**TORONTO**

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

**W. H. Millman & Sons**

Wholesale Grocery Brokers  
TORONTO

**W. G. PATRICK & CO.**

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

**W. G. A. LAMBE & CO.**

TORONTO

Grocery Brokers and Agents.

Established 1885

**MACLURE & LANGLEY, Limited**

IMPORTERS AND  
MANUFACTURERS'  
REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

**MacLaren Imperial Cheese Co.**

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

When Wanting

Canned Vegetables or Fruit

Wire or Write

**LIND BROKERAGE CO.**

73 Front St. East - TORONTO

**MONTREAL**

**FOR SALE**

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

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

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

**LONDON**

**THE MARSHALL  
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

**MARITIME PROVINCES**

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

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

**H. R. SILVER, LTD.**

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

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

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**

ST. JOHN, N.B.

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

**W. S. CLAWSON & CO.**

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

**NEWFOUNDLAND**

**T. A. MACNAB & CO.**

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

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

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

THE CANADIAN GROCER

**MANUFACTURERS' AGENTS AND  
BROKERS' DIRECTORY**

(Continued.)

**LONDON, ENG.**

**F. KESSELL & CO.**  
Railway Approach, London Bridge, London, Eng.  
**Jam Manufacturers and Confectioners' Sundriesmen.**  
Specialty:—Fruit Pulp of all Kinds.  
*Correspondence invited.*

**BRITISH COLUMBIA  
McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission Agents  
852-6 CAMBIE ST., VANCOUVER, B.C.  
Can give strict attention to a few first-class Grocery Agencies. Highest References.

**OTTAWA**

**L. H. MAJOR and  
J. SOUBLIERE, Limited**

Wholesale Brokers and Manufacturers' Agents  
Canadian, British and Foreign Agencies Solicited  
Sussex Street, Ottawa, Canada

**O. E. Robinson & Co.**

Manufacturers and Buyers of Dried Evaporated and Canned Apples  
Ingersoll, - - Ontario  
ESTABLISHED 1886

**SUCHARD'S COCOA**

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

**WINDSOR SALT**

CAR LOTS OR LESS. Prompt shipments.  
Write us for prices. Phone order at our expense.  
**TORONTO SALT WORKS**  
TORONTO ONT. GEO. J. CLIFF, Manager

**CLAY PIPES**

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

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



*No Odor*  
**Common Sense**  
It dries them up  
**KILLS** { Roaches and Bed-Bugs  
Rats and Mice  
All Dealers and 381 Queen St. W., Toronto, Ont.  
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

**BIG PROFITS**

**CAN BE MADE**

BY HANDLING OUR CELEBRATED  
**ENGLISH KIPPERS**

(50 to 60 FISH PER BOX)

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

WRITE US TO-DAY  
IT WILL PAY YOU

**ROBERT ISAAC, Ltd.**

23 GL. CHARLOTTE ST.

**LIVERPOOL, England**

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

**WRITE TO**

10 Garfield Chambers, Belfast, Ireland.  
for Sample Copy of the

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

if you are interested in Irish Trade

**Grocery  
Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE  
IN ADVANCE.

**MacLean Publishing Co.**

143-149 University Ave., Toronto

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

DO YOU KNOW ALL OF YOUR "CREDIT CUSTOMERS" PERSONALLY?  
IF NOT, YOU NEED

**Allison Coupon Books**

Because they will enable you to handle a vastly greater number of credit accounts profitably and with SAFETY. You don't need a high salaried organization either. For they eliminate a great deal of work, simplify bookkeeping, prevent errors and disputes, and—best of all—afford an easy means of checking close on each customer, who might otherwise let his account run too long. If you have a few "slow" but perhaps "good" credit customers, just try ALLISON COUPON BOOKS and then keep your eye on the cash book. See what a difference it makes.  
HERE'S HOW THEY WORK:—



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

Manufactured by

**Allison Coupon Company**

INDIANAPOLIS, IND., U.S.A.

**FREQUENCY OF SAILINGS**

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

For further particulars apply to

**PICKFORD & BLACK, Ltd.**

Agents

HALIFAX, N.S.

FOR—

**"Green Mountains,"  
"Delawares"**

or other varieties of

**POTATOES**

for SEED or  
TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,**

LIMITED

ST. JOHN, - - N.B.

You Will Find  
**WESTON'S**  
**Soda Biscuits**

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

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

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

We carry a full stock at each branch.

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

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

Write for price list and terms.

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

**CANNED GOODS**

<b>ESSEX</b> brand Canned <b>PEAS</b> , 1911 pack, 2s	-	-	at \$1.25 per dozen
<b>ESSEX</b> brand Canned <b>CORN</b> , 1911 pack, 2s	-	-	at \$0.95 per dozen
<b>RED SOCKEYE</b> Canned <b>SALMON</b> , 1 lb. tins, talls	-	-	at \$2.25 per dozen
<b>COHOE</b> , good quality Canned <b>SALMON</b> , 1 lb. tins, talls-	-	-	at \$1.80 per dozen
<b>PINK SALMON</b> , very choice quality, 1 lb. tins, talls	-	-	at \$1.25 per dozen

**TEA**

**CEYLON BLACK** Tea, in chests, good Cup quality - - at 16½c. per lb.

**R. SIMPSON & COMPANY**

TEA IMPORTERS AND WHOLESALE GROCERS  
 29-31 CHARLES STREET, HAMILTON, ONTARIO



# Purity-Cleanliness-Freshness

**A**FTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."



**P**URITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

## Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skillfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

**CHIVERS & SONS, LIMITED**  
FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.  
57 Water St.  
VANCOUVER, B.C.  
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.  
144 Craig St. West  
MONTREAL  
(Canada and Newfoundland)

# E. & T. Pink



are manufacturers of pure foods of finest quality.

**BAKING POWDER, CORN FLOUR, PEA FLOUR**  
are prepared from the finest ingredients.

Grocers carrying a stock of Pink's products are sure of giving satisfaction every time a sale is made.

Send for full list of manufactures to our sole Canadian Distributors

**The Manufacturers' Agency Co.**

HALIFAX, N.S., C. E. CREIGHTON, BEDFORD CHAMBERS  
BOSTON, U.S.A., GEN. SALES OFFICE, 131 STATE ST.

**Manufactory—London, Eng.**



## "PRIDE OF CANADA"

### Maple Syrup and Maple Sugar

carries with it a guarantee that it is absolutely pure. The feature in selling that makes profit for you, Mr. Grocer, is to tell your customers the truth of that statement. Made in maple groves, right where the sap runs from the trees—pure, and lots of it. When you buy brands of the Maple Tree Producers' Association you get absolute guaranteed purity.

Get the first business this spring with "Pride of Canada"—and you will be assured of steady sales.



STOCK EARLY. SEND FOR PRICES.

THE  
**Maple Tree Producers' Assoc.**

LIMITED

WATERLOO, QUE.

MONTREAL OFFICE:  
58 Wellington St.

TORONTO OFFICE:  
512 Dundas St.

## Good Matches Always Sell!

There is always a constant demand for matches. Your customers want matches that light every time with no spluttering.

### SHAMROCK Silent Tip Matches

furnish that desire, and you can rest assured that they will prove in every way satisfactory. They are packed 1000 (full count) to the box—144 boxes to the case, handsome lithographed boxes.

*YOU CAN GET GOOD PROFIT*

**DOMINION MATCH CO., LIMITED**  
DESERONTO, ONT.

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

# HOUSEWIVES DEMAND SOCLEAN



at this season of the year.

At this season of the year, Mr. Grocer, when the housewife is busily engaged in thoughts of spring cleaning, would it not be the psychological time for you to stock sweeping compounds?

## SOCLEAN

### The Dustless Sweeping Compound

Tell her of its merits in the home, viz.: Soclean is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, requires the use of much less motion than any other sweeping compound, and leaves a pleasing disinfecting odor.



#### MERCHANTS:

Here is a profitable line that will have many sales at this season of the year, and its excellent properties will hold that steady trade—that is so much sure profit. Soclean is put up in handy sized lithographed pails, convenient for household use, or in large quantities for commercial use.

#### BE AN AGENT

Make your store the selling point of your district. You will find that Soclean when introduced will have a call in large proportion for banks, churches, lodges, etc. Send for particulars.

## SOCLEAN LIMITED Toronto, Ont.



**As Like as Two Peas.**

The chef makes up a Jell-O dessert and the butler serves it. The young housewife makes one and serves it herself. She is no cook, but the dessert she has prepared is as like the chef's as two peas are alike. Both were probably made in a minute.

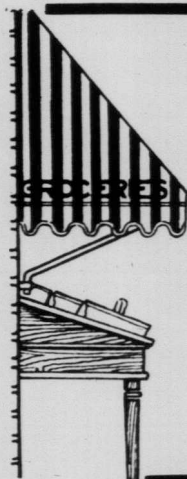
**JELL-O**

desserts can be made by anybody without practice.

A package of Jell-O and a pint of boiling water are all that is needed for the plain Jell-O desserts.

**THE GENESEE PURE FOOD CO.,  
Bridgeburg, Can.**

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.



**Where Do Your Profits Go?**

The most likely way of being swindled out of a margin that should be yours is claimed by Old Sol. He beats down tremendously upon your stock, and in that way lessens its value that you cannot get your price or cannot make quick sales—the attractiveness is wilted. But if you have a Raymond awning it centres attractiveness to your store, and the good condition it keeps your stock in makes sales that pay you.

What about the sun season just commencing? Ask for prices and particulars.

**Raymond Bros.**

London

Ontario

**Nation's Custard Powder  
& EGG POWDER**

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xavier St., Montreal  
F. Coward, Toronto  
(For Ontario)  
The W. H. Escott Co.,  
Winnipeg, Man.  
McKelvie, Cardell, Ltd.,  
Calgary, Alta.  
Distributors, Ltd.  
Edmonton, Alta.  
W. H. Malkin, Ltd.,  
Vancouver, B.C.  
Ayre & Sons, Ltd.,  
St. John's Newfoundland  
J. M. Crosswell & Co.  
Kingston, Jamaica  
Samples free by post.



**OAKEY'S**

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

'WELLINGTON'

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**

Manufacturers of

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

Wellington Mills, London, England

BUY

**Star Brand**

**Cotton Clothes Lines**

AND

**Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

## YOU CANNOT AFFORD

to be without a supply of  
**Carter's Tested English Seeds**

Your customers will ask for them. Why not stock them? They are a profitable line, and they will be placed in your store at no expense to you.

Not only high-grade garden seeds, but finest pedigree FARM SEEDS as well; and the quality, the name and the *price* sell them for you.

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

A postcard will bring you full information.

Address the **Sole Distributors for Canada:**

**PATTERSON, WYLDE & CO.**

P.O. Box 532, Toronto

Head Office:

Chamber of Commerce Bldg., Boston, Mass.

## WHERE WE WIN

When the customer pays for an article knowing that she is getting a premium with it, she sooner or later begins to think that she is not getting value for her money. But when she purchases

## Club Jelly Powder

she knows that the value is there all the time and that she is getting **SOMETHING EXTRA**, a valuable extra (not a useless premium) in the form of a **FREE, DELICIOUS CUSTARD POWDER.**

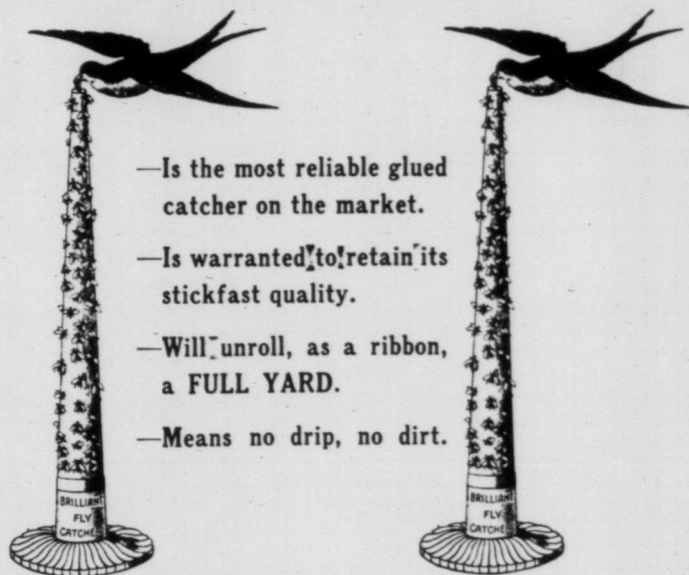
*Club Jelly is the height of perfection.*

**S. H. EWING & SONS**

MONTREAL

TORONTO

## Brilliant Fly Catcher



- Is the most reliable glued catcher on the market.
- Is warranted to retain its stickfast quality.
- Will unroll, as a ribbon, a FULL YARD.
- Means no drip, no dirt.

**\$1.75 per box of 100**

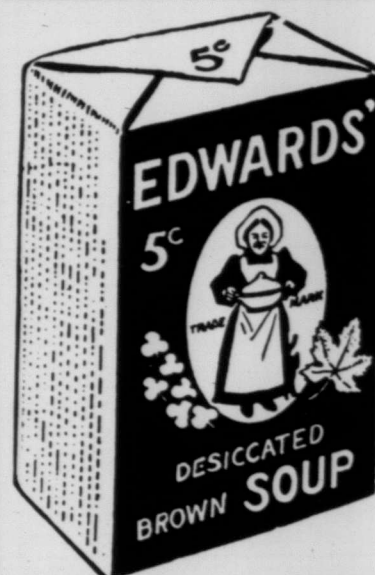
FOR JOBBERS' PRICES AND SAMPLES WRITE

**GRANGER FRÈRES LIMITÉE**

390 St. Paul Street,

MONTREAL

Selling Agents for Western Provinces:—J. J. TOMLINSON & CO., WINNIPEG.



EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.

## YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St.,	- - -	Montreal
W. G. PATRICK & CO.,	- - -	Toronto
W. H. ESCOTT & CO.,	- - -	Winnipeg

## This is the "How" of Better Soap Profit

The public must have soap, and it is only natural that the grocer should supply that demand. Now, are you going to continue selling cake soap that yields the barest profit, when there is a soap proposition that will yield you a GOOD profit and build up a trade of satisfied users?

### **N.P. BAR**

It is an honest piece of goods with no fake or fad connected with it. It shows the retailer an honest profit. It gives the consumer by far the best soap value for the money, both as regards quality and quantity, of any Soap on the market to-day.

Show the N.P. Bar to your customers, put it on the scales before them so that there will not be the least shadow of doubt about their getting honest value, and if they are not perfectly satisfied with it, you have our authority to refund their money.

---

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Do You Want the Better Soap Profit?  
SEND FOR PRICES RIGHT AWAY

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**DAVID MORTON & SONS**

Limited

**Victor Soap Works**

**HAMILTON**

**ONTARIO**

THE CANADIAN GROCER

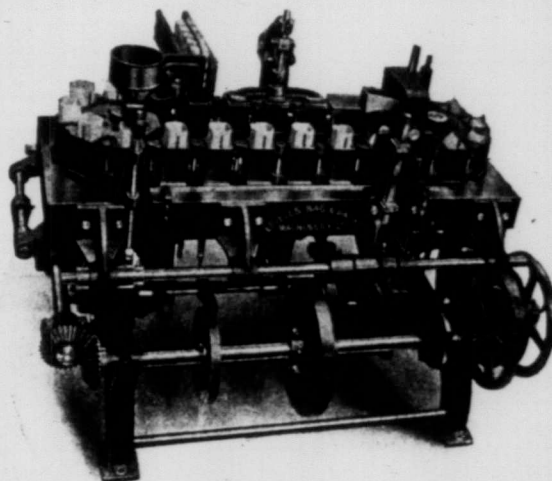
# BAG-MAKING & PACKETING

*Machinery of Every Description*

**Labelling**

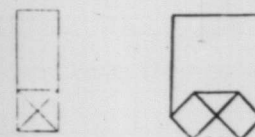
**Wrapping**

Etc., Etc.



THE LOVELL NEW TYPE PACKETING MACHINE

**Bag  
Machines**



With folding in both these methods

Send us Samples and let us suggest where we can save you money

**Lovell's Bag and Packet Machinery, Limited**

59-60 Gracechurch Street, LONDON

## Were Your 1911 Earnings Satisfactory?

If you are an inside worker closely confined to office hours, without the opportunity you desire; if you are determined to better yourself, insuring for yourself a larger income, we have the position for you.

We will make hundreds of appointments of representatives to take new and renewal subscriptions to our

### FIFTEEN PUBLICATIONS

for the coming year. We would like to have you represent us in your locality, if you are ambitious and of good address.

The work is entirely out of doors. Your earnings will be gauged by your own efforts. Some of our representatives earn \$50.00 and \$40.00 a week. Many earn \$25.00 and \$30.00 a week, and we offer them no greater assistance than we offer you. You are unlimited in territory. We pay you a commission on every order, whether new or renewal, and you have every opportunity for advancement to a district sales managership.

We furnish you with everything necessary.

**The MacLean Publishing Co., Limited**

143-149 University Ave.

TORONTO, CAN.



## Increase Your Jam Sales

Don't you believe your customers would buy a great deal more jam if you were handling the brand that appealed to them?



## "BANNER" BRAND JAMS

are exceptionally popular. They are put up in pails of different sizes. Just fresh fruit and clean methods make the quality of flavor that sells Banner Brand.

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

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

## JAMS

This is the JAM SEASON—and if you are careful to see that you handle reliable goods, your sales are bound to increase.  
FOR SATISFACTION YOU SHOULD STOCK

HOW  
IS  
YOUR  
STOCK  
?

## "ANCHOR" Brand PURE JAMS

16 oz. glass  
4 lb. sealed tins

RASPBERRY, STRAWBERRY, APRICOT  
BLACK CURRANT, GREEN GAGE

Quality is Guaranteed FRESH FRUIT and PURE GRANULATED SUGAR ONLY USED IN THEIR PRODUCTION.

QUOTATIONS  
UPON  
REQUEST

## "ANCHOR" Brand MARMALADE

16 oz. glass  
4 lb. sealed tins  
7 lb. " "

The finest quality manufactured in  
Scotland, the home of good  
marmalade.

ORDER  
NOW

These lines show you a good margin of profit.

# EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

## SUN AMMONIA

FOR 25 YEARS THE STANDARD OF STRENGTH AND PURITY

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



# DIAMOND CRYSTAL SALT

**"The Salt That's All Salt"**

The Diamond Crystal Company are introducing to the trade a new package containing cooking salt. It's the flaky kind so much in demand by good cooks wherever good cooking is known as a fine art.

It is so made, that it exactly suits the requirements for which it is intended, and when made by the best qualified people in the best qualified factories in America, you can have no hesitation in believing that it is the very best product of the kind that it is possible to turn out.

The Diamond Crystal factory is a model of excellence in every way, and after having been improving it periodically for the last thirty years or more, it has now come to be what may properly be called a perfect salt producer. What wonder then, that all salt with the Diamond Crystal name is easily first in quality.

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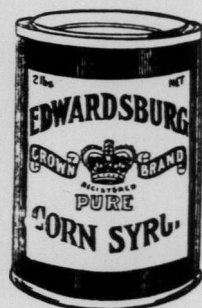
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# Definite Move to Ontario Organization

Members of Different City Associations Meet After Banquet to Discuss Plans—Some Reasons Why They Maintain Such an Organization is Necessary—Circular Being Drafted to Send to Representatives of All Ontario Associations.

For a long time it has been the dream of a number of dealers to have an Ontario Retail Grocers' Association. That dream is evidently about to be realized.

Those who have been keeping in touch with association work in The Grocer of recent issues will have seen that the London, Toronto, Hamilton and Brantford associations have been ventilating their views on this question in no uncertain manner. All these associations are now working together, and the others are wanted. Ottawa in the east, to Windsor in the west, will be asked to help, and in any town or city in Ontario where there is now no association, these places will be requested and urged to organize.

As recently announced, London and Toronto associations have passed resolutions favoring the proposition. Brantford and Hamilton have since done the same, and in each of these four bodies are men giving time and labor to the preliminary work.

## Banquet Speakers Favor It.

At the banquet of the Toronto R. G. A., report of which will be seen in this issue, speakers from the four cities emphasized their opinions on the need of such an organization.

J. A. McIntosh, past president of the Hamilton body; E. J. Ryan and Thos. Shaw, of the London association; W. J. Mellen, president of the Brantford organization, and W. C. Miller, past president of the Toronto R. G. A., all spoke strongly on the subject, and with these men and organizations behind the proposal, there is every license to predict an Ontario Retail Grocers' Association in the near future.

So strong was the sentiment that, although the banquet did not conclude till one o'clock on Thursday morning, an after meeting was held at the Arlington to arrange a conference before the visiting retailers went home.

Those retailers present at this conference were:—E. J. Ryan and Thos. Shaw, of London; W. J. Mellen, Jas. Burns, Ed. Church and Geo. Harp, Brantford; R. Davies, W. C. Miller, D. W. Clark, Donald McLean, Fred. Thorne, David Bell and R. Matthews, of Toronto; J. A. McIntosh and Ed. Hazel, of Hamilton, had to leave early to catch a train. Inspection of scales, wholesalers' discounts, wholesalers selling direct, and the Garnishee law were among the questions considered to be of first import-

ance, which could best be dealt with by a provincial body of organized men. At this meeting it was decided to call another for Thursday afternoon at 2.30 o'clock, at the Iroquois, to talk over some definite method of procedure.

D. W. Clark, Toronto, was appointed chairman. Those present at this meeting were:—W. J. Mellen, Ed. Church, Geo. Harp and Jas. Burns, Brantford; E. J. Ryan and Thos. Shaw, London; R. Davies, D. W. Clark, W. C. Miller and D. Bell, Toronto. W. J. Bryans, associate editor of The Canadian Grocer, was appointed secretary pro tem.

## To Get in Touch With Others.

There was no one opposed to the formation of a provincial organization, so the matter of getting the views and co-operation of other associations and individuals interested in the work was considered.

It was finally decided to send a letter to all other similar Ontario bodies. This letter will be drafted from those submitted by the committees of each association represented so as to make it as comprehensive and as strong as possible.

## Questions for Consideration.

Some of those present deprecated the

new regulations of Ontario wholesalers cutting of cash discounts. They could see no good reasons why their discounts should be cut off if the wholesaler got cash for his goods. This will likely be one of the first problems for consideration once the organization is formed.

Attention will also be given to the expensive system under which debts must now be collected. The Garnishee Law, already referred to, stipulates that a man's wages cannot be garnisheed unless his employer owes him more than \$25. In other words, the law protects a delinquent to the extent of \$25; in order to collect a \$25 debt the debtor must have \$50 coming to him from his employer at one time.

Division Court proceedings are necessary to collect a debt, and as the expense of these usually prove to be out of proportion to the size of the debt, retailers feel that reform is necessary.

Among other things co-operative bills will be watched. These are introduced periodically into the House of Commons, and as grocers are more affected than anyone else they maintain that a provincial association of grocers will unitedly do much to disparage any class legislation of this sort.



A customer doesn't appreciate having to eat bread wrapped in paper on which the dealer's licked finger has left its mark.

# Ontario Assn. Strongly Advocated

Discussion of This Question Chief Feature at Retail Grocers' Banquet—Visiting Retailers From Hamilton, Guelph, London and Brantford—Elimination of Cash Discounts By Wholesalers Condemned—Legislation That Should be Gone After—A Large Attendance.

(Staff Correspondence.)

Toronto, March 7.—If the vim which a number of speakers put into addresses at the Retail Grocers' Association Banquet last week continues to develop, there will, in the no distant future, be an Ontario Retail Grocers' Association. In one sense of the word, the banquet was a cosmopolitan affair. There were present, members of the trade from London, Hamilton, Brantford and Guelph, as well as local wholesalers, their traveling salesmen and a few brokers and manufacturers. It was held at the Arlington House.

The toast list was a lengthy one and stirring and deliberative addresses were heard on Canada, Our City, The Trade, The Drummer, Our Guests, The Trade Journal, The Ladies and on the formation of a provincial organization, but the greatest of these was the last. J. A. McIntosh, past-president of the Hamilton Retail Grocers' Association, led in the attack. He was followed by vigorous addresses from E. J. Ryan and Thos. Shaw, of the London Retail Grocers Association, W. J. Mellen, president of the Brantford R.G.A., and W. C. Miller, past president of the local association. These men speaking on behalf of their various organizations, urged the establishment of an Ontario body with which would be affiliated the city and town associations.

Wholesale grocers present addressed the gathering while the entertainment fell chiefly on the shoulders of the travelers—the jolly good fellows of the past and present.

## Starts the Ball A-Rolling.

When the 150 or more guests had taken the edge off their appetites, President R. Davies' baton roused them to the realization of the presence of orators. He appreciated the response of so many to the association's invitation and hoped all would enjoy themselves.

After the King had been duly honored, Ed. Hawes proposed the toast to Canada, referring to her powers in manufacturing. Ald. Alf. Maguire responded in a strong patriotic address which was punctuated by much applause.

## Want a Day of Rest.

J. S. Bond, Toronto retail grocer, before proposing the toast to Our City adopted the visiting retailers for the night. "A city or country can only rise to the level of its people," was one of his important assertions. He advised

that the City Fathers continue to keep the lid down tight on our closed Sundays. "We all want the seventh day as a day of rest," he declared. His meaning did not include closed slides, he made plain.

Chas. Parsons, of Parsons, Brown & Co., wholesale grocers, responded in the unavoidable absence of Ald. D. Spence.

"Our Guests" were introduced by D. W. Clark, Avenue Road grocer. Mr. Clark welcomed the visiting retailers briefly and called upon the Hamilton representatives who had only a few minutes left to catch the train. Ed. Hazell, president of the association and J. A. McIntosh responded.

## Clear-Cut Determination.

"I had intended to speak for an hour to-night," began Mr. McIntosh amid



President Davies' Dream of the Night Before. laughter. "on a Provincial Association, but I have to leave you sooner than that.

"It is a topic dear to my heart and I will not stop till I see one established. The time is at hand when the retail grocers of this province should unite against manufacturers and wholesalers. Some grocers in Hamilton have to work 12 to 16 hours a day to make a living, and the retailer shouldn't have to live on the small percentage of two per cent. which we get on many articles. This question of an Ontario association is coming up a week from Thursday night in Hamilton and I can tell you we're for it."

## Take Things Easier.

"We're not like the last speaker from Hamilton," said E. J. Ryan, of London.

"London grocers don't work 16 hours a day. Eight to ten is the longest and we have the Wednesday half holiday all summer. We attend the fall fairs and enjoy ourselves in London and also look after our business."

Mr. Ryan, in referring to organization intimated that if the retailers had had a man like E. F. B. Johnston to plead their cases they would be getting better margins of profit. "We're criminals now if we take our discounts," he said. In many cases, wholesalers who only stored the goods were getting good profits whereas we have to sell those goods and get little reward.

## Sell What They Wish.

"And we sell whatever goods we like," he added. "If we want to sell any kind of soap we can do it despite what the customer may ask for.

"Where would the labor men be to-day if it were not for their unions? If we were to go in a body to our members of parliament we could get anything in justice we desired. Where would the wholesale man and his discounts be if we were united? We are the men who sell the goods; we want to help the wholesale man but we want justice.

"It's the other fellow we're after who doesn't pay his bills," say wholesalers, but we get nothing for paying ours. It is up to us to organize and if we all have the interests of the business at heart it won't be long till we get discount for cash, besides those on vinegar and tea. These are still left us, why? Because we can buy them direct. If we get a reasonable profit on the goods we sell we have no contention. We are 50 to 1 compared with the wholesale trade and we ought to win. You can always depend on the London Retail Grocers' Association to go into the question of provincial organization," he added and his remarks were greeted by prolonged applause.

## Between Devil and Deep Sea.

Brantford was next heard from. "I came down to stay all night even if it takes me all week," humorously remarked W. J. Mellen, and everyone knew his nationality. He had been fooled once before by an early train schedule.

"I'm for organization," he declared. "We're up against it. We're between the devil and the deep sea. The wholesale house is after us on the one side and the consumer on the other. There is the

## THE CANADIAN GROCER

question of giving credit and not knowing when we will get our money.

"There is the Garnishee legislation. The law puts its arm around a man and protects him to the extent of \$25. Is there any fairness or honesty in that? It's the man who wants to do you who desires such a law."

Referring to the recent address of E. F. B. Johnston before the Lominion Wholesale Grocers' Guild, he took it that what the wholesalers could do under the law the retailers could also in their own sphere in regard to prices.

"You must remember, of course," said Mr. Mellen, very truly, "the law as it is in the statute book doesn't mean much; it's how the judge interprets it from the arguments of the lawyers."

### The Price-Cutter Dwindling.

"If we organize and go after legislation, we can get what is fair to us. In every community there are always men who will cut prices. Thorough organization and realization of fair margins of profit will stop that. We have a good organization in Brantford. We do not break established prices. Once in a while someone will kick over the traces but we get him back again. But a city organization cannot do much as to legislation. But we can get what we want with an Ontario association. Just here we want to remind you that Brantford has the credit for giving the knockout blow to the Trading Stamp evil."

### A Willing Association.

Thomas Shaw, of London, also strongly advocated provincial organization. "We feel very strongly on this question

over in London," he said, "and have already taken some steps in our association to help it along. We are willing to send delegates anywhere to get it going because we feel that many of the wrongs of the trade will be righted when we have it."

### Social Side of Organization.

Neil Carmichael, Toronto, in proposing the toast to "Our Association," emphasized the value of organization in the trade. "The social side of our association is shown here to-night," he said, "and it is well that we keep this side in view because this form of sociability brings the trade together and that is a

good thing." He bewailed the fact that many grocers were not interested, as little can be accomplished without union. A few cannot care for all the vital subjects that come up, and it is desirable that a larger number not only become members of the association but active workers.

Wm. C. Miller in replying to this toast first made reference to the length of time the association had been established and its aims.

### Benefits Trade in General.

"Our association is actively engaged in everything concerned with the welfare not only of our own association, but the trade in general. We realize there is much that can be accomplished by co-operation and association work. For this reason we feel the need of assistance from outside associations."

"There are many matters where we are being intruded upon and which it will require a strong front to have righted. With this in view, Retail Grocers' Associations throughout the province have been approached and we are now on the verge of the formation of a provincial organization. Banded together we will be able to go to legislative bodies and demand from them our rights."

### Unfair Peddler Competition.

"There are many grievances which we need to have righted. One thing we require is action against the peddler who for a small consideration is allowed wide selling privileges while the retail grocers have to pay rent, taxes, and bear all the other necessary expenses."



E. J. RYAN  
LONDON



W. C. MILLER  
TORONTO



W. J. MELLEN  
BRANTFORD



THOS. SHAW  
LONDON

Some of the men behind the proposal to form an Ontario Retail Grocers' Association.

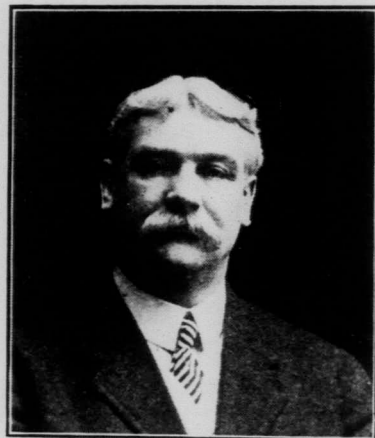
"Then, again, we want a law to get after the dead-beat. There is too much red tape connected with the present system. The present amount of \$25 which we must leave a man in garnishment is too much. We want legislation to have it reduced to \$10.

**Wholesalers Selling Direct.**

"We should not stand for wholesalers selling to consumers which is so prevalent now. Instances are voiced every day in which the retail grocer is being wronged in this manner. We must have this remedied. When a provincial organization is completed much will be accomplished in correcting these abuses."

**Uniting Sections of the Trade.**

The toast to "The Trade" was proposed by Donald McLean, Roncesvalles Avenue, and replied to by Frank Sloan and J. H. Ince, wholesale grocers. Mr. McLean referred to the advantages of bringing the wholesale and retail trade together and thought it would tend to bring about a more amicable settlement of alleged wrongs.



**D. W. CLARK**

One of the few charter members of the Toronto R. G. A. He is a strong advocate of an Ontario Organization.

"It is unfortunate," said Mr. Sloan, "that the retail and wholesale trade do not come together oftener. I am sure it would help to make matters between them much smoother. The wholesalers are not in business to rob the retailer. They have to look after their own interests but I can say that they also study the interests of the retail trade." Mr. Ince added to these words, expressing his great pleasure at being present.

"Treat the traveling man right," was the theme of Frank Johnston's proposal of the toast to "The Drummer." In replying, G. Todd, of P. C. Larkin & Co., gave a poetical toast to the "traveling man." Herb Moore, of Pugsley-Dingman, also responded, touching generally on conditions surrounding recent soap movement.

"Travelers are often looked upon in the wrong light by the retail trade," he

said. "There are no doubt some men on the road who have an over amount of persistency and a lack of judgment, but I do not think the majority can be described in this way. The drummer is an important link in the trade and his ideal

**WES. WILLIAMS' BANQUET SONG.**

Bob Davies is now on the throne,  
And he has a way all his own;  
At the end of his year  
We will all give a cheer  
For the way the association has grown.

He has a fine horse for the Show,  
And he's always right after the dough;  
He'd win without doubt,  
If Dick Matthews stayed out,  
He's beat him now twice in a row.

The vice-president's name is Dave Clark,  
And his place is straight north of Queen's  
Park,

When the day's work is o'er,  
He closes his store,  
And his clerks don't go home in the dark.

Now everyone here knows Fred Thorne,  
And all must acknowledge the corn,  
If with him they'd compare  
In the secretary's chair,  
They will have to get up in the morn.

A boy entered Bill Miller's store,  
Set a basket of eggs on the floor,  
My mother says, "Please, there's chicken in  
these."  
Says Bill, "It'll be forty cents more."

Neil Carmichael is right to the fore,  
He'll do his own share and some more,  
On legislation he's strong,  
He will right every wrong,  
And show that he's game to the core.

If names have the know-how to sell,  
The Davies and Daves have done well,  
For under the tent  
With the new president  
Are Dave Clark, and Dave Spence and Dave  
Bell.

Frank Johnston is built rather fat,  
And members are hard to get at,  
But leave him alone  
And he'll wander in home  
With a bunch of them under his hat.

And now here's our friend, Davy Bell,  
Whose store up Yonge Street is swell,  
The ladies walk miles  
For one of Dave's smiles,  
He's not married—that's easy to tell.

From the city hall comes Alf. McGuire,  
And we know it's his earnest desire  
To take a firm stand  
And lend us a hand  
To make pedlar's licenses higher.

J. S. Bond is the man with the smile,  
He does things up in fine style;  
He could sing or clog-dance  
If he had half a chance,  
But they expect him to speak all the while.

And now here comes Donald McLean,  
Whose talk to the trade was quite plain;  
If you take his advice  
And never cut price,  
You will not have have heard him in vain.

Of course, you all know Bailey Snow,  
You will see him wherever you go,  
At the picnics in summer  
He sure is a hummer,  
He's the principal man in the show.

**Refrain.**

Come all the way up,  
Come all the way up, delivery;  
Come all the way up, all the way up,  
Come all the way up, delivery.

should be to co-operate with the grocer in the true sense of the word." Wes. Williams, T. H. Estabrooks Co., Limited, added a trade song which took the fancies of the grocers.

D. W. Clark proposed the toast to "The Trade Journal." "Co-operation is the only way to remedy grievances and attain the best results in the gro-

cery trade," said Mr. Clark, "and much can be done in this regard by the trade journal.

"The Canadian Grocer has for many years now been the champion of the retail grocers and a connecting link between the wholesale and retail trade. It has always reported fairly and squarely without fear or favor, all questions which have come up in connection with the trade.

"I have always taken The Grocer and have found it an up-to-date and helpful journal. It has always been the true mouth-piece of the grocery trade, favoring neither one side or the other. As long as I am in business I will be a subscriber to it."

B. T. Huston, editor of The Canadian Grocer, responded to this toast, pointing



**DONALD McLEAN**

Who, in proposing the toast to "The Trade," advised co-operation between wholesaler and retailer.

cut why the retail trade should be united, as unless banded together it is impossible to get anything from legislative bodies. The labor unions are an excellent example of the value of organization and the grocers would do well to follow in similar lines.

"The Ladies" were not forgotten in the long list of toasts and this hour of pleasure. When Dave Bell called for response to "the most important toast of the evening" full eight score water glasses glimmered from the outstretched hands of as many men: as many hearts beat fast with common cause (the thought of the club awaiting them at home) as three hearty cheers were given in feminine behalf. J. H. Ince responded to this toast and with the singing of Auld Lang Syne, the 1912 banquet passed into the annals of history.

Continued on page 42.

## Edmonton Retailers Talk Business

Annual Banquet of Protective Association Attended by 150 Merchants—Garnishee Law, Business Tax, Peddlers' Regulations, System in Retailing and Retail Banking Among Subjects Discussed.

Edmonton, Alta., Mar. 7.—(Special).—A hundred and fifty of Edmonton's merchants assembled in the dining hall of the Corona Hotel on the occasion of the second annual banquet of the Retail Merchants' Protective Association.

President H. W. B. Douglas presided and during the evening new officers were elected with Mr. Douglas as honorary president, while M. S. Booth, manager of the Hudson Bay Co. store here, is the 1912 president.

### What Associations Stood For.

In his address the president stated that the object of the association was for the protection against granting credit to irresponsible persons and it was a protection to the community against fake advertising. In the report it was stated that the business tax would be abolished as soon as the city charter had been amended and there were other taxes and legislation that the association had fought against during the year. During the year, the executive committee had held 24 meetings and they had all been well attended. It was fast growing among the business men that the organization was justified and was doing good work.

The following gentlemen were nominated chairmen of the respective sections:—H. Aldridge, bakers; T. S. Thompson, furnishing section; R. G. Lowe, W. H. Reed, crockery; P. E. McClary, hardware; G. Morris, groceries; D. Davies, outfitters; W. T. Ash, jewellers; Adam Esch, stationery; J. H. Lines, drugs; W. T. Henry, furniture; A. E. Ludwig, dry goods, and E. J. Hart, gents' furnishings. W. H. Ketchum was re-elected secretary.

### Garnishee Law in West.

The newly elected president, M. S. Booth made a few remarks concerning the work done by the association during the past year and referred to the abolition of the floor tax and the demands made to the legislature in regard to garnisheeing and early closing. They had been before the city council many times but had never received the attention that they thought they should have received. They intended to get a representative on the council so they elected Mr. Douglas. They did not intend to ask favors of him, but they wanted to be seen when they do have cause to appear before the council.

Continuing, Mr. Booth said that there seemed to be laws in the province which protected the dishonest debtor against the honest retailer and they were trying

to get these laws amended. He urged the members if at any time they had any kicks or any troubles they would harbor them not unto themselves, but acquaint the executive so that they could go into the matter for them.

### Peddlers' Law Broken.

Mayor Armstrong, an ex-honorary president of the association, said there were many infringements of the laws of the city just the same as there were the laws of the association. During the years past, quite a number of cases had been brought to his attention of the infringement of the peddlers' by-law, and he had set the watch dog on their trails and brought many of them to the courts. There was one man he tried to bring before the court but he "flew his kite" before he could be got.

He hoped their deliberations throughout the year would be even more successful than in the past for he realized that the success of the retailers in the city depended on the legislation they obtained. Nothing they had obtained so far could be classed as class legislation for he did not think that their laws affected any particular class of people to the detriment of others.

### Abolition of Business Tax.

Although a lot of time was spent in framing and wording by-laws there was always some individual who would come along and under circumstances, do something which the by-law did not cover. It was most difficult, said Mayor Armstrong, to get by-laws in such wording that they would cover all the points in such a way that the magistrate would not hold that the by-law was invalid or incomplete. In conclusion he said he had for a number of years been in favor of the abolition of the business tax and the poll tax. The latter was a farce and was a grievance and a burden to many, for only 25 per cent. paid the toll tax, while 75 per cent. got off scot free. He was glad that it had been done away with along with the income tax.

### What System Means.

An interesting address was then delivered by Mr. Griffin on the subject of systems. The speaker made use of many anecdotes which had come under his notice and made many humorous remarks concerning the habits of clerks and salesmen. System in business, he said, was not merely the question of accounting or bookkeeping or any sort of record. It was all these and more. It means a carefully thought out plan for

handling every detail and transaction. It was necessary in every business no matter what it was. It was even necessary in conducting a man's personal affairs. The so-called system expert who knows very little about business in general but who is a good salesman, often makes a good sale but he will often try to convince you that his little device will solve all your difficulties.

In business there is only one right way but a hundred wrong ways. Find out that one right way and you are on the road to systematic management, and the saving of money and trouble. In conclusion the speaker quoted the business man's prayer as follows. In the morning when he gets up he says:

"Now I get me up to work.

"I pray the Lord I may not shirk.

"And if I die before the night,

"I pray the Lord my work's alright."

### Bank Manager Talks.

H. C. Anderson, manager of the Traders' Bank and secretary of the Edmonton Clearing House Association was the next speaker and he chose as his theme, "Finances." The speaker said that first of all when a man went into business he generally had a small capital. He must have a good character and sound integrity, and must have exemplary references before he can obtain credit from any wholesaler.

He must have sound wisdom in selecting the site for his business and another most important asset must be in the selection of his clerks. The clerks must be courteous and obliging for they are the ones that help create business. He thought all retail business men should make themselves known to their banks for if at any time they required to overdraw it is always a wise policy to be acquainted with the bank manager. Judicious advertising was another great asset for it brings results.

### Settlement of Accounts.

A great many retailers do not appreciate the necessity of a complete record of every little detail. Accounts should be sent out regularly and there should be a distinct understanding as to the time of settlement when the account is first opened. There should be regular annual stocktakings for it often reveals merchandise on hand that has been lost track of. In conclusion the speaker announced himself as of the opinion that the best days for the retailer in Edmonton are yet to come.

Alex. Livingston touched briefly on the accomplishments of the association during the last year and explained to the members and any intending members what the association was doing.

During the course of the evening the business was interspersed with songs and music.

# THE CANADIAN GROCER

Established - - 1886

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John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

## TO STRENGTHEN OUR STAFF

The Canadian Grocer proposes to add to its staff in Montreal an assistant editor, a young man with a thorough knowledge of the grocery business, who has had a training in a high-class grocery store, and who has the newspaper man's instinct for recognizing an item of news when he meets it, along with the trained grocer's appreciation of the inwardness of trade conditions. To such a man a liberal salary will be paid and excellent chances offered for advancement.

This step is in line with the general policy of advancement outlined by The Grocer at the beginning of the year and an expression of our determination to give our subscribers in every part of Canada the benefit of the best possible information from the strategical centres of trade.

## NEW MODE OF DELIVERY.

The delivery question in every large store is an important one. Where two or more vehicles are required the expense stretches out to considerable proportions in fifty-two weeks and if it can be curtailed any it should.

On another page of this issue are given the experiences of two retail dealers with the automobile system of delivery. These indicate that this system should be looked into. If as asserted one motor car can do the work of two, three or four horses, and if repairs do not exceed those of a couple of wagons, then it would seem the question is one for deep study.

In addition to that there is the advertising value of the motor delivery. Some people are vain and want the best of service and if it can be given reasonably without fear of loss of other custom a change in system ought to be considered.

It is a fact we cannot deny that during the past two or three years auto delivery has made rapid strides in Canada and if we are to judge from the interest displayed in this method at the Motor Show which closed a week ago, it will make much more rapid progress during the coming few years.

## MANITOBA FLOUR UP.

Some millers have announced this week an advance of ten cents per barrel in Manitoba flours due they claim to the strengthening wheat market which has reached the high-water mark at bay ports.

All millers are by no means convinced that flour should be higher. While some have actually made the advance, others are only contemplating it and still others do not intend to follow suit just now. The latter state that while it is true wheat has reached a high level at bay ports, yet that wheat is in few hands and values can be easily strengthened. They further claim wheat can be brought east from Winnipeg by an all-rail route cheaper than it can be purchased at the ports.

But the trouble in such a case is to get Winnipeg wheat east under the present congested conditions of the railways.

The situation is therefore quite an interesting one when analyzed and what will develop from it will be closely followed by all concerned.

## DON'T NEGLECT FISH DEPARTMENT

The retailer should not neglect to give to his fish department the full amount of effort that it deserves these days. With a fair amount of boosting under the present favorable conditions, it will produce gratifying results.

More desirable weather conditions could hardly be wished for. Fish can now be handled with minimum expense and trouble.

The presence of Lent makes fish the standard food of many people on a larger number of days than usual.

Many other lines of food which fish can replace are high in price, and fish being comparatively cheap, is thus naturally brought into greater favor.

Then again, fish in its several varieties is an excellent food. The dealer should talk food qualities of this line in his advertising, personal salesmanship and window cards.

Fish, properly handled give to the dealer a good fair profit. It assists in attracting customers to the store. Surely, this is a line that deserves a little honest effort from the retailer.

## PROGRESSIVE EDMONTON DEALERS.

From report of the annual banquet of the Retail Merchants' Protective Association of Edmonton, Alta., this organization is a real live one. The chief objects of the association are the protection of retailers from bad debts and from legislation of an unfair and injurious character.

Among the prominent questions affecting the western trade are the garnishee law, peddlers' licenses and the dead-beat, all of which are common to all sections of the country.

Observations made at the banquet on system in the store and the retailer's relation to his banker are full of sound advice and ought to be read by every dealer. One cannot know too much about these matters and when the opportunity presents itself advantage should be taken of it.

Edmonton has a good strong association of merchants and much good will come of such meetings as that of their annual banquet.

## GIVING OVERWEIGHT IN CANDY

The question of overweight in selling candy is one to which we have frequently called attention in the past, but the following letter from one of our readers is worth while commenting on again. It supplies a method to overcome the practice, for appearance sake, of throwing into the paper bag the two, three or four chocolates or pieces of candy sometimes left on the scoop when the exact weight has been secured. Here is the letter:—

Editor Canadian Grocer.—The grocer has a certain selling price for his candy. Then, he



should give what is paid for according to that price and no more. When he buys from the wholesaler or the manufacturer, he finds they do not throw any in. When a five-pound box of chocolates is purchased, he gets that amount and no more. Why then should he give overweight and over-value to his customers to the detriment of his profit and business. Success in handling candy in bulk depends to a large extent on accurate weighing.

There is a tendency when candies are being weighed out, if there are a few left over to throw them in. A clerk in weighing as he gets near the required amount will take only small scoops and when the scales balance he finds a few left in the scoop and for appearance's sake throws them in. Now I operate exactly the other way. As I get near the weight, I take large scoops and when the scales balance, I have a large amount left in the scoop which customers can't expect me to throw in. Thus I give no overweight.

The author of the above has certainly some originality about him as well as being a student of human nature.

**RIGHTS OF THE TRAVELER.**

A deputation of commercial travelers waited on Sir James Whitney, Premier of Ontario, during the week protesting against conditions of some of the hotels in local option districts which now do not come under control of the government.

Some of the things they complained of were the following:—

- Rates out of proportion to the accommodation.
- Food inferior, badly cooked and horribly served.
- Dirty bed clothing, with some beds like a veritable rag bag.
- Dirty sample rooms in many places.
- Cold rooms with insufficient bed clothing.
- Woeful lack of sanitary improvements and conveniences.

The Premier and Hon. Mr. Hanna, provincial secretary, promised to look into the complaints and gave the assurance that if further inspection were needed it would be attended to.

Certainly if the traveling man has to endure all or any of the hardships mentioned above something should be done. He is a necessary attribute to the carrying on of commerce and should be treated with respect.

If the placing of even a nominal tax on such hotels thereby bringing them under government control, would remove the inconveniences then it should be done without delay.

**"LOST WITHOUT IT."**

"Find enclosed \$2 for subscription to The Canadian Grocer. Been without it a month now. Lost without it. Substitute did not take the place."

Once a subscriber of The Grocer has been accustomed to getting his weekly paper and reading it, he cannot very well do without it. The above letter from a retail dealer emphasises this point. About a month ago he dropped it, but see what he says. He was lost without it and the "substitute did not take its place."

It has long been recognized that any general dealer who will be successful in business must specialize in each department of that business. A general knowledge is of

little use. By the assembling of specialized knowledge on each department, is the only way to keep out of the rut. There are questions of vital interest to the grocery trade arising from time to time which are of no possible interest to any other section of retail mercantiling. They must be considered apart from everything else.

**CREDITING RETURNED GOODS.**

It is not alone essential that the grocer have a competent charge system that will make it impossible to miss the charging of any goods that leave the store, but he must also have a proper system of crediting customers not alone with cash payments but with any goods that may be returned to the store.

Lack of this is the direct cause of grocers losing customers. Here is a particular case: On the surface this man was a good grocer. He tried to stock only good goods, but if there happened to be anything a customer did not think was quite up to the mark he was glad to take it back.

A customer on receiving his bill one day, looked it over and to his astonishment found that although the dealer had not objected to taking back these goods, many articles had never been credited.

Of course he apologetically made the correction when it was brought to his notice. That satisfied the customer and things went on as before. However, when the next bill came, there were still a number of articles returned during that month that had not been credited. The customer was naturally angry but other things being satisfactory he decided to still deal there. But when more bills came in with the same mistake he stood it no longer and decided to transfer his account to a merchant who had a proper system of making credits and who did not have to be watched closely.

A system must be put into work that will serve as a check on all goods returned. Not a half way plan that will generally work but one that will make sure all the time. When a deliveryman brings back goods he should not leave it to memory to have them credited at some future time but should at once do so.

It pays to be sure and accurate in these things. The grocer who wishes to succeed cannot afford to be otherwise.

**EDITORIAL NOTES.**

Advertising should be a part of the general selling campaign of every dealer.

• • •

Eggs are on the toboggan slide. The Canadian hen has crawled out of her shell.

• • •

A clerk content to simply supply actual demand will never develop into a salesman.

• • •

Fruit windows can easily be made attractive. See that your window space is frequently decorated.

• • •

Cold weather during past week has been ideal for fish. Retail sales are large. Are you handling fish?

• • •

Butter still holds its own. United States lower prices keep our market from going further into the air.

• • •

Work of organizing an Ontario association of retail grocers is going merrily on. Utopia in the trade will no doubt soon be realized.

## Automobile Deliveries at Motor Show

**Advances Made During Past Three Years—Hundreds of Canadian Dealers Now Using Them—Comparison Made With Horse and Wagon Cost of Delivery—Windsor Dealer Saving Almost \$800—Used to Have Four Horses.**

Toronto, March 7—(Special)—Three or four years ago there were few, if any, automobile deliveries in Canada operated by retail dealers. To-day there are hundreds of them, and the number is rapidly increasing from month to month.

At the Motor Show, which closed here last Friday night, there were exhibited a dozen or more makes of auto delivery, including two electric cars. Not only were they exhibited, but the sales resulting will without doubt reach high up in the five figure column. Three years ago some of the first demonstrations were held, and few, if any, delivery cars at that time went to retail grocers.

### Many Becoming Interested.

This year one firm reports sales of twelve delivery cars at the Motor Show, whereas three years ago they sold only nine during the entire year. Another firm expected to close sales of 20 or 25 as soon as actual demonstrations could be made, while the others all reported an encouraging outlook.

All of this tends to demonstrate the attention the trade is giving to this new form of delivery. Dealers claim it has three distinct advantages over the horse and wagon system. It does the work of at least two horses, and, if necessary, three, and it is a splendid advertisement for the store maintaining it. They also claim that if handled with reasonable care the cost of maintenance is much less than that of the up-keep of two horses, feed for them and wear and tear of vehicles and harness.

There does not appear to be much in auto delivery apart from its advertising value—from the standpoint of the merchant who only needs one delivery horse, and particularly if it stands for any length of time awaiting orders. But the man with two or more horses should take a look into this new system. If it can be made a money-saver it is worth careful consideration.

### Value as an Advertisement.

Unquestionably, it is a good advertisement. Large stores which now have this method, state that frequently customers ask to have their groceries sent up by the "automobile delivery." While one may criticize such people for paying so much attention to appearances, yet from a business standpoint, someone has to cater to their high fancies. If they will pay for it, give them the service.

Auto delivery must, therefore, be con-

sidered from standpoints of economy, quantity and quality of service, and good advertising.

### Windsor Dealer's Experiences.

Windsor, Ont., March 7—(Special)—In this section of the country there are many automobile delivery systems among retailers. W. J. Cherney, one of Windsor's grocers, has had this system in operation for past two years, and is convinced of the economy of it.

Prior to the introduction of the auto in his delivery service, Mr. Cherney had in use four horses. He discarded three of them, replacing them with the auto. Below will be found his comparison of the cost of maintenance of the two systems:—

### Horse Delivery Expenses.

	Per Week.
Horses (3) .....	\$15.00
Horses (shoeing) .....	1.50
Harness ... ..	1.00
Keeping up wagons .....	2.00
Wages (2 men) .....	19.50
Rent of barn .....	2.00
	<hr/>
	\$41.00

### Automobile Expense.

	Per Week.
Gasoline ... ..	\$3.60
Machine oil ... ..	.80
Keeping up tires .....	1.50
Other repairs .....	.50
Man and boy .....	\$19.50
	<hr/>
	\$25.90

This shows a saving in expense each week of \$15.10, which in a year would amount to \$785.20. Even if this saving in expense were but half that amount an automobile would soon be paid for.

## Began in Business With Motor Delivery

**Retail Grocer Who Figures on Large Saving in Year—Claims His Car Will Do Work of Three Horses—Kept it Running All Winter—Firm Next Door Will Invest.**

Geo. Arnold, a retail grocery dealer at 924 Queen street east, Toronto, is one who has adopted the auto delivery method of getting his goods out to customers and who is well pleased with the system. So confident was he of the value of automobile delivery that when he began business last year at the above address, he did not go to the expense of first purchasing a horse delivery. Having had experience with a touring car he felt that for him, automobile delivery would be the best and cheapest.

"Not only is the cost low," he says, "but the other advantages are so great as to make me strongly in favor of this method of delivery."

Mr. Arnold's car is a twenty-horse power one and of the soft tire variety. It has a covered body, affording protection to goods in transport from rain, sunshine as well as dust and dirt.

### Cost of Gasoline.

"I use the best quality of gasoline," says Mr. Arnold, "which costs me 18½ cents per gallon. My car requires 15 gallons every two weeks which makes the cost of running the car \$1.38 per week. I have had it since before Christmas and it has required practically no repairs. Indeed I expect the cost of repairs to be low, according to the cost of upkeep of my touring car. Of course, within a year repairs will natur-

ally be more than at the present time.

"That \$1.38 per week is practically the only expense which I have in connection with it at the present time. The cost of feeding and shoeing a horse would alone amount to \$3.50 to \$4 per week. We figure that the total cost of horse delivery is \$5 per horse per week. The expense of a driver for the car is \$14, about the same as that for a horse. My clerk and I, however, do the delivering ourselves.

### Could Do More Work.

"My car," he continued, "is not at present used to its full capacity. We have demonstrated that it can do the work of three horses in delivering. The retail establishment next door, Arnold's meat market, put it to a test recently and it did the work of three horses and wagons.

On this basis the cost of maintenance figures out in dollars and cents as follows:

Wagons Per Week.	
Three drivers at \$14... ..	\$42.00
Three horses' keep at \$3.50 ...	10.50
	<hr/>
Total... ..	\$52.50
Autos Per Week.	
1 driver ... ..	\$14.00
Gasoline... ..	1.38
	<hr/>
Total ... ..	\$15.38

Difference per week, \$37.12.  
 Saving per year  $52 \times \$37.12 = \$1,930.24$ .

In this estimate it will be noticed that nothing has been figured for repairs for either auto or wagons.

The dealer next door has also decided to adopt automobile delivery in his business.

"Another good feature of the automobile," said Mr. Arnold, "is that it will work all year round. Even the heaviest snow storms this winter did not stop it from covering its route. At any time during the day it is ready for service."

"What do you consider the chief good points of automobile delivery?" was asked Mr. Arnold.

"Well, the comparison shows that it is cheaper," he replied.

"Then another valuable feature is the quickness of delivery. Orders do not have to be held until a schedule time as with horses. If Mrs. Jones rings up and wants some goods in a hurry, we can send them at once and it means nothing but a little more gasoline.

"We deliver with it both in the neighboring district as well as outlying sections. Distance makes no difference.

"The original cost is more of course than that of a horse and wagon, mine being about twice the amount of a good complete delivery outfit, but I believe it soon makes up for this difference."

## Food Legislation in The United States

Third Article of Series on Progress of Pure Food Legislation  
 —Early Difficulties of Dr. Harvey Wiley—Each State Has Law  
 of its Own—National Law Solves the Problem.

By W. S. Greening.\*

We have seen that in Great Britain the enactment and enforcement of laws regulating the purity of foods was primarily due to Arthur Hassall, so in the United States, the name of Dr. Harvey W. Wiley will always be associated with the passing of the Food and Drugs Act of 1906, which is so far, the most perfect and advanced legislation ever enacted for the protection of the consumer. The passage of this bill was a personal triumph for Dr. Wiley, for it was the result of a struggle lasting over twenty years, during which every possible weapon was used by his opponents to defeat him, and a bitterness aroused unequalled in the whole history of United States.

### Uniformity Difficult.

Pure food legislation in the United States is complicated by the ever present conflict between State rights and Federal jurisdiction. The question of food regulation comes entirely within the province of each State, and the law in each was different—good in some and bad in others, and indifferent in most.

Up to 1880 the matter aroused little public interest, although conditions were anything but satisfactory. Undoubtedly, a great deal of impure food was sold, but the general feeling seemed to be that of "caveat emptor" (let the buyer beware). Some famous cases like the wooden "nutmegs" of Connecticut seem to have been regarded as evidences of

rather smart Yankee "cuteness," and were admired or treated as a joke rather than as a subject of public concern. The British law of 1875, however, aroused a good deal of interest in America, and several State legislatures passed acts along similar lines.

### General Confusion Results.

As in most matters of this kind, Massachusetts took the lead, and her food laws have been regarded as a standard for the other States. Unfortunately, each State, instead of following closely this model legislation, made various variations, dictated in some cases by a desire to be original, but more often allowing the "interests" to slip in clauses which nullified the effective working of the acts. The result was hopeless confusion. Two States side by side would have totally different laws, and to make matters worse, it was discovered that State laws could not be made to apply to shipments from another State. For instance, if an article was prohibited in Ohio, but legal in New York, a dealer or manufacturer could ship it into Ohio from New York, in spite of the pure food laws of the former State. This condition of affairs became intolerable, and it was evident that some remedy had to be found.

### Must Have National Law.

Another serious difficulty was, owing to the lack of standards and uniformity, the American export trade in many lines, notably meat products, was suffering, as a foreign power was apt to mistrust American products if he happened to purchase an unsatisfactory lot

of goods. The result was lack of confidence in American goods generally. It was felt that little could be done to remedy existing conditions until a national pure food law was passed, as no matter how good the different State laws were, without inter-State commerce could be controlled, it was impossible to make any lasting improvement.

Various food laws were presented to Congress, and a good many passed this house and were sent to the Upper House for ratification, but one and all failed to get through the Senate committees, and after a struggle of over ten years, the question seemed to be as far from solution as ever.

In all, some twenty-three pure food laws were presented to the National Houses of Assembly in sixteen years, and all met the same fate. Some of these laws were not well considered and badly drawn, and had no chance of passing. Others were good laws and had the support of the best public opinion in the country.

### Treated as Jokes.

The usual method of blocking these bills was to refer them to the Committee of Manufacturers in the Senate. As this committee seldom met, and as the members were all carefully selected by the big "interests," the bills never got any further. They were either never reported to the Senate at all, or through some technicality were reported unfavorably. Pure food laws were, in fact, a standard joke. One Senator in referring to a bill in regard to lard, stating in a joking vein, that "it was Greece, but living Greece no more."

All this time one man never got discouraged, but kept up the fight with renewed vigor after each rebuff, and eventually, his efforts were crowned with success.

Dr. Harvey W. Wiley was an ex-college professor of chemistry, and had in 1898 become chief chemist in the Department of Agriculture. He had a very definite idea of what was needed, and saw clearly that until proper standards were established it was impossible to hope that a satisfactory law could be passed or enforced.

For some years he worked at the task of perfecting a set of standards which would cover every known food and drug, and in 1903 managed to get money appropriated by Congress to conduct a series of experiments regarding the effect of preservatives in food, the use of artificial products such as saccharin, vanilline, etc., and generally, to decide by actual experiment what foods should be prohibited by a civilized State.

In addition to this work, he toured the country, making speeches, in which

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

he pointed out the evils of the existing conditions, and gradually, but surely, got the public opinion behind him.

During the war with Spain the embalmed beef scandals made a tremendous sensation, and helped along the cause. In 1904, Mr. Upton Sinclair's novel, "The Jungle," made a public disclosure of a really terrible state of affairs in the packing industry in Chicago. One immediate result of this book was the refusal of the British Government to buy any more American food products until an investigation was made into the truth of the allegations. It was generally seen on all sides that the situation was serious, and public clamor began to be exerted in favor of a national, comprehensive food law.

**Got Ear of Senators.**

On the other hand, the opposition was bitter. A radical pure food law would mean a tremendous loss to a great many large food manufacturers, and they fought every attempt to enact a national food law, with a bitterness unknown since the civil war. As the "interests" were in control of the Senate, their position looked secure, but first Senator McCumber, and then Senator Heyburn were won over, and as they were on the Committee of Manufacturers, they finally reported in favor of a bill, which passed the Senate on June 30, 1906. This came into force on January 1, 1907, and is the famous Food and Drug Act, which is to-day law in the United States.

This act applies to the manufacturer of foods and drugs in the district of Columbia and the territories of the United States. It also covers all foods imported into the United States from any foreign country, and lastly, and most important, it controls all goods shipped from one State into any other State.

The provisions of the act and their enforcement will be the subject of another article.

**An Effective Transition.**

In a general way, it may be said that despite the clamor of interested persons whose business in adulterated foods it has destroyed or seriously injured, it has worked wonderfully well, and has had the effect of changing the United States from the country in which food adulterations flourished probably more than any place in the world, into the country in which the public health is protected in the most efficient manner.

As soon as a national law was passed an effort was made to get all the States to adopt this law instead of their own separate legislation, and although this movement has been slower than was anticipated, there is every reason to believe

that all the States will eventually abandon their conflicting laws and we will see one law both for inter-State commerce and for the States themselves.

**ONTARIO ASSOCIATION STRONGLY ADVOCATED.**

Continued from page 36.

**The Humorous Side.**

Wm. Miller's latest poetical effort:—  
"Little drops of water, little grains of sand  
Kept behind the counter—Do you understand?"

The political story of Dave Bell continues to tickle some of those who heard it.

"How to get 16 ounces out of the same pound twice," was the problem with which Frank Sloan was supposed to tussle.

Wm. Miller hired an Irishman to deliver two rabbits to a Bloor street home. While grabbing for his hat, the rabbits escaped, and dashed up Bloor street. "Run you little devils," yelled Pat after them, "but sur'n you don't know the address."

Guelph was represented by Mr. Benson who says the grocers there want to see a provincial organization.

"If that gentleman from London (meaning E. J. Ryan) hadn't gone so early, I would like to have had a round out of him," remarked Frank Sloan, but Mr. Ryan was still present. However, it wasn't necessary to call in the police.

J. F. Howitt, Pure Gold Mfg. Co. traveler, can tell a few of them. Ask him where the negress washerwoman was vaccinated.

Geo. Bond's songs were a pleasant part of the entertainment.

R. Davies and Fred Thorne led the chorus at the head table which ran:—  
"Six for a quarter," and "One too many," when Herb. Moore faced the audience.

One of the stories:—  
"I wish I knew the place where I was going to die," said Pat.  
"Why?"  
"Sure, I wouldn't go near it."

Charley Parson's description of Toronto's recently constructed new Union Station was more minute than the specifications.

That everything was conducted in parliamentary fashion was seen to by J. S. Bond and D. W. Clark.

Next time Mr. McIntosh, of Hamilton, goes to a banquet we venture to say he will be prepared to stay all night even if it takes him a week. (Lessons from W. J. Mellen's Second Book.)

S. Bone who was unable to be present, wrote President Davies he was very much in favor of the Ontario organization.

Harp, Church, Mellen, Burns—this was the fine contingent from Brantford.

The morning after Mr. Mellen heard the cat play the piano and he dreamt of political intrigues. Yet there was nothing stronger than water.

**Grocers' Letter Box**

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

**Manufacturers of Corks.**

Editor Canadian Grocer.—Will you kindly let me know address of the Ewing Co., that manufactures corks, and greatly oblige?

W. G. ROGERS.

Gananoque, Ont.

Editorial Note.—This is S. H. Ewing & Sons, 98-110 King Street East, Montreal, and 20½ Front Street East, Toronto.

**VERNON MERCHANTS ORGANIZE**

Vernon, B. C., March 7—(Special)—Organization is gradually spreading among the merchants of British Columbia, the latest being the formation of the Retail Merchants' Association, of Vernon, with the following officers:—President, J. P. Martin; Vice-President, J. W. Glover; Secretary and Treasurer, C. J. Whiten; directors, L. J. Ball, C. C. Smith, J. F. Stainton, W. J. Nichols and W. R. Megaw.

This association is not limited to any particular line of trade, but includes all and gives assurance of being good and strong. The objects are to foster and maintain a permanent social feeling among the members; to obliterate distrust and inspire confidence; to remove by concert of action such evils and customs as are against good policy and sound business principle; improper house to house trading, distribution and consumption of adulterated and unwholesome goods, the use of fictitious labels, the use of dishonest weights and measures, etc.

## A Herring Margin-of-Profit Problem

When is a Margin Not a Profit?—Value of Close Calculation  
—Where the Waste Gets to—Percentage of Goods That Do  
Not Pay Average Expense Account.

\*By Henry Johnson, Jr.

Nova Scotia, Feb. 15, 1912.

Canadian Grocer,—Gentlemen: The grocers in — retail fresh herring at 30c per dozen. These fish are costing \$1.80 per hundred, or 21.6c per dozen, plus about 3c per dozen freight, as barrels average about 30 dozen fish, and freight and cartage averages 90c per barrel. That means 24.6c per dozen cost laid down. Selling at 30c the margin is 5.4c per dozen, or 18 per cent. of the selling price. We contend that the retail price should be 35c. First, because 18 per cent. is too small a gross margin; second, there are always a few small or torn fish in the barrel, which it is good policy to "throw in" when making up a dozen for a customer; and, third, even selling these fish at 35c per dozen, you are giving 6 3-5 pounds of good food for 35c, or at the rate of about 5 1-3c per pound. Is there anything you can offer a customer to beat it for value?

In discussing this matter with a grocer, he stated that very few grocers' expenses ran over 14 per cent. of sales, and that many did business on as low as 10 per cent. for expense, and that an expense rate of 12½ per cent. was common. We would much like your views on the matter. Perhaps your clever Mr. Johnson might tell us what he thinks, in your columns.

Yours truly,

OLD SUBSCRIBERS.

N.B.—For obvious reasons we do not wish real name of town or our firm name published.

• • •

### The Margin of Safety.

Certainly the price should be 35c a dozen. The average margin of safety in the retail food business is 20 per cent.; but note that such is the needful average. With numbers of articles necessarily sold on a much narrower margin, it must be our constant aim to get more than 20 per cent. on as many items as possible, so we may realize the normal average. Again, thus must be even more constantly our aim in the case of perishable or semi-perishable goods, or such as are subject to unusual shrinkage. We are all too apt to compute our margins on the gross amount of a shipment, forgetful of the fact that, in

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

breaking bulk and selling in small quantities, it is much more than likely that we shall fail to weigh or measure out nearly as large a quantity as we paid for.

If we could sell 360 herring out of each barrel and got 35c per dozen for all of them, we should have a gross margin of 10.4c per dozen. That figures out a shade under 29¾ per cent.; and that would not be too large a percentage to get. But there is a shrinkage in these fish. I do not know how great that shrinkage is, but I think that it is not unreasonable to estimate it at 10 per cent. Thus we pay \$6.48, not for 360 herring, but for 324. That figures 2c each, 24c a dozen. Add 3c for laying in, and the cost is 27c per dozen. On this basis of computation, therefore, we have a margin of 8c per dozen, or just under 22⅔ per cent.

### Make Them Pay Their Way.

At 3c per dozen gross margin, these fish will pay us only 10 per cent. That puts them into the class of goods which, like sugar, do not pay their own way. As stated, we want as few of that class as possible.

If I am wrong in my estimate of shrinkage, I suggest that you play I am right anyway. Because, if I figure too widely on this shrinkage you will figure too narrowly on some other. Thus, things will be evened up—probably much more than evened. The retailer is usually all too modest about claiming what is justly coming to him.

Note that even this correspondent goes over to the consumer's side, when he asks if there is anything we can offer the customer to beat these herring at 35c per dozen. The obvious answer is, that those same herring at 30c make cheaper food for the consumer; but that is not the point of the argument. The real point and correct contention is, that nobody is permanently benefited by work done without fair and honest compensation.

### The Logical Conclusion.

The retailer is a better retailer when he enjoys an honest margin. The consumer benefits through paying the retailer fairly, honestly for his service, because then the retailer is enabled to render better service on a more liberal scale. Moreover, he does it every time he gets a chance. Thus, the first question

to be decided is, what is the fair, living margin on those herring? On what basis can the retailer handle them and have something left over from his expense account? He should not have much; he does not ask much. But he should have something. In this case, it seems logical that 35c per dozen is the right price for him to sell at.

• • •

It is a common failing with grocers to look at the necessary average margin as the maximum margin in computing what they shall get for an article. That was evidently the trouble with the grocer to whom this correspondent put the question. It is the trouble with manufacturers and jobbers also. The man who sells us such articles as evaporated peaches thinks he is liberal when he offers us "25 per cent."—figured, as is his habit and training, on the cost—thus just 20 per cent. actually. Yet those goods must pay us 30 per cent.—on the selling price—or we shall not realize the margin we must have to cover shrinkage and have a little net earnings left over.

### A Friendly Wager.

Before I passed on that question of the said grocer's "14 per cent.," also, I should want to see a statement of his business, with full details of his expense account. Blindly, without knowing the man, and with full cognisance of the fact that he is a Canadian, and, therefore, likely to be pretty well posted, I am ready to wager the cigars that I shall add from 2 per cent. to 4 per cent. to his expense account, getting all my data from him.

I am reminded of the time when I heard a merchant talking details of expenses at a grocers' meeting. He was precise and so crisp in his statements that it was evident that he knew just what he was talking about. One asked him what his expense account was. The reply came quick: "Eleven and six tenths." That is pretty nearly the prize for moderation in expenses; but I have since verified it and found it O.K. But that was not the joke. The fun came in in watching those other grocers nod approvingly and mutter: "Yes, y-e-s; just about right." Bless their hearts! Probably not another single man in the room really knew what his expense account was!

### Average Percentage of Expense.

The fact is, that 14 per cent. is to-day a very modest expense account. If I am wrong, gentle readers, "show me." I am always anxious to learn. I am especially more than anxious to learn definitely and in figures of such as run their business on a lesser percentage of

Continued on page 47.

# The Markets—Raw Sugar Is Easier

Question Whether Movement is Temporary or Not—Higher Price on Light-Colored Corn Syrup—Has Been Heavy Season for Syrups—Beans in Good Demand at Firm Prices—Dried Fruits and Nuts Steady.

## QUEBEC MARKETS.

Sugar—Easier.  
Hallowee Dates—Decreased.  
Spices—Steady.  
Montreal, March 7.—The market in general offers more activity this week as a result of the March trade. Supplies in the greater number of lines are satisfactory, and prospects for the spring trade look encouraging. The weather has been favorable, and shipments are once more satisfactory, much to the relief of those merchants who have suffered greatly from snowstorms and extreme cold.

The sugar market offers a little easier tone. No changes have taken place, and it has been stated that nothing of importance will move the market until reports of the beet crops are known.

The high spell of Hallowee dates seems to have passed, and prices are now on the decline.

SUGAR.—No changes have been made in either price or demand during week, and this attitude is certain to be maintained for some time to come. Consumptive demand still holds strong under the high prices. Cuban markets are lively at present, and local dealers find themselves over supplied.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 55
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 55
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27½
No. 3 yellow	5 35
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	5 75
Powdered, 50-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP AND MOLASSES.—Lenten season, as previously stated, has increased demand for syrups and molasses somewhat. One brand of table syrup has advanced 10c per case. It is the general idea that the prices of molasses may go higher in sympathy with sugar market.

Fancy Barbados molasses, puncheons	\$0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter barrels	0 03½	0 03½
Corn syrups, 38¼-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, ½ doz. per case	2 85	2 85
Cases, 20-lb. tins, ¼ doz. per case	3 80	3 80

DRIED FRUITS.—Dried fruits have shown little change the past week. Demand and supplies in all varieties are equally balanced. Hallowee dates, which have been high of late, now show a decline.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08½	0 09½
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06½	0 06½
Dates, Hallowee, loose	0 05½	0 05½
Figs	0 11	0 11
Figs, 3 crown	0 07½	0 10½
Figs, 4 crown	0 08	0 10½
Figs, 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
30-40	0 16	0 18
40-50	0 15	0 15
50-60	0 14	0 12½
60-70	0 12	0 12
70-80	0 11½	0 11½
80-90	0 11	0 11
90-100	0 11	0 11
100-120	0 08	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
Choice fancy seeded, 1-lb. pkgs.	0 10½	0 11½
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 06	0 06½
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08½	0 09½
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—Good, steady demand continues to exist in all grades, with values practically where they have been for several weeks, and with no varying tendencies. It has been mentioned that next year's crop promises to be cheerful; but not cheap.

Japan—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoe	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pinguey gunpowder, low grade	0 14	0 18
Pinguey gunpowder, pea leaf	0 20	0 30
Pinguey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee has been featureless this week, and prices need not be repeated. The demand is still of a hand-to-mouth order.

Mocha	0 25	0 28
Rio	0 21½	0 23½
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26½

SPICES.—A seasonably brisk business is the feature of the market. Prices remain as previously quoted, and will evidently maintain this position until spring trade opens, when activities are expected to liven the situation somewhat.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 20
Ginger, Cochin	0 17	0 20
Mace	0 05	0 05
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Nothing new has developed during the week. Prices remain firm, while all varieties are subject to a normal demand. The peanut market offers tendencies in the way of becoming active, and a strong spring business is looked forward to.

In shell—		
Brazils	0 22½	0 25
Filberts, Sicily, per lb.	0 10½	0 12
Filberts, Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Mayette Grenobles, per lb.	0 15	0 16
Walnuts, Marbots, per lb.	0 12½	0 13½
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08½	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 07	0 07
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

RICE AND TAPIOCA.—A good demand prevails for all grades of rice, both locally and out of town.

Tapioca still remains firm. No change in price has developed, but a tendency towards a decline is noted.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 58	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, ½ pockets, 12½ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., ½ pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna, polished	3 55	3 65
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 08	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

## ONTARIO MARKETS.

### POINTERS—

Sugar—Raws easier.  
Corn Syrup—Light colored 10c case higher.  
Bosnia Prunes—Quoted 8½ to 9c.  
Canned Lobsters—Small stocks.  
Toronto, March 7.—Quietness is generally reported by wholesalers this week. "Quieter than I have known it for a long time," was the way one jobber put it. Bad roads is about the only excuse that can be offered for present lull.

However, trade has continued fairly brisk during January and February which are generally quiet months, so that a more moderate trade was to be expected at this time. With spring and its accompanying activity now not far distant, an improvement in trade can be looked for before long.

There is less talk of an increase in discount on paper bags which was being discussed for a time. Manufacturers evidently do not see their way clear to make any change at present. One firm on 10,000 bags quotes discounts of 50, 10, 5, and 2 per cent. Another quote 50, 10, 5 and 3 per cent. on 100,000.

Market on raw cotton is firming again after its period of easiness, but no change has taken place in cotton twine.

Sugar—Sugar market as reflected by movement of raws is not as strong as week ago. Raw market in Europe has declined quite materially from high point of 16s 3/4d to 15s 1/2d. The coal strike in England is given as a reason, at least in part, for this easing off, banks under unsettled conditions becoming cautious and refusing to carry speculators. European situation is also not now as stringent for supplies as it appeared some time ago, and it is now estimated that only 150,000 tons from Cuba will be required to complete the U.K. needs of this campaign, a good part of which has already been purchased.

Cuba is also showing up to better advantage of late and New York refiners now supplied for a time ahead are using their powers as much as possible to ease prices. Cuban raws have declined from \$4.86 to \$4.55.

There is undoubtedly an easier feeling but whether it is only temporary or not remains to be seen. Next buying movement on part of refiners will help to decide that question. Meanwhile, demand from retailers and wholesalers is quiet.

Extra granulated, bags	5 55
Extra granulated, 20-lb. bags	5 75
Imperial granulated	5 50
Beaver granulated	5 50
Yellow, bags	5 25
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	6 05
Extra ground, 50-lb. boxes	6 25
Extra ground, 25-lb. boxes	6 35
Powdered, bbls.	6 85
Powdered, 50-lb. boxes	6 25
Powdered, 25-lb. boxes	5 85
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 55
Paris lumps, in 50-lb. boxes	6 65
Paris lumps, in 25-lb. boxes	6 85

SYRUPS AND MOLASSES.—One firm manufacturing light colored corn syrup have advanced price on that variety 10 cents per case, making it 35 cents per case higher than the ordinary amber colored instead of 25 cents more as has been case. This has been an excellent winter for sale of syrups and sales continue unabated. One manufacturer states his firm has never caught up with orders since the season commenced and is still behind.

The advance supplies of new maple syrup are expected to make their appearance in a couple of weeks. Meanwhile this is a good maple syrup season and retailers would do well to give prominence to their stocks.

Syrups—		Per case.
2-lb. tins, 2 doz. in case	.....	2 40
5-lb. tins, 1 doz. in case	.....	2 75
10-lb. tins, 1/2 doz. in case	.....	2 65
20-lb. tins, 1/4 doz. in case	.....	2 60
Barrels, per lb.	.....	0 03 1/2
Half barrels, lb.	.....	0 03 1/2
Quarter barrels, lb.	.....	0 03 1/2
Pails, 38 1/2 lbs. each	.....	1 75
Pails, 25 lbs. each	.....	1 25
Maple Syrup—Compound—		
Gallons, 6 to case	.....	4 80
1/2 gals. 12 to case	.....	5 40
1/4 gals. 24 to case	.....	5 40
Pints, 24 to case	.....	3 00
Maple Syrup—Pure—		
Gallons, 6 to case	.....	6 60
1/2 gallons, 12 to case	.....	7 25
Quarts, 24 to case	.....	7 25
Pints, 24 to case	.....	4 00
Quart bottles, 12 to case	.....	3 50
Molasses, per gallon—		
New Orleans, medium	.....	0 30 0 35
New Orleans, barrels	.....	0 25 0 32
Barbados, extra fancy	.....	0 45
Porto Rico	.....	0 45 0 52
Muscovado	.....	0 30

DRIED FRUITS.—Some jobbers report a fair movement of dried fruits. Others note a quiet demand.

While Hallowee dates are reported slightly easier in Montreal, the tendency is, if anything, in other direction here. As reported before, stocks are rather inclined to scantiness here, half boxes verging on a clean up. One pound packages are quoted at 7 cents.

Bosnia prunes are quoted slightly low at 8 1/2 to 9 cents by some firms. Evaps are steady as are also raisins and currants.

Prunes—		
30 to 40, in 25-lb. boxes	.....	0 15 0 16
40 to 50, in 25-lb. boxes	.....	0 14 0 14 1/2
50 to 60, in 25-lb. boxes	.....	0 13 0 14
60 to 70, in 25-lb. boxes	.....	0 12
70 to 80, in 25-lb. boxes	.....	0 10 1/2
80 to 90, in 25-lb. boxes	.....	0 10 1/4 0 10 1/2
90 to 100, in 25-lb. boxes	.....	0 09 1/2 0 10
Same fruit in 50-lb. boxes, 1/4 cent less.	.....	
Bosnia prunes	.....	0 08 1/2 0 09
Apricots—		
Choice, 25-lb. boxes	.....	0 22 0 23
Fancy, 25-lb. boxes	.....	0 25
Candied Peels—		
Lemon	.....	0 10 0 11
Orange	.....	0 10 0 12 1/2
Citron	.....	0 18 0 17
Figs, 2 to 2 1/2 inches, per lb.	.....	0 09 0 13
Tapnets	.....	0 04 1/2
Bag figs	.....	0 04 1/2 0 07
Evaporated peaches	.....	0 16 0 17
Dried apples	.....	0 09 1/2 0 10
Evaporated apples	.....	0 10 1/2 0 11 1/2
Currants—		
Fine Filigras	.....	0 07 1/2 0 08
Patras	.....	0 08 0 08 1/2
Vostizras	.....	0 10 0 12
Uncleaned, 1/4c less.	.....	
Raisins—		
Sultana	.....	0 11 0 12
Sultana, fancy	.....	0 14 0 14 1/2
Sultana, extra fancy	.....	0 16 0 17
Valencias, selected	.....	0 08 0 08 1/2
Seeded, 1 lb. packets, fancy	.....	0 09
Seeded, 16-oz. packets, choice	.....	0 08 1/2
New Dates—		
Hallowees—		
Full boxes	.....	0 06
Package dates, per 1 lb.	.....	0 07
Fards, choicest, 12-lb. boxes	.....	0 06 1/2 0 10 1/4
Fards, choicest, 60-lb. boxes	.....	0 06 1/2 0 07

TEA.—Contrary to expectations, shipments from Northern India to United Kingdom for first half of February were about half a million pounds more than for same period of 1911, making total shipments to February 23, eleven and a half million lbs. over those of last season. This increase has, however, been cared for. The Ceylon tea market, during February, showed a steady tone, especially for fine and medium varieties.

On local markets, general steadiness is the rule.

COFFEE.—No material change in situation locally or on other markets. "I look for continued steadiness throughout the season," stated a local coffee man. The present Brazilian crop listed to begin to arrive around June 1, is not only short, but lacking in quality in some instances. With the strong statistical position, I do not look for any marked reaction, at least this side of the next crop."

There appears to be a more settled feeling in coffee in New York and buyers are not operating so cautiously as hitherto.

Rio, roasted	.....	0 23 0 24
Green Rio	.....	0 19 0 20
Santos, roasted	.....	0 24 0 25
Maricao, roasted	.....	0 24 0 25
Bogotas	.....	0 27 0 28
Mocha, roasted	.....	0 30 0 31
Java, roasted	.....	0 32 0 33
Mexican	.....	0 27 0 28
Guatemala	.....	0 25 0 26
Jamaica	.....	0 24 0 25
Chicory	.....	0 12 0 13

RICE AND TAPIOCA.—There are no new features to report in regard to rice market. New crop Rangoon will be coming in towards the end of this month. Patna comes in a little later.

Tapioca is steady with a fair demand.

Standard B, from mills, 500 lbs. or over,	.....	3 65
Rice, standard B., f.o.b. Montreal	.....	3 75
Rice, standard B., f.o.b. Toronto	.....	Per lb.
Rangoon	.....	0 03 1/2 0 04
Fancy rangoon	.....	0 05
Patna	.....	0 05 1/2 0 06
Japan	.....	0 05 0 07
Java	.....	0 06 0 07
Carolina	.....	0 08 0 10
Sago, medium brown	.....	0 06 1/2 0 07
Tapioca—		
Bullet, double goat	.....	0 08
Medium pearl	.....	0 06 1/2 0 07
Flake	.....	0 08
Seed	.....	0 06 1/2 0 07

SPICES.—This is not a busy season for spices, but fair movement is reported. Opening of navigation will bring an improved demand.

Peppers are steady and tendency in allspice seems to be towards strength. Cream Tartar continues to move up and down on primary market somewhat after fashion of the barometer, but general situation now shows little change from a month ago.

		1/4-lb. tins.	1/4-lb. tins doz.
Allspice	.....	15-18	80-90 70-80
Cassia	.....	20-30	85-115 95-125
Cayenne pepper	.....	23-28	80-105 90-115
Cloves	.....	23-28	75-95 85-110
Cream tartar	.....	27-30	90-00
Curry powder	.....	25-30	
Ginger	.....	25-27	55-85 75-85
Mace	.....	30-35	80-00 1 60-80
Nutmegs	.....	30-45	80-00 1 60-80
Peppers, black	.....	19-22	67-00 75-115
Peppers, white	.....	23-30	90-105 1 05-1 15
Pastry spice	.....	20-27	65-95 75-110
Pickling spice	.....	16-20	75-00 75-00
Turmeric	.....	16-00	
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.	.....		
Mustard seed, per lb. in bulk	.....	0 12	
Celery seed, per lb. in bulk	.....	0 20	
Shredded coconut, in pails	.....	0 15 1/2 0 17 1/2	

NUTS.—General steadiness prevails both here and on primary markets. Nuts in shell are moving tardily while shelled varieties are in demand in small quantities only.

Almonds, Formigetta	.....	0 15 0 15 1/2
Almonds, Tarragona	.....	0 15 1/2 0 17
Almonds, shelled	.....	0 34 0 38
Walnuts, Grenoble	.....	0 15 0 16

# THE CANADIAN GROCER

Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbota	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08 1/2	
Peanuts, green, jumbo	0 10	

**BEANS.**—Beans are in good demand even at the rather high figure. Stocks are conceded small even for the season and a continuance of a steady to firm tone is anticipated.

Prime beans, per bushel	2 50
Hand picked beans, per bushel	2 60
California Lima beans, lb.	0 68

**BROOMS.**—Broom market remains about the same. Indications for the future do not at least point to lower prices and there are those manufacturers who predict higher values before season has run much longer. Broom corn market is holding steady. One manufacturer states that one ear of corn he has on the way is long past due by reason of delayed transportation. He believes what corn is left in south-western states will be spoiled by the unusual storms which have been prevalent there, as the corn is for most part stored in open. With season only nicely started, no new corn being available until October next, he looks for strong market to rule in brooms. With spring housecleaning not far distant, demand for brooms should shortly show more life.

## LATE MARKET NEWS.

**TORONTO.**—Following direction indicated, eggs have continued to ease under increased supplies. The middle of the week found 25 to 27 cents per dozen being quoted, with dealers expecting further easiness probable.

The first car of Florida tomatoes of the season arrived in Toronto this week. They come in crates containing six baskets and will sell at about \$5 per crate. Hothouse tomatoes are about at an end.

Two additional firms have announced a general advance of 10 cents per barrel in Manitoba flour, quoting \$5.50 per barrel in car load lots.

Mills continue to boost prices on bran and shorts. Several mills have added another \$1 per ton during week. Stocks are exceedingly small. Bran is quoted at \$25 to \$26 per ton in car lots and shorts \$2 per ton higher.

## CANNED GOODS.

**TORONTO.**—A normal volume of canned goods is moving from wholesaler to retailer. Consumptive demand as reported by retail trade is brisk. Stocks are being rapidly reduced and jobbers expect a better buying movement to set in before long.

"No, I have not found any big demand for canned salmon since the Lenten season commenced," said one jobber in reply to a query. "Most retailers

stock fairly heavy in the fall and their stocks have not been reduced low enough to induce purchasing. There is always a larger demand for canned fish towards latter part of Lent, when handling of frozen fish becomes more difficult."

As has been pointed out before, stocks of lobsters are small, and as last year, a clean up is likely early in the season. Quotations on 1/2's is \$3.00 per dozen.

Booking for canned goods for this year's pack is already being done, although no prices are being named. It is reported, however, that one firm are guaranteeing that price on tomatoes, peas and corn will be such as to allow of them being retailed at 10 cents.

## MANITOBA MARKETS.

Syrup—Advanced.

Evaporated Apples—Strong.

Coffee—Steady.

Winnipeg, March 7.—There is little new as far as changes in prices are concerned this week, but all expectations as to activeness of the various lines have been more than fulfilled. The spring rush may be said to be gaining momentum every day, and in short while will be at its height. Wholesale firms are busier than ever, as many have already started with the arrival of the longer and brighter afternoons to close sharp at noon on Saturdays. Orders for late shipments, and advanced orders for summer and fall shipments are being received daily, and indications still point to a record year.

The feeling of the market this week is one of strength, and firmness prevails in all lines. Sugar, which caused the sensation last month, is holding firm, and at present opinions differ as to future movements. Syrup is the only line to show change, which was an advance of ten cents per case for one brand of corn syrup, while corn syrups in general holds steady. Evaporated apples and dried fruits are scarce, and in active demand, and higher prices are looked for daily.

**SUGAR.**—Situation in sugar is exactly same as it was towards close of last week. The market is steady as far as prices are concerned, and demand appears to have been affected little by the recent advances. As stated above, opinions differ as to future movement, as the local market will, of course, follow the action of the larger markets to the south and east.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and B.C. in sacks	6 15
Montreal, yellow, in bbls.	5 80
Montreal, yellow, in sacks	5 75
Iceing sugar, in bbls.	6 65
Iceing sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 35
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 05
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 05

**SYRUP.**—An advance of ten cents per

case is reported in one brand of corn syrup. This is a white or clear syrup, as compared with amber color of some. No apparent reason could be secured from wholesalers for this advance, many attributing it to general strength of syrup market during last few weeks.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30

**EVAPORATED APPLES.**—As stated last week, the flat Winnipeg, is now regarded as prevailing price for this line on local market. Stocks are falling off, and a considerable advance is expected shortly; in fact, 11 1/2c has been rumored in one or two houses.

**DRIED FRUIT.**—There is absolutely nothing new in dried fruit situation. Same tightness exists regarding one or two lines as published before, but no change has taken place yet. The demand has been steady, and rumors of advances have had little or no effect on the demand for these lines.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 10 1/2
90-100s, 10s, s.p.	0 10 1/2
80-90s, 25s, s.p.	0 10 1/2
80-90s, 10s, s.p.	0 11 1/2
70-80s, 25s, s.p.	0 11
70-80s, 10s, s.p.	0 11 1/2
60-70s, 25s, s.p.	0 11 1/2
50-60s, 25s, s.p.	0 11 1/2
40-50s, 25s, s.p.	0 13

New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11 1/2
Camel 6-crown table figs, about 10 lbs.	0 12 1/2
Camel 6-crown figs, about 50 lbs.	0 12 1/2
Camel 7-crown table figs, about 100 lbs.	0 14 1/2
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08 1/2
Emmanuel 4-crown	0 08 1/2
Emmanuel 5-crown	0 09 1/2
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06

Cooking Figs—	
Choice boxes	0 05 1/2
Half boxes	0 05 1/2
Half bags	0 04 1/2
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine selected, 28s, s.p., per box	2 35
4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 18s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
Ne plus ultra, 28s, s.p., per box	2 40

Currants—	
Dry, clean, per lb.	0 07 1/2
Washes, per lb.	0 08
1-lb. package	0 08 1/2
2-lb. package	0 17 1/2

**COFFEE.**—A healthy trade is taking place in coffee at present time, and there is good demand for all brands. Roasted coffee, as well as ground coffee, is attracting attention, and sales have been heavy enough to keep market on a strong, firm basis.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16 1/2

**BEANS AND PEAS.**—It is understood there is a small movement on foot to endeavor to get the farmer of the older settled districts to go in for the cultivation of beans and peas. The Ontario crop of beans, as well as peas, was decidedly short of the expected amount, and as a result a shortage in stocks can be expected by mid-summer.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00



# THE CANADIAN GROCER

## NOVA SCOTIA MARKETS.

Halifax, March 7.—Business is fairly good in wholesale grocery lines. Trade is pretty well distributed, but heaviest run appears to be on canned goods. Since Lenten season has arrived there is large increase in sales of canned tomatoes, baked beans in tins, and also cat-sups. Split peas and beans are also in good demand. There is an active market for all kinds of fresh fish in cans, with exception of halibut, which is a slow seller on this market.

There is good inquiry for dried fruits such as prunes, peaches and apricots. There is not much call yet for evaporated apples, though some excellent stock has been marketed. They are going to the trade at 10½ cents per pound. Prunes are selling from 7½ to 10 cents per pound. Local dealers say that there will probably be an advance of twenty cents per dozen in the price of at least some English pickles, in the near future.

Nova Scotia potatoes have been marked up ten cents per bag to \$2.34, but Island stocks still holds at \$2.25. Cape Cod cranberries are now selling at \$13 per barrel, and Nova Scotia at \$8.

## NEW BRUNSWICK MARKET.

St. John, March 7.—The market during past week has been quiet, but steady, and few changes have been recorded, although all stocks, practically, are firm. Business has been fair for latter part of February, and quite up to general average for this time of year. Local wholesalers are greatly interested in general developments planned for 1912 in this city, as they expect increase in trade to be considerable.

Flour situation remains unchanged although both flour and oatmeal are decidedly firm. Advices to local grocers are to the effect that flour will be higher. Reports from west are that there are large quantities of wheat beneath the snow, and that much will be totally lost.

Although no change took place this week in molasses, it is reported much easier than for some time, and a further decline is looked for soon, although in sympathy with sugar it is apt to stay solid for a time, at least. Sugar has remained unchanged, and indications according to local advices, are that because of the disappointing returns from the southern colonies in sugar planting, a scarcity or lightness of stocks will prevail.

Large importations of Irish potatoes have been made at this port during last week or so, and this it is thought will continue for some time, because of the general scarcity marked throughout the Dominion. A steamer last Friday brought out another large cargo of pota-

atoes from the Emerald Isle, and most of these were shipped to Montreal market. The price remains unchanged, selling at from \$2.50 to \$3.

Butter ranges from 30 to 36 cents a pound, and is none too plentiful. It had been thought that market would have been eased by the week-end, but this did not take place.

Bacon	.....	\$ 15	\$0 15
Beans, hand picked, bus.	.....	1 50	2 55
Beans, yellow eye, bus.	.....	2 60	2 65
Butter, dairy, per lb.	.....	0 25	0 28
Butter, creamery, per lb.	.....	0 30	0 34
Buckwheat, W. grey bag	.....	3 00	3 10
Cheese, new, lb.	.....	0 15½	0 17
Currants, 1's, lb.	.....	9 08	0 08½
<b>Canned Goods—</b>			
Beans, baked	.....	\$1 15	\$1 25
Beans, string	.....	1 02½	1 05
Corn, doz.	.....	1 00	1 05
Peas, No. 4	.....	1 28	1 28
Peas, No. 3	.....	1 25	1 30
Peas, No. 2	.....	1 30	1 30
Peas, No. 1	.....	1 80	1 80
Peaches, 2's, doz.	.....	1 95	2 00
Peaches, 3's doz.	.....	3 00	3 05
Raspberries, doz.	.....	2 05	2 10
Strawberries	.....	1 85	1 90
Tomatoes	.....	1 75	1 80
Clams	.....	4 00	4 25
Cornmeal, gran.	.....	1 78	1 78
Cornmeal, bags	.....	3 85	3 85
Cornmeal, bbla.	.....	0 35	0 35
Eggs, henney	.....	0 28	0 35
Eggs, case	.....	4 40	4 50
Finnan Haddies	.....	6 25	6 50
Fish, cod, dry	.....	6 45	6 50
Flour, Man.	.....	5 70	5 70
Flour, Ontario	.....	0 10½	0 10½
Lard, compound, lb.	.....	9 12½	9 13
Lard, pure, lb.	.....	3 50	4 00
Lemons, Messina, per box	.....	0 34	0 35
Molasses, Barbados, fancy	.....	5 70	5 70
Oatmeal, rolled	.....	6 30	6 30
Oatmeal, std.	.....	21 00	22 00
Pork, domestic mess	.....	2 75	23 00
Pork, American clear	.....	2 75	3 00
Potatoes, barrel	.....	0 09½	0 10
Raisins, California, seeded	.....	0 03½	0 04
Rice, per lb.	.....	7 75	8 00
Salmon, Case—	.....	7 25	7 50
Red Spring	.....	5 90	5 90
Cohoos	.....	5 70	5 80
<b>Sugar—</b>			
Standard granulated	.....	5 60	5 78
Austrian granulated	.....	5 30	5 40
Bright yellow	.....	6 75	7 00
No. 1 yellow	.....	6 75	7 00
Paris lumps	.....	6 75	7 00

## ANOTHER CANNING CO.

The National Cannery, Limited, have been incorporated with a capital stock of one million dollars and with head office in Montreal. Among the provisional directors are Errol Malcolm McDougall, John Jennings Creelman; Gilbert Sutherland Stairs and Alexander Jodoin.

Max Schellenberg, Dryden, Ont., has sold his general store to S. P. Wilson, of Winnipeg.

Wellwood, one of Toronto's high-class fruit stores, is going out of business.

W. D. Fleming has sold his general store at Eden, Ont., to Frank Travis.

Wm. J. Dugleby, grocer, Toronto, has sold to C. L. Stone.

## A COMPLIMENT FROM ABROAD

MacLean Publishing Co.,

Dear Sirs.—We herewith enclose new copy to be inserted in The Canadian Grocer. Kindly give instructions for the printer to set up as effectively as possible.

We should also like to take the opportunity of expressing our congratulations upon the improved get-up of your paper during the last few weeks.

JAMES EPPS & CO., LTD.  
Holland St., Blackfriars,  
London, S.E., Eng.

## A HERRING MARGIN-OF-PROFIT PROBLEM.

Continued from page 43.

expense. 12½ per cent. is uncommonly low—I make that statement, also, with the invitation that you “show me” if I am wrong. As for 10 per cent.—well, I know just one man who does so well. I have recently stated his peculiar case in these columns. It was so remarkable that I analyzed it in two articles.

I shall make the statment, for refutation, if there be any to do the refuting, that 15 per cent. is to-day a fair average expense account for the grocer. I shall be just delighted if any of you can show me otherwise.

The summing up is about this way:

The average grocer handles 2,000 items. Each article has its own character, use and weakness as a profit-earner. Without having gone over the ground myself, I accept the statement of one very well posted grocer that 40 per cent. to 45 per cent. of those articles do not pay a margin sufficient to cover the average expense account. Thus, the remaining 55 per cent. or 60 per cent. must pay much more than the average margin, or we shall fail.

## Get Benefit of Every Doubt.

These being the conditions, we must adopt the plan of giving ourselves the benefit of every doubt in the fixing of margins in respect of all goods wherein we have any choice. This because of the fact that custom has decreed that nearly half of our goods must be sold on a margin less than the cost of doing business.

And this must be our rule of action until such time as our business is so completely reduced to a science that we shall know just what it costs to handle each separate item. Then we can just as scientifically fix and demand a corresponding margin.

Meantime, sell the Herrings at 35¢ the Dozen!

## NO SUBSTITUTE FOR THE GROCER.

MacLean Pub. Co.—Find enclosed \$2.00 for subscription to The Canadian Grocer. Been without it a month now. Lost without it. Substitute did not take the place.

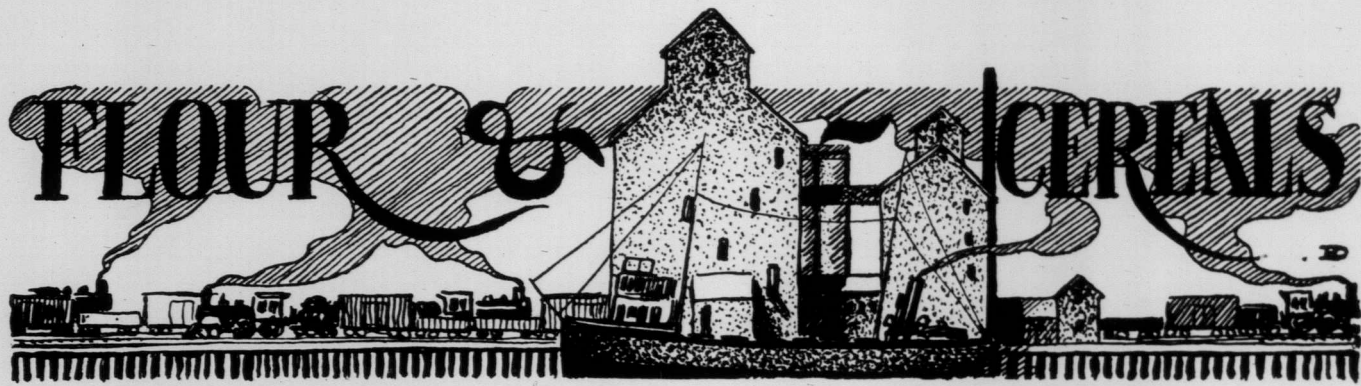
Inkerman, Ont. H. P. ALLISON.

## EDITOR WANTED

YOUNG MAN AS ASSISTANT EDITOR IN the Montreal office of the Canadian Grocer. He must have a thorough knowledge of the grocery business, be a capable writer and have the ability to get the news of the trade. To such a man a liberal salary will be paid, with excellent chances for advancement. Apply Canadian Grocer, Eastern Townships Bank Building, Montreal.

## MANAGER WANTED.

EXPERIENCED MANAGER WANTED TO consider partnership in grocery, shoes and dry goods business in growing British Columbia city. Excellent opportunity for right man with some capital. Apply, with particulars and references, to Box 416, Canadian Grocer, Toronto.



## Several Mills Advance Flour Prices

To Extent of 10c Per Barrel in Manitoba Flour—Others Maintain Prices at Old Figure—Some Undecided—Wheat at Bay Ports Reaches Record for 1911 Crop—Considerable Flour Booked Ahead—Feed Scarce and High.

During the week several mills announced an advance of 10 cents per barrel in Manitoba flour. This upward move has not, however, been general, a number still maintaining prices at old figure.

Millers are not working in unison apparently. While as stated above, some have advanced prices, others state flatly that they will leave their quotations unchanged. Others appear to be undecided whether they will follow the upward move or not. One mill has raised prices east of Montreal only. "We are considering a general advance, however," one of their representatives stated. "In fact," it was finally admitted, "we are quite likely to advance prices in general."

"I see that some of the millers have announced a change in Manitoba flour," The Grocer stated to representative of one manufacturer.

"Which way, up or down?" was the answer, to whom the change was news. Such an answer would leave the impression that it was doubtful whether the upward move was warranted. It was pointed out that wheat at bay ports had reached the high water mark for 1911 crop.

"Yes, that is correct," he replied, "but values at bay ports can hardly be taken as a gauge to the market. That wheat is in few hands and values may easily be raised. The Winnipeg May wheat market is just about at same level as when the last advance took place in flour in October. Wheat can be brought from Winnipeg, all rail, cheaper than it can be obtained at bay ports."

Another miller admitted the above. "But," said he, "the trouble is to get the wheat here from Winnipeg. It takes

a long time with the present congested conditions."

"I understand," said another, "that some mills have advanced prices, but we will not."

"Do you think the wheat market warrants it?" he was queried.

"Yes, I think the wheat market warranted it some time ago, but I think that it is a piece of folly on the part of those mills who are raising prices now."

"One mill I know of have had their travelers out getting retailers to book up because prices were going to advance. They have loaded the people up, and now they raise the price to give the idea to purchasers that they bought wisely."

### MONTREAL.

FLOUR.—Several mills have advanced prices 10 cents per barrel this week. All millers have not, however, taken part in the upward movement.

Winter wheat patents, in bags .....	4 80
Straight rollers, in bags .....	4 30
Manitoba 1st Spring wheat patents, bags..	5 60 5 70
Manitoba straight patents, in bags .....	5 10 5 20
Manitoba strong bakers, in bags .....	4 90 5 00
Manitoba second, in bags .....	4 50

CEREALS.—Cereals have been active during the week. The demand has been brisk and some prices subject to change. Last week's snowstorms held up imports, but now the situation is relieved by milder weather, and shipments coming freely.

Fine oatmeal, bags .....	2 64
Standard oatmeal, bags .....	2 64
Granulated oatmeal, bags .....	2 64
Bolled cornmeal, 100 bags .....	2 00
Rolled oats, jute bags, 90-lb. ....	2 60
Rolled oats, cotton bags, 90-lb. ....	2 45
Rolled oats, barrels .....	5 05
Rolled wheat, bbl. ....	2 25

### TORONTO

FLOUR.—On Wednesday morning a number of mills announced an advance of 10 cents per barrel in Manitoba flour, bringing it up to \$5.60 per barrel in car

lots. This advance, however, was not general, several mills still maintaining prices at the lower figure. Others seem to be swinging in the balance, undecided whether they will follow the upward move of the other mills or not.

Taken on the basis of Manitoba wheat at bay ports, it looks as if the flour advance was the sequel to upward move which has brought wheat to-day to highest level recorded for the 1911 crop. However, the fact is pointed out by one miller that this can hardly be taken as a gauge. He points out that wheat at Winnipeg has not moved in unison with that at bay ports.

Trade in flour is fair for the season. There has been considerable sold ahead. Offerings of Ontario flour are noted a little freer.

Manitoba Wheat.	
1st patent, in car lots .....	5 50 5 60
2nd patents, in car lots .....	5 10 5 20
Strong bakers, in car lots .....	4 90 5 00
Feed flour, in car lots .....	3 00 3 20

Winter Wheat.	
Straight roller .....	4 00
Blended .....	4 50 5 00

CEREALS.—Prices on cereals hold same level as week ago. Rolled oats are at least steady, with raw material holding up well and demand on a fairly liberal scale. Cornmeal is steady.

Rolled oats, small lots, 90-lb. sacks .....	2 50
Rolled oats, 25 bags to car lots .....	2 40
Standard and granulated oatmeal, 98-lb. sk .....	2 75
Rolled wheat, small lots, 100-lb. bbls. ....	2 90
Rolled wheat, 5 barrel to car lots .....	2 80
Cornmeal, 100-lb. bags .....	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

FEED.—Bran and shorts, and, in fact, all feeds continue scarce, with prices strengthening. One firm quotes Manitoba bran in car lots at \$25, and shorts at \$27. Another mill quotes \$26 and \$28 per ton for these lines. Most mills require dealers to take certain percentage of flour in each earload. One miller requires 150 bags of flour to be taken with each earload.



# Vegetables are Both Scarce and Dear

Supplies of Many Lines Well to an End—Marked Scarcity of Canadian Onions, Carrots and Parsnips—Spanish Onions Show Considerable Increase in Value — Grapefruit Continues Firm—Some Cuban Stock in More Desirable Sizes Now Coming Forward.

The scarcity and high prices of vegetables are perhaps the outstanding features of the market. Indications for some time, and indeed since early last fall, have pointed to the fact that time would come when some lines of vegetables would be practically unobtainable. Already this condition is being approached at some Canadian centres.

Scarcity of home-grown onions has been evident for some time. Nor can stocks be brought in from the United States to afford relief as is usual at this time because values are high there as well. The result has been a heavy strain on Spanish onions which, combined with rather light stocks in Spain, has worked for higher prices on this line. Values on primary markets have advanced about 75 cents per case in past three weeks, with an upward move in prices here in consequence.

Carrots and parsnips are in extremely scanty supply, at least at a great many centres. The same condition exists to a considerable degree in cabbage, beets and kindred lines. Celery continues scarce and high. Northern California is expected to begin shipping a little stock in a couple of weeks. The advent of Florida stock on market generally eases prices somewhat but this year has been an exception to the rule, as for the season of year the total amount of celery being offered is extremely small.

The amount of Florida grapefruit has been limited all through the season. Prices have been high and still continue firm. Some Cuban stock is now coming along and in more desirable sizes, running from 64's to 80's, while major portion of Florida has been 46's to 54's. The marmalade orange season is getting well to an end. Navels and Floridas are selling fairly well.

Further imports of Irish potatoes have been made. The general market is ruling fairly steady. New Brunswick dealers state that supplies in that province are not large enough to weaken the situation. There is considerable stock

resting in farmers' pits which the spring will bring forth, but some state that while this may be true in an odd locality, that it is by no means general.

## MONTREAL.

**GREEN FRUITS.**—Little movement has taken place in this market on account of the recent heavy snow storms and cold weather, which has greatly affected shipments and caused many delays.

The orange demand is steadily increasing notwithstanding the limited supplies and held up imports.

Tangerines now offer a scarcity and only change in price on the market for the week. They are now selling at \$6 and may still go higher.

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

**VEGETABLES.**—Firm conditions continue to characterize vegetable market this week. Demand is steady with supplies still showing signs of shortage. A few changes in prices have been experienced. California celery has been scarce for some time and is now entirely off the market. Florida celery can now be had but shipments are light and at high quotations.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.	.....	0 30
Carrots, bag	2 00	2 25
Cabbage, dozen	.....	1 00
Florida celery	5 25	6 00
Cauliflower, dozen	2 25	2 50
Garlic, 2 bunches	.....	0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 00	2 25
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate	.....	4 00
Half crate	.....	2 25
Canadian reds, 100 lbs. per lb.	.....	0 05
Radishes, dozen	.....	1 00
Sweet potatoes, per basket	.....	3 00

Montreal potatoes, new, bag	.....	2 00
New potatoes, \$9 bbl.; 6c lb.	.....	0 75
Strawberries, per qt.	.....	5 00
Spinage, per bbl.	.....	6 00
Turnips, per bag	.....	1 00
Parsnips	1 50	2 00
Tressez	.....	0 20

## TORONTO.

**GREEN FRUITS.**—There is a fair movement of fruits reported. Last shipment of marmalade oranges has been received and this week will see stocks well to an end. Eating oranges are meeting with fair demand.

Grapefruit under strength previously noted has moved another notch upward for Florida stock. There is some Jamaica fruit on market while some Cuban is also coming along in desirable sizes. Prices on latter will rule about same as Florida.

Cranberries are coming to end of their tether. English hot house grapes are firmer and higher.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
Marmalade	.....	2 75
Florida	.....	3 50
California navels	3 00	4 00
Valencias, 714's	.....	5 50
Valencias, 420's	4 25	4 50
Tangerines, strap of 2 boxes	.....	6 00
Grapefruit—		
Florida, case	6 00	6 50
Jamaica, case	3 50	4 50
Grapes, Almeria, per keg	4 00	6 00
English hot house grapes, lb.	0 75	0 95
Cranberries, bbl.	.....	13 50
Cranberries, per box	.....	4 50
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida strawberries, box	6 65	0 75

**VEGETABLES.**—Strength in vegetables is not anything new. Special stress was laid on the fact last week that stocks were small and prices likely on many lines to continue on the ascent. Parsnips and carrots are particularly scarce, many dealers having practically none to offer. The prevailing price this week is \$1.75 per bag on these two lines. Cabbage following last week's indications are quoted higher at \$3 to \$3.50 per barrel, stocks being small.

The trade has been made well acquainted with the situation in home grown onions which are extremely scarce and consequently high in price. The amount that could be brought together in Toronto would be small. The strong market on Valencia onions was pointed out

Continued on page 50.

## Fruit Makes Attractive Displays

And Brings Customers Into the Store—How Window in Accompanying Illustration Was Dressed—Cost of Fixtures—Frequent Changes Made.

There are unlimited possibilities in dressing fruit windows. Certain dealers depend entirely on their displays for getting people into the store, and, of course, they must give close study to the window's selling properties.

The accompanying illustration is a window shown by P. Frank, corner Church and Carlton Streets, Toronto, and one that sold a large quantity of goods. The cone-shaped arrangements were made from three pieces of wood covered over with imported moss. Boxes of apples resting on the corners of the boxes, making diamond shaped designs, are shown at the bottom of triangles. The sides of one is covered with grapes and dainty boxes of confectionery fill the intervening space. The other triangle is similarly constructed, with the exception that apples are used instead of grapes up the sides.

Between the triangles there are evergreen trees, which do not show up well in the picture. Apples are tied to the limbs of these, making an attractive background. Two pretty little baskets hang at either side of the window filled with choice fruits. In the bottom of the window may be seen four pots, from which wheat is sprouting. This is only used as a decoration, as are also ferns and palms. There are also figs, dates, apples and candy on the bottom.

### Cost of Fixtures.

Mr. Frank states that the fixtures and decorations used cost him about \$50. As they can be rearranged many times and the cost divided over many displays, this cost doesn't fall heavily on any one window. His windows are always models of attractiveness, and bring many buyers into the store for groceries, as well as fruit. He has also a soda fountain.

No window is allowed to remain intact for long. They are frequently changed, and the changes bring customers back again and again.

### FRUIT AND VEGETABLE MARKET.

Continued from page 49.

last week. Values have been steadily moving upward and the record figure of \$5 per case is in some instances being asked, while  $\frac{1}{2}$  cases are bringing \$2.25.

Celery hold high. Some California stock is coming along as well as some Florida of medium quality. California cauliflower is quoted at \$3.50 per case. Potatoes are unchanged from a week ago. More Irish stock has arrived.

Cabbage, barrel	3 00	3 50
Can. hothouse tomatoes, lb.	0 37	
Canadian beet, per bag	1 50	
Carrots, bag	1 75	
Cauliflower, Cal., case	3 50	
Celery, per dozen	1 10	
Celery, Cal., per case, 6 $\frac{1}{2}$ to 10 doz.	8 00	
Celery, Fla., per case, 5 to 8 doz.	4 50	5 00
Turnips, bag	0 50	0 80
Boston cucumbers, dozen	2 25	2 75
Boston head lettuce, dozen	1 60	2 00
New radish, per dozen	0 40	0 50
New lettuce, per dozen	0 50	
Mushrooms, 1-lb. boxes	0 75	
Onions—		
Green onions, dozen	0 25	
Spanish, case	4 50	5 00
Spanish, half cases	2 25	
Canadian, 75-lb. bags	3 00	3 25
Parsnips, per bag	1 75	
Potatoes, N. B.	1 85	1 90
Potatoes, Ontario, bag	1 75	1 85
Sweet potatoes, hamper	2 00	2 25



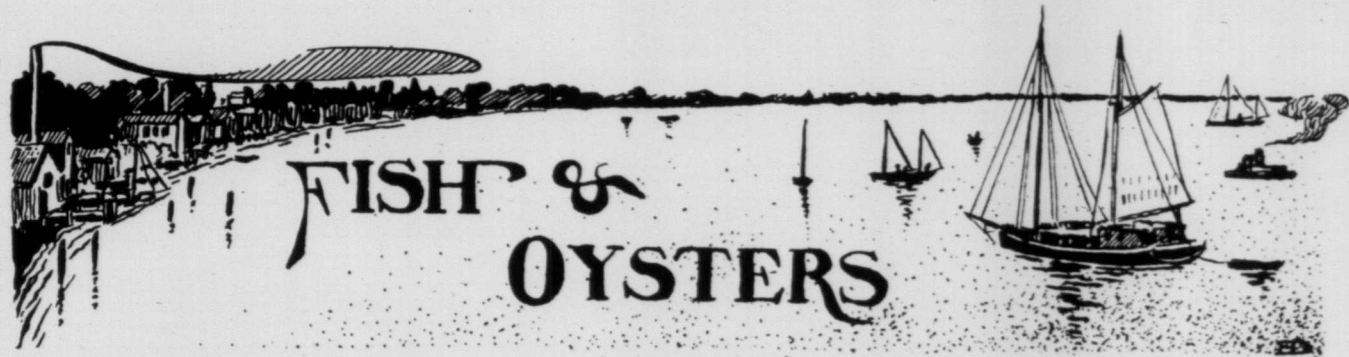
A handsome fruit window which brought good business. Fixtures cost about \$50.

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MARKET.

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3 00	3 50
1 50	1 50
1 75	1 75
3 50	3 50
1 10	1 10
8 00	8 00
4 50	5 00
0 50	0 80
2 25	2 75
1 60	2 00
0 40	0 50
0 50	0 50
0 75	0 75
0 25	0 25
4 50	5 00
2 25	2 25
3 00	3 25
1 75	1 75
1 85	1 90
1 75	1 85
2 00	2 25



## Fish Demand Continues Unabated

Thanks to Favorable Weather — Record Trade Being Transacted—Fish Can be Handled Now With Minimum Expense and Trouble—Some Lines Beginning to Show Scarcity — General Market Expected to Rule Steady to Firm.

Thanks to weather man, there has so far been nothing to mar Lenten trade in fish. Now well entered upon the Lenten season, demand is at its height, with good volume of business still to be transacted before the curtain is rung down on the busy season.

As has been said, weather conditions continue extremely favorable. They have been ever since latter part of December. Fish of all kinds can be handled with minimum expense and trouble, and this has been an important factor in encouraging retailers to push this line. Sales have been made easy by reason of the high values ruling for other food commodities. The result has been record trade during past two months, and when figures are summed up for the season, they are expected to be exceedingly gratifying to wholesaler and retailer alike.

The big demand is already beginning to make itself felt in number of lines of prepared, smoked and pickled varieties, which are being marked off the list. This is more apparent at some points than others, and the lines in scant supply also vary at different centres.

There is not expected to be same abundance of supplies towards end of Lent that has been known in some other years, and general markets are expected to rule steady to firm. There is the possible exception that dealers at some centres may find themselves carrying larger stocks on some one line that they would desire, but the number of such lines will be few.

### QUEBEC.

MONTREAL.—“Trade is still booming,” was the way one wholesale dealer put it when asked the condition of the market. The Lenten demand continues

in all its briskness, and as yet no signs of easing off are perceptible. The extremely heavy demand, however, is beginning to tell, and as result new green No. 1 and skinless cods, Labrador sea trout, Scotia herring, B. C. salmon and Labrador salmon are almost, if not altogether, out of the market. A few changes in price have varied the situation.

The market has seen the last of Malpeque oysters, which have been ranging high of late. This can be accounted for by the cold weather at the beginning of the season.

FRESH AND FROZEN.	
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½ 0 06
Halibut, per lb.	0 08½ 0 09
Herring, frozen, per 100 fish	1 80 2 00
Mullets	0 04½ 0 06
Pike, dressed and headless, lb.	0 06 0 06½
Pike, dressed and headless, lb.	0 06½ 0 07
Steak cod	0 06 0 06½
Mackerel	0 18
Dressed perch	0 10
Dore or Pickerel	0 07½ 0 08
B. C. red salmon	0 10 0 11
Gaspe salmon, per lb.	0 18
Qualla salmon	0 07½ 0 08
No. 1 smelts per lb.	0 14
Extra smelts, per lb.	0 14
Lake trout, per lb.	0 10
Whitefish, large, per lb.	0 09 0 10
Whitefish, small, lb.	0 06 0 06½
PREPARED FISH.	
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 25
Boneless strip cod, 30-lb. box	0 12
SALTED AND PICKLED.	
New green cod, per bbl., 300 lbs.	10 00
New Labrador herring, per bbl.	8 75
New Labrador herring, per half bbl.	3 10
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	8 00
No. 1 green haddock, per 200 lbs.	7 50
No. 1 green pollock, per 200 lbs.	7 50
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring, keg	6 50
Holland herring, half bbl.	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	9 12½
SMOKED.	
Blosters, box	1 10
Yarmouth blosters, fancy, per box	1 25
Hadflies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 12
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60

Oysters, fancy cape, large bbls. 9 00  
Solid meats—Standards, gal. \$1.75; selects, gal. \$2.00.  
Boiled lobsters, per lb. 0 20

### ONTARIO.

TORONTO.—We are now in the very midst of the Lenten season, the period of brisk demand. Weather conditions are extremely favorable. It is no wonder then that a good, brisk trade is being done in all varieties of fish. Dealers are all well satisfied with volume of demand, and there are those who state that up to the present time, this season's trade has been record one, and compares most favorably with last and preceding years.

Frozen fish are selling well, as are also smoked. Pickled varieties do not appear, however, to be doing so well. Some local houses report that stocks of sea herrings are practically to an end. Halibut and white fish are favorites in demand. Ciscoes have good sale, as have also Finnan Haddie. Interest in oysters is not quite so keen as earlier in the season.

Prices are expected to rule steady to firm, with possible exception of some lines, on which certain dealers may find themselves carrying too large stocks. These lines will be few in number, much fewer, indeed, than last year. Several lines already show indications of scarcity as the season advances. Special mention is made by one dealer of halibut and salmon.

FROZEN FISH.	
Gold eyes	0 06
Pike	0 06
New pink sea salmon	0 09 0 10
Whitefish	0 09 0 11
Halibut	0 10 0 11
Smelts, extra, per lb.	0 10
Smelts, No. 1, per lb.	0 11 0 12
Red salmon, headless and dressed	0 11 0 12
Mullets	0 10 0 11
Bluefish	0 10 0 11
Lake herring	0 03 0 04
Steak cod, per lb.	0 06 0 06½
Flounders, per lb.	0 06
Tullibus, per lb.	0 06½
FRESH CAUGHT FISH.	
Steak cod	0 06
Haddock	0 06 0 07
Trout	0 06½ 0 10
SMOKED.	
Kippers, per box	1 15
Blosters, per box	1 15
Finnan Haddie, per lb.	0 06 0 08
Digby herring, per bundle	0 05
Cod, Imperial	0 06½
Quall-on-toast	0 07
Fillets of haddie	0 13
Ciscoes, basket	0 08 1 00
Ciscoes, per lb.	0 08 0 10
Scotch haddies, per box	1 50
Scotch kippers, per box	1 06

PICKLED.	
Lake herring, per keg	4 00
Oysters, selects, per gallon	1 70
Oysters, standards, per gallon	1 55
Pickled trout, per half bbl.	7 25
Labrador herring, half bbls.	6 00
Labrador herring, half bbls.	3 25
Shrimps, 1-gallon cans	1 25
PREPARED.	
Shredded cod, 2 doz pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Skinless cod, 100-lb. boxes, whole fish, box	7 50
Cod in loose strips, 25-lb. to box, lb.	0 06 1/4
Pure cod tablets, 20 1-lb. tablets	2 30

**NEW BRUNSWICK.**

ST. JOHN.—Aided by fairly mild weather, fish dealers throughout the city during past week have been encouraged with run of trade, through a fairly plentiful supply of fish of most kinds. Prices have remained about same in all lines, and the demand was up to average for this period of the Lenten season.

**NOVA SCOTIA.**

HALIFAX.—Business is brisk in local fish trade. There is fairly good supply of stock on the market.

The market is practically bare of live lobsters. There is a marked decrease in catch of lobsters along the coast, the smallest for many years. Shipments to the United States market are only about one quarter what they usually are.

There was marketed during past ten days a magnificent lot of smoked salmon. These fish had been salted, were recently taken out of pickle, then dried and freshly smoked.

contract for the sale and delivery of any of the undermentioned articles, the bushel shall be determined by weighing, unless a bushel by measure is specially agreed upon." Following this is a list of articles with weight of bushel following each, including potatoes.

It would, therefore, appear that unless a bushel "by measure" is specifically stated the buyer would be entitled to receive 60 pounds, or 15 to the peck.

**AN IRISH POTATO WINDOW.**

Jno. Blood, a Yonge Street, Toronto, grocer, is noted among other things for original window displays. Last week he had an Irish window, which not only caught the fancies of passers-by, but sold goods. In it were nothing but a couple of boxes of potatoes. They were Irish potatoes, and Mr. Blood placed an Irish "Erin-go-Bragh" green flag in each. It was a simple method of announcing to those passing that the potatoes came from Irish soil, and it sold the goods.

**TRADE NOTES.**

**Quebec and Maritime Provinces.**

A. Therien, grocer, Hull, Que., has sold to Lemey & Chapman.

The Sultana Manufacturing Co., Montreal, are now in their new building at 102 Amherst Street, having vacated their former premises at 311 St. Paul Street, owing to want of space.

The application of a company to be known as the Lancaster Fish Co. has been filed at Fredericton, N. B., with a capital stock of \$9,000, asking for incorporation to carry on a general fishing business, with headquarters in Lancaster, St. John.

**Western Canada.**

G. M. Moon, grocer, Moose Jaw, Sask., has sold to James Parkhill.

T. J. Sanlon, Nelson, B. C., has sold his grocery to C. A. Drake Co.

Sundin Bros. have purchased the general store of J. M. Campbell, Kinistino, Sask.

S. P. Wilson has purchased the general store of J. P. Madore at St. Pierre, Man.

J. A. Schmidt has sold his general store at Tugaskie, Sask., to J. W. Hill.

Mitchell & Co., of Edmonton and Millet, have purchased the grocery stock of the G. T. Soland estate at Holden, Alta.

Campbell Bros. & Wilson, wholesale grocers, Winnipeg, will erect a branch house at the corner of Fourth and Peace Streets, Edmonton.

**A Strong Evaporated Apple Situation**

**Belief of Men Interested That Few Car Loads are Left in the Country—High Prices of Other Goods Added to Demand—Not Much Relief to be Looked for.**

Montreal, March 7—(Special)—The situation at present in evaporated apples is thoroughly interesting, and the probable trend of events is arousing a speculative spirit, as recent increases in the prices of various food stuffs, notably butter, canned salmon, prunes, etc., will mean a dropping off in the consumption of some of them by the poorer classes, and an extra demand for evaporated apples.

Will the supply be sufficient to meet the demand? This is a question to which no definite answer can be given, but indications at time of writing point strongly to a scarcity, and consequently, still higher prices. Indeed, many prominent dealers have no hesitation whatsoever in stating that a higher level will be reached and that not before many weeks have elapsed.

**Little Relief in Sight.**

While the United States apple crop was satisfactory, Canada did not show up any too well in her production, with the result that there was not such a large quantity as usual for evaporation, nor can much relief be expected from outside sources, as Cuban grown apples were exported extensively in barrels, with results readily apparent.

There seems to be no sign of any decrease in prices, because the stocks in the country at present, which are admittedly low, must satisfy consumption until the beginning of November next.

**Not Many in Canada.**

It looks as if someone is going to make a few dollars from evaps., and the chances are most rosy if we are

to place absolute confidence in the belief of a dealer who expressed himself positively thus: "I don't believe there are thirty-five carloads in Canada at the present minute."

**WEIGHT OF PECK OF POTATOES**

**If Buyer Simply Asks for a "Peck," is He Entitled to Receive 15 Pounds?**

Editor Canadian Grocer,—Kindly answer the following in an early issue of your paper:

Is a customer legally entitled to 15 pounds in a peck of potatoes?

I had a recent dispute on the matter. I measured a peck, which failed to weigh 15 pounds. However, as the measure was a just one, and I had given fair measure, I claimed I had given a peck anyway, as a peck was a measure and not a weight.

It is so generally understood by the trade and public alike that 15 pounds of potatoes are a peck, that no doubt it is policy to give it, but I would like to know if it is breaking the law to sell less than 15 pounds for a peck.

Thanking you for any information you may give.

**STEELTON GROCER.**

March 1, 1912.

Editorial Note.—From the Inspection and Sale Act passed some years ago by the Dominion Parliament it would seem that when a customer asks for a "peck of potatoes" he is entitled to 15 pounds.

Under the heading "Weight of Bushel," which appears in Part X. of the Act, we find the following: "In



# Produce & Provisions



## Pushing Provisions for Easter Trade

**Wholesalers Interesting Retailers in Hams and Bacon for Easter Trade—Retailers Would Do Well to Anticipate Wants Early—Eggs on the Decline—Canadian Production on the Increase—Butter Holds Steady—Imports from United States Still Continue.**

With close of Lent four weeks distant, wholesalers are preparing for increased demand on pork products, which will naturally follow. Wholesalers are now beginning to interest retailers in hams, bacon and other lines for Easter trade. Retail dealers would do well to early anticipate their wants in this regard. By placing their orders early they thus make sure of delivery at time they require the goods.

Consumptive demand for provisions is naturally not brisk. One redeeming feature is good demand for lard, induced by high values for butter. Wholesalers report that stocks of lard are being kept closely cleaned up. Fairbank's circular shows the world's visible lard supply on March 1 to be 331,369 tierces, as compared with 294,449 on February 1, and 144,546 tierces on March 1 last.

Receipts of live hogs have been lighter of late, with values firmer. The trade has been inclined to believe lighter movement was due more to weather conditions, which have been unfavorable for transportation rather than to falling off in willingness of the country to sell hogs.

Eggs, as was pointed out could be expected, have declined during week, and same movement will likely continue. Amount that has had to be brought from the United States to supply the demand has decreased considerably, indeed, nearly altogether at some points. The Canadian yield has become a factor in supply earlier than was anticipated a week ago, during the heavy snow storm period the Canadian hen was apparently more industrious than she was given credit for, and with better roads, amount of new lays coming to market has shown a goodly increase. With values across the line lower, and the production, increasing here, further easing is naturally looked for.

Butter values remain steady. Here, the Canadian production has shown no increase, and imports from across the line have been free, in order to supply demand. Unless situation in the United States changes, indications are for values to remain fairly steady, until Canadian yield commences to show its usual spring increase.

### MONTREAL.

**PROVISIONS.**—Situation as regards provisions is much the same. Consumptive demand is seasonably good, and met with favorable supply. The high and steady price of butter has increased lard sales, and under these conditions no easing off in price can be looked forward to.

Hogs offer the only interesting feature of the week. Prices advanced last week, owing to the temporary scarcity, but are easing off somewhat again this week.

Long clear bacon, heavy, lb. ....	9 10%
Long clear bacon, light, lb. ....	9 11%
Hams—	
Extra large sizes, 25 lbs. upwards, lb. ....	0 11
Large sizes, 18 to 25 lbs., per lb. ....	0 13
Medium sizes, 13 to 18 lbs., per lb. ....	0 14%
Extra small sizes, 10 to 13 lbs., per lb. ....	0 14%
Bone out, rolled, large, 16 to 25 lbs., per lb. ....	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb. ....	0 15%
Breakfast bacon, English, boneless, per lb. ....	0 11%
Windsor bacon, skinned, backs, per lb. ....	0 16
Spiced roll bacon, boneless, short, per lb. ....	0 11%
Boiled ham, small skinned boneless ....	0 24
Hogs, live, per cwt. ....	7 50
Hogs, dressed, per cwt. ....	10 25
Pure Lard—	
Boxes, 50 lbs., per lb. ....	0 12%
Cases, tins, each 10 lbs., per lb. ....	0 12%
Cases, tins, each 5 lbs., per lb. ....	0 12%
Cases, tins, each 3 lbs., per lb. ....	0 13
Pails, wood, 20 lbs. net, per lb. ....	0 12%
Pails, tin, 20 lbs. gross, per lb. ....	0 12%
Tubs, 50 lbs. net, per lb. ....	0 12%
Tierces, 375 lbs., per lb. ....	0 12%
One pound bricks ....	0 13%
Compound Lard—	
Boxes, 50 lbs. net, per lb. ....	0 08%
Cases, 10-lb. tins, 60 lbs. to case, per lb. ....	0 09%
Cases, 5-lb. tins, 60 lbs. to case, per lb. ....	0 09%
Cases, 3-lb. tins, 60 lbs. to case, per lb. ....	0 09%
Pails, wood, 20 lbs. net, per lb. ....	0 09%
Pails, tin, 20 lbs. gross, per lb. ....	0 08%
Tubs, 50 lbs. net, per lb. ....	0 09
Tierces, 375 lbs., per lb. ....	0 08%
One pound bricks ....	0 10
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork ....	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl. ....	22 00
Clear fat backs ....	23 00
Heavy flank pork, bbl. ....	22 00

Plate beef, 100 lb. bbls. ....	8 00
Plate beef, 200 lb. bbls. ....	15 50
Plate beef, 300 lb. bbls. ....	22 50
Dry Salt Meats—	
Green bacon, flanks, lb. ....	0 11

**BUTTER.**—With prices unchanged and importations from New Zealand and United States running freely, market remains featureless. This situation will continue until market is relieved by Canadian supplies, which ought not be long forthcoming.

Creamery ....	0 35	0 35%
Dairy, tubs, lb. ....	0 28	0 30
Fresh, dairy rolls ....	0 22	0 32

**EGGS.**—Eggs continue to run on a steady decline, and are soon expected to reach the 25 cent mark, provided the weather remains favorable. United States eggs are offered to-day at 22 cents, equal to 26 cents in Montreal, freight and duty paid. The supply from across the border continues free, and Canadian new laid receipts are beginning to appear in large quantities on the market.

**CHEESE.**—Small stocks and advancing tendencies are cheese market features. Demand is fair considering high quotation. Prices for week remain unchanged.

Quebec, large ....	0 17	9 17%
Western, large ....	0 17	9 17%
Western, twins ....	0 17	9 17%
Western, small, 20 lbs. ....	0 17	9 17%
Old cheese, large ....	0 18	9 18%

**POULTRY.**—The same slow seasonable trade holds the poultry market. Prices remain as previously quoted, and wait for opening of navigation to liven the situation.

Fowl ....	0 15	0 14
Chickens ....	0 15	0 16
Geese ....	0 14	0 16
Turkeys ....	0 22	0 23
Ducks ....	0 18	0 20

**HONEY.**—Honey remains firm. No change as regards price or demand have developed.

White clover, strained ....	0 12
White clover, in comb ....	0 12
Buckwheat, in comb ....	0 15
Buckwheat, strained ....	0 08%

### TORONTO

**PROVISIONS.**—Trade in pork products is still inclined to quietness, as is natural at this season. Lard, for reasons that have been explained before, is moving freely at steady prices.

Live hogs strengthened during week, and are at present ruling at \$6.60 to

\$6.70 at country points. Receipts are only moderate.

Smoked Meats—		
Light hams, per lb.	0 14%	0 18
Medium hams, per lb.	0 16	0 14%
Large hams, per lb.	0 13%	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 15%	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10%	0 11%
Shoulders	0 10%	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11%
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11%	0 11%
Lard, tubs, per lb.	0 11%	0 13
Lard, pails, per lb.	0 12	0 13%
Lard, compounds, per lb.	0 09	0 09%
Live hogs, at country points	6 50	6 70
Live hogs, local	6 90	7 00
Dressed hogs	9 00	9 25

**BUTTER.**—Butter values are resting steady at last week's level. There has been no change in general situation, importations of supplies from New Zealand and United States, as pointed out last week, having steady effect. Canadian storage stocks have been cleaned up, as has been known for some time. Canadian production is light. One wholesaler states that three cars of United States butter have come to Toronto in past week. Providing there are no important changes in situation in United States, Canadian market can be expected to rule fairly steady, until Canadian production begins to show the usual spring increase.

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

**EGGS.**—Easing off in egg prices, which we have pointed out past two weeks, was to be expected. Values during week have been on decline and end is not yet. Canadian production has become a factor in supply earlier than was anticipated. It was expected that the

weather would have to moderate considerably before there would be much Canadian hen fruit come forward. Apparently, however, while heavy snow storms were blackading the roads, the hen in many sections was providing a surprise for the market by an increased yield. Better roads have brought forward larger supplies.

**CHEESE.**—In accordance with stronger feeling noted last week, an advance of 1/4c per pound is generally quoted by local firms. Prices are expected to continue steady as season advances.

Cheese—		
Large	0 16%	0 17
Twin	0 17	0 17%
Stiltons	0 18	0 18%

**HONEY.**—“We are quoting \$3 per dozen for 1-pound combs of white clover,” declared one wholesaler. “The amount of this variety is not large.”

Values on the whole are steady. There is a fair movement.

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

**POULTRY.**—Receipts of poultry include some dressed and some alive. Market rules about the same. There is more call for poultry at end of week, probably for the Sunday dinner, and better market rules at that time. Country shippers should, therefore, try to send their supplies along on Thursday or Friday.

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

## Is Butter Better Than it Was in the Past?

Correspondent Thinks it is Inferior, But Opinions of Wholesale Provision Dealers Differ—Country Merchant Sells Creamery Butter Finding Little Sale for Dairy Article.

Editor Canadian Grocer.—On page 37 of The Grocer, of February 23, there is an article regarding high butter. The writer is under the impression that the butter we get now is not as good generally speaking as it was some years ago. Perhaps you have some information by which you could convince him of his mistake, and the writer personally would be interested to know.

### WHOLESALE.

Hamilton, Ont.

The contention in the article in question was that the general improvement in the quality of butter had much to do with the high price. It was pointed out that the fairly well-to-do consumer who finds poor butter on his table, spreads it as thin as possible, but when it is good, he spreads it thick. The question, however, is whether butter has improved or not in quality in recent years.

### Cannot be Compared.

No doubt it is a debatable question, because it is next thing to impossible to absolutely prove that there has been an improvement. There is no basis on which butter can be really compared, except by individual tastes, and these are liable to differ. Then, again, we haven't the butter of five years ago to compare with that made to-day. We can depend to quite an extent, however, on the opinions of those who have been in close touch with this article for years past. Summing up the ideas of a number of butter dealers interviewed by The Grocer, it would seem quite safe to say that on the whole, butter has shown an improvement in recent years.

### Creamery Butter Better.

“If you include creamery butter, the sale of which is steadily on the increase,” said one Canadian wholesale

provision dealer, “I would say that butter has, on the whole, improved considerably in recent years. There is, however, a lot of rather inferior dairy butter produced. Still, I am rather inclined to believe that generally even dairy butter is better than several years ago. While women may be deteriorating as bakers of bread, I think that the farmer's wife is improving as a maker of that which is spread on it. Why shouldn't they, too, with all the improved methods which have been given them in late years?”

Another wholesaler thought decidedly that butter had improved in quality. “Not many years ago there was little creamery butter made. Every farm wife, no matter whether she was accomplished in the work or not, made her cream into butter. The fact was that many were poor butter makers, and a lot of inferior butter was the result. Now, the farmer's wife who can't make good butter in many instances sends her cream to the creamery, where a superior article is turned out.”

### Much Better Chances Now.

“To say that butter has shown no improvement in late years,” said another, “would be tendering a poor compliment to the farmers' societies and agricultural departments of our Governments, who have been laboring for a number of years to assist the farmer in turning out a higher standard of butter. Farmers have been taught to use improved methods and take more care with their butter, the fact being held up that good butter not only brings a higher price, but a larger consumption.”

### Higher Quality Selling.

A country general merchant approached on the subject said that he sold a larger percentage of good eating butter than he used to. “I used to sell dairy butter entirely,” he said. “We used to get good and bad, a good deal of it bad. Gradually the farmers in the country around here began sending their milk to cheese factories, and their butter to butter factories, so that much less dairy butter was made. Then I began selling considerable creamery butter to my customers. The creamery article was generally pretty good, so that I found it almost impossible to sell dairy for eating purposes. Customers don't want butter unless it is really good.”

The opinions thus expressed would seem to indicate that the Canadian consumer is buttering his bread with a superior article to that of years ago. However, it is just possible that those men interviewed may have been more fortunate than others in their butter problems. The opinions of others would be appreciated.



## DON'T MISS

Anything in the way of trade just now and you'll have no cause for regret later. There is a big demand for all kinds of sea-food, and you should have them in stock. It costs so little to start a fish department, yet the profits are large.

**Haddies**  
**Kippers**  
**Bloaters**



**Fillets**  
**Boneless Cod**  
**Herrings**

The "OCEAN," "BOUTILIER" and "CANADA" Brands stand for the highest in quality, and you should make no mistake in ordering from your wholesaler about the kind you specify. Get these and you get the best.

FOR FURTHER INFORMATION WRITE

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Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG

THE CANADIAN GROCER

1/2-lb pkgs, White Moss .. 0 27  
 1-lb pkgs, White Moss ... 0 28  
 1 and 1/2-lb. pkgs., assorted 0 28 1/2  
 1/4 and 1/2-lb. pkgs., asstd... 0 27 1/2  
 1/2-lb. pkgs., asstd., in 5-lb.  
 boxes ..... 0 28  
 1/4-lb. pkgs., asstd., in 5-lb.  
 boxes ..... 0 29  
 1/4-lb. pkgs., asstd., 5, 10, 15-  
 lb. cases ..... 0 30  
 Bulk—  
 In 15-lb. tins, 15-lb. palls and  
 10, 25 and 50-lb. boxes.  
 Palls Tins Bbls.  
 White Moss, fine  
 strip ..... 0 12 0 21 0 17  
 Best shredded... 0 18 ..... 0 17  
 Special shred... 0 17 ..... 0 16  
 Ribbon ..... 0 19 ..... 0 15  
 Macaroon ..... 0 17 ..... 0 17  
 Desiccated ..... 0 16 ..... 0 16  
 White Moss in 5 and 10-lb. sq.  
 tins ..... 21c  
**CONDENSED MILK.**  
**BORDEN'S CONDENSED MILK**  
 Wm. H. Dunn, Agent, Montreal  
 and Toronto Per Case  
 Eagle Brand, each 4 doz... \$6 00  
 Gold Seal Brand, each 4 dz. 4 90  
 Challenge Brand, each 4 dz. 4 15  
 Peerless Brand, "Hotel,"  
 each 2 doz. .... \$3 90  
 Peerless Brand, "Tall," each  
 4 doz. .... 4 40  
 Peerless Brand, "Family,"  
 each 4 doz. .... 3 65  
 Peerless Brand, "Small,"  
 each 4 doz. .... 2 00  
**CANADA FIRST BRAND.**  
 The Aylmer Condensed Milk Co.,  
 Per case.  
 Canada First Baby Eva-  
 porated Milk ..... 2 00  
 Canada First Family Eva-  
 porated Milk ..... 3 65  
 Canada First Medium (20  
 oz.) Evaporated Milk ... 4 40  
 Canada First Hotel Eva-  
 porated Milk ..... 3 90  
 Canada First Condensed  
 Milk (sweetened) ..... 5 05  
 Rose Bud Condensed Milk  
 (sweetened) ..... 4 90  
 Beaver Condensed Milk,  
 (sweetened) ..... 4 15  
**REINDEER LIMITED.**  
 "Jersey" brand evaporated  
 cream, per case (4 doz.) \$3 65  
 "Reindeer" brand, case (4  
 doz.) ..... 5 50  
 "Reindeer" Condensed Cof-  
 fee, case ..... 5 00  
 "Reindeer" Condensed Co-  
 coa, case ..... 4 80  
 "Reindeer" Condensed Cof-  
 fee, in glass jars, case... 6 20  
**ST. CHARLES CONDENSING  
 CO.**  
 Prices—  
 St. Charles Milk, family  
 size, per case ..... 3 65  
 Baby size, per case ..... 2 00  
 Ditto, hotel ..... 3 90  
 Silver Cow Milk ..... 5 05  
 Purity Milk ..... 4 90  
 Good Luck ..... 4 15  
**COFFEES.**  
**EBY-BLAIN, LIMITED.**  
 Standard Coffees  
 Roasted whole or ground, pack-  
 ed in damp-proof bags.  
 King Edward ..... 0 34  
 Club House ..... 0 33  
 Nectar ..... 0 32  
 Royal Java and Mocha.. 0 32  
 Empress ..... 0 30  
 Duchess ..... 0 29  
 Ambrosia ..... 0 28  
 Plantation ..... 0 26 1/2  
 Fancy Bourbon ..... 0 26

Crushed Java and Mocha 0 19  
 Package Coffee.  
 Gold Medal, 2-lb. tins,  
 whole or ground ..... 0 31  
 Gold Medal, 1-lb. tins, do. 0 32  
 Gold Medal, 1/2-lb. tins,  
 do. .... 0 33  
 Anchor Brand, 2-lb. tins,  
 do. .... 0 31  
 German Dandelion, 1-lb.  
 tins, ground ..... 0 26  
 German Dandelion, 1/2-lb.  
 tins, ground ..... 0 28  
 English Breakfast, 1-lb.  
 tins, ground ..... 0 19  
 Grand Prix, 1 and 2-lb.  
 tins, ground ..... 0 30  
 Demi-Tasse, 1 and 2-lb.  
 tins, ground ..... 0 30  
 Flower Pot, 1-lb. pots,  
 ground ..... 0 23  
**WHITE SWAN SPICES & CER-  
 EALS, LTD.**  
**WHITE SWAN BLEND.**  
 1-lb. decorated tins, lb. .... 0 32  
 Mo-Ja, 1/2-lb. tins, lb. .... 0 30  
 Mo-Ja, 1-lb. tins, lb. .... 0 28  
 Mo-Ja, 2-lb. tins, lb. .... 0 28  
 Cafe des Epicures, 1-lb. fancy  
 glass jars, per doz., \$3.60.  
 Cafe l'Aromatique, 1-lb. amber  
 glass jars, per doz., \$4.00.  
 Presentation (with tumblers) \$3  
 per doz.  
**MINTO BROS.**  
**MELAGAMA BLEND.**  
 Ground or bean— W.S.P. R.P.  
 1 and 1/2 ..... 0 25 0 30  
 1 and 1/2 ..... 0 32 0 40  
 1 and 1/2 ..... 0 37 0 50  
 Packed in 30's and 50-lb. case.  
 Terms—Net 30 days prepaid.  
**CONFECTIONS.**  
**PEANUT BUTTER.**  
 Ontario Prices.  
 MacLaren's Imperial— Per doz.  
 Small, 2 doz. .... 0 95  
 Medium, 2 doz. .... 1 80  
 Large, 1 doz. .... 2 75  
 Tumblers, 2 doz. .... 1 35  
 Palls, 24 lbs., per lb. .... 0 15  
**CHEESE.**  
**MACLAREN'S IMPERIAL**  
 Ontario Prices  
 per doz.  
 Individual (each 2 doz.) .. 1 00  
 Small (each 2 doz.) ..... 2 40  
 Medium (each 1 doz.) ..... 4 50  
 Large (each 1/2 doz.) ..... 8 25  
 MacLaren's Roquefort—  
 Small (each 2 doz.) ..... 1 40  
 Large (each 1 doz.) ..... 2 40  
 MacLaren's Canada Cream—  
 Small (each 1 doz.) ..... 0 90  
 Medium (each 2 doz.) ..... 1 30  
 Large (each 1 doz.) ..... 2 30  
**CREAM.**  
**FUSSELL & CO., LTD., LON-  
 DON, ENG.**  
 "Golden Butterfly" Brand Cream,  
 8 doz. 10c size, cases, \$7.00.  
 "Golden Butterfly" Brand Cream,  
 8 doz., 15c size, cases, \$11.50.  
**INFANTS' FOOD.**  
 Robinson's patent barley, 1/2-lb.  
 tins, \$1.25; 1-lb. tins, \$2.25; Rob-  
 inson's patent groats, 1/2-lb. tins,  
 \$1.25; 1-lb. tins, \$2.25.  
**FLAVORING EXTRACTS.**  
**SHIRRIFF'S.**  
 1 oz. (all flavors) doz. .... 1 00  
 2 oz. (all flavors) doz ..... 1 75  
 2 1/2 oz., (all flavors) doz. ... 2 90  
 4 oz. (all flavors) doz. .... 3 90  
 5 oz. (all flavors) doz. .... 3 75  
 8 oz. (all flavors) doz. .... 5 50

16 oz. (all flavors) doz. ... 10 00  
 32 oz. (all flavors) doz. ... 18 00  
 Discount on application.  
**CRESCENT MFG. CO.**  
 Mapleline— Per doz.  
 2 oz. bottles (retail at 50c) 4 50  
 4 oz. bottles (retail at 90c) 6 80  
 8 oz. bottles (retail at \$1.50) 12 50  
 16 oz. bottles (retail at \$3) 24 00  
 Gal. bottles (retail at \$20) 15 00  
**CLARK'S PORK AND BEANS  
 IN TOMATO SAUCE.**  
 Per doz.  
 No. 1, 4 doz. in case ..... 0 50  
 No. 2, 2 doz. in case ..... 0 90  
 No. 3, flats, 2 doz. in case 1 00  
 No. 3, talls, 2 doz. in case 1 25  
 No. 6, 1 doz. in case ... 4 00  
 No. 12, 1/2 doz. in case ... 6 50  
**LAPORTE, MARTIN & CO.,  
 MONTREAL, AGENCIES.**  
 These prices are F.O.B. Mon-  
 treal. Imported Peas "Soleil"  
 Per case  
 Sur-Extra Fins, 1/2 flacons.  
 40 bou. .... 11 00  
 Sur Extra Fins, tins, 1/2  
 kilo, 100 tins ... 15 50  
 Extra Fins, tins, 1/2 kilo,  
 100 tins ..... 15 00  
 Tres Fins, 1/2 kilo, 100 tns 14 00  
 Fins, tins, 1/2 kilo, 100 tins 12 50  
 Hi-Fins, tins, 1/2 kilo, 100  
 tins ..... 11 00  
 Moyens No. 1, tins, 1/2 kilo,  
 100 tins ..... 10 00  
 Moyens No. 2, tins, 1/2 kilo,  
 100 tins ..... 9 50  
 Moyens No. 3 ..... 8 75  
 Asparagus, Haricots, etc.  
**MINERVA PURE OLIVE OIL,**  
 Case—  
 12 litres ..... 6 50  
 12 quarts ..... 5 75  
 24 pints ..... 6 25  
 24 1/2-pints ..... 4 25  
 Tins—  
 5 gals, 2s ..... 23 00  
 2 gals, 6s ..... 20 00  
 1 gal., 10s ..... 25 00  
 1/2-gal., 20s ..... 26 00  
 1/4-gals., 20s ..... 13 50  
 1/2-gal., 48s sq. .... 17 00  
 1/8-gal., 48s rd. .... 15 50  
**BASSIN DE VICHY WATERS.**  
 La Capitale, 50 qts. .... 5 00  
 La Neptune, 50 qts. .... 6 00  
 St. Nicholas, 50 qts. .... 7 00  
 La Sanitas Sparkling, 50  
 quarts ..... 8 00  
 La Sanitas Sparkling, 100  
 pints ..... 9 00  
 La Sanitas Sparkling, 100  
 splits ..... 4 00  
 Lemonade Savoureuse, 50's 7 50  
**CASTILE SOAP.**  
 "Le Soleil," 72 p.c. olive oil.  
 Case 25 lbs., 11-lb bars, lb 0 07 1/2  
 Case, 12 lbs, 2 1/2-lb. bars, lb. 0 08 1/2  
 Case 50 lbs, 1/4-lb bars case 3 50  
 Case 200 lbs. 3 1/2-oz., case 3 75  
 "La Lune," 65 p.c. olive oil.  
 Case 25 lbs, 11-lb bars, lb.. 0 07  
 Case 12 lbs. 2 1/2 lb. bars, lb. 0 06  
 Case 50 lbs, 1/4-lb. bars, case 3 25  
 Case 100 lbs. 3 1/2-oz. bars,  
 case ..... 1 80  
 Case 200 lbs., 3 1/2-oz. bars,  
 case ..... 3 40  
**ALIMENTARY PASTES.**  
**BLANC & FILS.**  
 Macaroni, Vermicelli, Animals,  
 Small Pastes, etc.  
 Box, 25 lbs., 1 lb. .... 0 07 1/2  
 Box, 25 lbs., loose ..... 0 07  
**DUFFY & CO. BRAND.**  
 Grape Juice, 12 qts. .... 4 75  
 Grape Juice, 24 pts. .... 5 15

Grape Juice, 36 splits .... 4 75  
 Apple Juice, 12 qts ..... 4 50  
 Apple Juice, 24 qts. .... 4 75  
 Champagne de Pomme, 12 q. 5 00  
 Champagne de Pomme, 24 p. 5 50  
 Matts Golden Russett—  
 Sparkling Cider, 12 qts.... 5 00  
 Sparkling Cider, 24 pts. ... 5 50  
 Apple Vinegar, 12 qts. .... 2 50  
**CEREALS.**  
 Grape Nuts—No. 22, \$3; No. 23,  
 \$4.50.  
 Post Toasties—No. T3, \$2.85.  
 Postum Cereal—No. 0, \$2.25; No  
 1, \$2.70.  
 Force, 36's ..... 4 50  
 Gusto, 36's ..... 3 85  
**MUSTARD.**  
**COLMAN'S OR KEEN'S**  
 Per doz. tins  
 D. S. F., 1/4-lb ..... 1 40  
 D. S. F., 1/2-lb ..... 2 50  
 D. S. F., 1-lb ..... 5 00  
 F. D., 1/4-lb ..... 0 85  
 F. D., 1/2-lb. .... 1 45  
 Per jar  
 Durham, 4-lb jar ..... 0 75  
 Durham, 1-lb jar ..... 0 25  
**IMPERIAL PREPARED MUS-  
 TARD.**  
 Ontario Prices.  
 Small, case 4 doz., per doz. 0 45  
 Medium, cases 2 doz. doz. 0 90  
 Large, cases 1 doz., doz... 1 35  
**CANNED HADDIES "THIS-  
 TLE" BRAND.**  
 A. P. TIPPET & CO., Agents.  
 Cases 4 doz. each, flats,  
 per case ..... 5 40  
 Cases 4 doz. each, ovals,  
 per case ..... 5 40  
**LARD.**  
**N. K. FAIRBANK CO. BOAR'S  
 HEAD LARD COMPOUND.**  
 Tierces ..... 8%  
 20-lb. palls ..... 9%  
 20-lb. tins ..... 8%  
 60-lb. tubs ..... 9%  
 3's, 20 to case ..... 9%  
 5's, 12 to case ..... 9%  
 10's, 6 to case ..... 9%  
 F.O.B. Montreal.  
**GUNN'S "EASIFIRST" SHORT-  
 ENING.**  
 Tierces ..... 0 08%  
 Tub ..... 0 00  
 20-lb. palls ..... 0 09 1/2  
 20-lb. tins ..... 0 08%  
 10-lb. tins ..... 0 09 1/2  
 5-lb. tins ..... 0 09%  
 3-lb. tins ..... 0 09%  
 1-lb. cartons ..... 0 10 1/2  
**MARMALADE.**  
**SHIRRIFF BRAND.**  
 "Imperial Scotch"—  
 1-lb. glass, doz. .... 1 55  
 2-lb. glass, doz. .... 2 80  
 4-lb. tins, doz. .... 4 65  
 7-lb. tins, doz. .... 7 35  
 "Shredded"—  
 1-lb. glass, doz. .... 1 90  
 2-lb. glass, doz. .... 3 10  
 7-lb. tins, doz. .... 8 25  
**VERMICELLI AND MACARONI**  
**D. SPINELLI C'Y., MONTREAL**  
 Fine.  
 4-lb. box "Special" per box 0 23  
 8-lb. box "Special," box . 0 44  
 5-lb. box "Standard" box 0 27 1/2  
 10-lb. box "Standard," box 0 55  
 60-lb. cases or 75-lb bbls.  
 per lb. .... 0 06  
 25-lb. cases, 1-lb. pkgs.  
 (Vermicelli) per lb. .... 0 06  
 Globe Brand.  
 5-lb. box "Standard," box 0 30  
 10-lb. box "Standard," box 0 60  
 25-lb cases (loose) per lb. 0 06  
 1525-lb. cases, 1-lb pkgs., lb. 0 06 1/2

**Grocers:** There is some difference in everything, and this is especially true of baking powder. The important difference is Quality. Baking powder containing alum (or its various aliases) is condemned by food scientists as unfit for use in foods. Magic Baking Powder does not contain alum. All the ingredients are plainly printed on the label. The ingredients of alum baking powder are never printed on the label. Buy only the kinds that state this information plainly.

# MAGIC BAKING POWDER

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



**E. W. GILLETT COMPANY LIMITED**

TORONTO, ONT.

Montreal

Winnipeg



## LARD

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

**F. W. FEARMAN CO., Limited**  
HAMILTON

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

Pies made from

## WETHEY'S Mince Meat

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

Try our 'Extra Standard' Brand  
28 lb. pails - - 7c. per lb.  
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

**J. H. WETHEY, Limited**  
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

JELLY POWDERS.

**JELL-O.**

Assorted case, contains 2 doz. ....	1 80
Lemon (straight) contains 2 dozen .....	1 80
Orange (straight) contains 2 dozen .....	1 80
Raspberry (straight) contains 2 doz. ....	1 80
Strawberry (straight) contains 2 doz. ....	1 80
Chocolate (straight) contains 2 doz. ....	1 80
Cherry (straight) contains 2 doz. ....	1 80
Peach (straight) contains 2 doz. ....	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

**JELL-O ICE CREAM POWDER.**

Assorted case, contains 2 dozen .....	2 50
Chocolate (straight) contains 2 doz. ....	2 50
Vanilla (straight) contains 2 dozen .....	2 50
Strawberry (straight) contains 2 doz. ....	2 50
Lemon (straight) contains 2 dozen .....	2 50
Unflavored (straight) contains 2 doz. ....	2 50
Weight 11 lbs. to case. Freight rate 2nd class.	

**IMPERIAL DESSERT JELLY.**  
Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.	
Cartons, 1 doz., 90c per dozen.	

**SOAP AND WASHING POWDERS.**

**A. P. TIPPET & CO., AGENTS**

Criole soap, per gross ..	\$10 20
Floriola soap, per gross ..	12 00
Straw hat polish, per gross	18 20

**SNAP HAND CLEANER.**

3 dozen to box .....	\$3 60
6 dozen to box .....	7 20
30 days.	

**RICHARDS PURE SOAP.**  
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. **GENUINE.** Packed 100 bars to case.

**FELS NAPHTHA.**

Prices—Ontario and Quebec:

Less than 5 cases .....	\$5 00
Five cases or more .....	4 95

**SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.**

1-16 gall., doz. ....	\$ 2 00
¼ gall., doz. ....	6 00
½ gall., doz. ....	10 80
1 gall., doz. ....	19 20
1-16 gall. gross lot .....	20 00

**"ANTI-DUST" SWEEPING POWDER.**

Size No. 1, 3 doz. crates, per doz. ....	\$1 50
No. 2, 1 and 2 doz. crates, per doz. ....	\$3 00
Liquid Bluing, 90c per doz.	
Liquid Ammonia, 90c per doz.	
Both put up in corrugated paper shipping boxes.	

**STARCH.**

**EDWARDSBURG STARCH CO.,**  
Boxes Cents

Contain Laundry Starches per lb.	
40, Canada Laundry ....	.05½
40, Canada white gloss, 1-lb. packages .....	.06
48, No. 1 white or blue, 4-lb. cart's. ....	.06¾
48, No. 1 white or blue, 3-lb. cart's. ....	.06¾
100 lbs., kegs, No. 1 white	.06¾
200 lbs. bbls., No. 1 white	.06¾
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages .....	\$0 07¼
48 lbs. silver gloss, in 6-lb. canisters .....	0 07¾
36 lbs. silver gloss, 6-lb. draw lid boxes .....	0 07¾
100 lbs. kegs, silver gloss, large crystals .....	0 06¾
28 lbs. Benson's satin, 1-lb. cartons, chromo label ..	0 07¼
40 lbs. Benson's enamel (cold water) per case ..	3 00
20 lbs. Benson's enamel (cold water) per case ..	1 50
Celluloid—boxes containing 45 cartons, per case ...	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn .....	0 07¼
40 lbs. Canada pure corn starch .....	0 05
(20-lb. boxes ¼c higher.)	

**BRANTFORD STARCH WORKS**  
Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes about 40 lb. ....	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lbs. ....	0 06¾
Barrels, 200 lbs. ....	0 06¾
Kegs, 100 lbs. ....	0 06¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb. ....	0 07¼
6-lb. toy trunks 8 in case .....	0 06¾
6-lb. toy drums, with drumsticks, 8 in case	0 07¾
Kegs, extra large crystals, 100 lbs. ....	0 06¾
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb. ....	0 07¼
Canadian Electric Starch—	
Boxes of 40 fancy pkgs. per case .....	3 00

Celluloid Starch—

Boxes containing 45 cartons, per case .....	3 60
Culinary Starches—	
Challenge Prepared	
Corn, 1-lb. packets, boxes of 40 lbs. ....	0 05
Brantford Prepared	
Corn, 1-lb. packets, boxes of 40 lbs. ....	0 07¼
Crystal Maize Corn	
Starch, 1-lb. packets, boxes of 40 lbs. ....	0 07¼
(20-lb. boxes ¼c higher.)	

**OCEAN MILLS, MONTREAL.**

Chinese starch, 48 1-lb., per case \$4; Ocean Baking Powder,	
3-oz. tins, 4 doz. per case, \$1.00;	
4-oz. tins, 4 doz. per case, \$3.00;	
8-oz. tins, 5 doz. per case, \$6.50;	
16-oz. tins, 3 doz. per case, \$6.75;	
5-lb. tins, 10 tins a case, \$7.50;	

1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8-oz. \$1.00; Ocean cough syrup, 36 6-oz. \$6.00; 36 8-oz. \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

**SOUPS—CONCENTRATED.**

**CHATEAU BRAND.**  
Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Consomme, Tomato.  
No. 1's. 95c per dozen.  
Individuals, 45c per dozen.  
Packed 4 dozen in a case.

**SYMINGTON'S SOUPS.**

Quart packets, 9 varieties.  
doz. .... 0 90  
Clear soups in stone jars, 5 varieties, doz. .... 1 40

**SODA—COW BRAND.**

Case of 1-lb., containing 60 packages, per box, \$3.00.  
Case of ½-lb., containing 120 packages, per box, \$3.00.  
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

**SYRUP.**

**EDWARDSBURG STARCH CO.,**  
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case .....	\$2 40
5-lb. tins, 1 doz. in case, per case .....	2 75
10-lb. tins, ½ doz. in case, per case .....	2 65
20-lb. tins, ¼ doz. in case, per case .....	2 60
Barrels, 700 lbs. ....	\$0 03¾
Half barrels, 350 lbs. ....	0 03½
Quarter barrels, 175 lbs. ....	0 03¾
Pails, 38½ .....	1 75
Pails, 25 lbs., each .....	1 25

Lily White Corn Syrup.  
Plain tin, with label—

2-lb. tins, 2 doz. in case ..	\$2 75
5-lb. tins, 1 doz. in case ..	3 10
10-lb. ins, ½ doz. in case ..	3 00
20-lb. tins, ¼ doz. in case ..	2 95

5, 10 and 20-lb. tins have wire handles.

Beaver Brand Maple Syrup—

2-lb. tins, 2 doz. in case	\$3 50
5-lb. tins, 1 doz. in case	4 00
10-lb. tins, ½ doz. in case	3 95
20-lb. tins, ¼ doz. in case	3 90

5, 10 and 20-lb. tins have wire handles.

**OXO.**

Enamelled tins of dozen tins	Price per	Minimum reselling prices
4 cubes .....	\$ 0 95	\$0 10
10 cubes .....	2 40	0 25
50 cubes .....	11 00	1 15
100 cubes .....	21 50	2 25
Oxo (Liquid)	Minimum reselling prices.	
Bottles		
1 doz. 1-oz. ....	\$ 2 00	\$0 20
1 doz. 2-oz. ....	3 50	0 35
1 doz. 4-oz. ....	6 50	0 65
1 doz. 8-oz. ....	11 25	1 10
1 doz. 16-oz. ....	18 50	1 75

**MOLASSES.**

**DOMINION MOLASSES CO.**  
Gingerbread Brand (Toronto)  
2's—2 doz. to case, per doz. 93  
3's—2 doz. to case .....

**Winnipeg.**

2's—Tins, 2 doz. cases, per doz. ....	1 20
3's—Tins, 2 doz. cases, per doz. ....	1 75
5's—Tins, 1 doz. cases, per doz. ....	3 20
10's—Tins, ½ doz. cases, per doz. ....	5 30
20's—Tins, ¼ doz. cases, per doz. ....	19 40
Pails—1's each .....	0 65
Pails—2's, each .....	1 12
Pails—5's, each .....	2 55

**DOMOLCO BRAND**

Maritime Provinces and Ontario:  
2's. 2 doz. case, per doz ... \$1 35  
3's. 2 doz. case, per doz. .. 1 95  
5's. 1 doz. case, per doz. .... 3 75  
10's. ½ doz. case, per case. . 3 40  
20's. ¼ doz. case, per case. . 3 05  
Western Prices—Sudbury to Victoria.

2's. 2 doz. case, per doz. ....	1 60
3's. 2 doz. case, per doz. ....	2 35
5's. 1 doz. case, per doz. ....	4 00
10's. ½ doz. case, per case ..	4 15
20's. ¼ doz. case, per case ..	3 80

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

½-pint bottles, 3 and 6 doz. cases, doz. ....	\$0 90
Pint bottles, 3 doz. cases, doz. ....	1 75

**H. P.**

H. P. Sauce—	Per doz.
Cases of 3 dozen .....	\$1 90
H. P. Pickles—	
Cases of 2 doz. pints ...	\$3 35
Cases of 3 doz. ¼-pints	2 25

**HOLBROOK'S IMPORTED PUNCH SAUCE.**

Large, packed in 3-doz. case .....	\$2 25
Medium, packed in 3-doz. case .....	1 40

**HOLBROOK'S IMP. WORCESTERSHIRE SAUCE**

Rep. ½ pints, packed in 6-doz. case .....	\$2 25
Imp. ½ pints, packed in 4-doz. case .....	3 15
Rep. qts. packed in 2-doz. case .....	6 50

**STOVE POLISH.**

**JAMES DOME BLACK LEAD..**

6a size, gross .....	\$2 40
2a size, gross .....	2 50

**NUGGET POLISHES.**

Polish, Black and Tan ...	0 85
Metal Outfits, Black and Tan .....	3 65
Card Outfits, Black and Tan .....	3 25
Creams and White Cleaner	1 10

**TOBACCO.**

**IMPERIAL TOBACCO COMPANY OF CANADA.**

Chewing—Black Watch, 6s ..	44
Black Watch, 12s .....	45
Bobs, 6s and 12s .....	46
Bully, 6s .....	44
Currency, 6¼s and 12s ...	46
Stag, 5-1-3 to lb. ....	38
Old Fox, 12s .....	44
Pay Roll Bars, 7¼s .....	56
Pay Roll, 7s .....	56
War Horse, 6s .....	42
Plug Smoking—Shamrock, 6s, plug or bar .....	54
Rosebud Bars, 6s .....	54
Empire, 6s and 12s .....	44
Ivy, 7s .....	50

## WHITE DOVE Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



**W. P. Downey**  
MONTREAL, QUE.

## IRISH POTATOES

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

Particulars and Quotations from

**M'Loughlin Bros.**

Wholesale Potato Exporters

48 MAY STREET  
BELFAST, IRELAND.

Cables—"Paradox" Belfast.

## TANGLEFOOT



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

## Sales and Sighs

The dealer with Fels-Naptha soap has a good lively sale now---the dealer with an imitation is living on hopes of a good lively sale some day. Do promises or profits pay your rent?



WORLD RENOWNED



**Stuhr's  
DELICACIES.**

**Genuine Caviare.  
Anchovies in Brine.  
Shrimp Extract.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG



## Keeping the Old Customers

The old customer demands as good service and as good merchandise as the new customer. "She wants what she wants," when she says

## MOONEY'S PERFECTION CREAM SODAS

She means that and nothing else. Her experience in buying has taught her what is best in Soda biscuits, and substitutes will not do.

See that you stock Mooney's—they are genuine trade builders and good profit makers.

## The MOONEY

Biscuit and Candy Co.  
LIMITED

Factories at

Stratford, Ont. Winnipeg, Man.

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

Are You Prepared  
To Meet The Demand  
that is being created daily for

## MAPLEINE

(The Flavor de Luxe)

For Cakes, Cake Fillings,  
Candies, Ice Cream, Etc.,  
and for a Table Syrup  
better than Maple.

Order from your jobber, or  
Frederick E. Robson Co.,  
26 Front St. E., Toronto.

The Crescent Mfg. Co.  
SEATTLE, WN.



THE CANADIAN GROCER

Starlight, 7s ..... 50  
 Cut Smoking—Great West  
 Pouches, 8s ..... 59  
 Regal Cube Cut, 9s ..... 70

**TEAS.**  
**THE "SALADA" TEA CO.**  
 East of Winnipeg.  
 Wholesale R't'l.  
 Brown Label, 1's and 1/2's .25 .30  
 Green Label, 1's and 1/2's .27 .35  
 Blue Label, 1's, 1/2's, 1/4's  
 and 1/8's ..... .30 .40  
 Red Label, 1's and 1/2's .36 .50  
 Gold Label, 1/2's ..... .44 .60  
 Red-Gold Label, 1/2's ..... .55 .80

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

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

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

**Wholesale R't'l.**  
 Brown Label, 1-lb. or 1/2 .25 .30  
 Red Label, 1-lb. or 1/2 .. .27 .35  
 Green Label, 1's, 1/2 or 1/4 .30 .40  
 Blue Label, 1's, 1/2 or 1/4 .35 .50  
 Yellow Label, 1's, 1/2 or 1/4 .40 .60  
 Purple Label, 1/4 only ... .55 .80  
 Gold Label, 1/4 only . . . .70 1.00

**"KOLONA" TEA.**  
 Ceylon Tea, in 1 and 1/2-lb. lead  
 packages—black or mixed.  
 Black Label, 1-lb., retail at  
 25c ..... .20  
 Black Label, 1/2-lb. retail at  
 25c ..... .21  
 Blue Label, retail at 30c ... .24  
 Green Label, retail at 40c ... .30  
 Red Label, retail at 50c ..... .35  
 Brown Label, retail at 60c . .42  
 Gold Label, retail at 80c ... .55

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

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

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

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

**JELLY POWDERS.**  
**WHITE SWAN SPICE AND**  
**CEREALS, LTD.**  
 White Swan, 15 flavors, 1  
 doz. in handsome counter  
 carton, per dozen ..... \$0 90  
 List Price.  
 "Shirriff's" (all flavors), per  
 doz. .... . 0 90  
 Discounts on application.  
**YEAST**  
 White Swan Yeast Cakes,  
 per case, 3 doz. 5c pack-  
 ages ..... 1 15

**VOLUNTEER and  
 ROSE BRAND  
 CALIFORNIA NAVELS**

**NOTHING BETTER TO BE HAD**

Lemons are now arriving good,  
 prices are reasonable.

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

McWILLIAM  
**Mc. AND E.**  
 EVERIST

25-27 CHURCH TORONTO  
 are Largest Receivers

**NO RISK  
 WITH OUR FRESH TOMATOES**

**OUTDOOR GROWN**  
 Supplies Guaranteed All Winter  
**6 BASKETS TO THE CRATE**  
 Under the "Crown" Brand every Tomato  
 is carefully examined and all green or poor  
 ones are removed.

Good Color  
 Clean  
 Firm

Every Crate Guaranteed  
 Something Unusual.

**WEST INDIES FRUIT CO.**  
 30 William Street, Montreal

**Headquarters for  
 Maple Flavor**

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

Let us quote you prices  
 and submit sample.

**THOS. HENDERSON**  
 Manufacturing Chemist  
 86-88 Fulton St., - New York

The  
**B. L. O. E.**

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

Brands. Handle only

The  
**B. L. O. E.**

=====  
**J. J. McCABE**  
 AGENT  
 TORONTO, : : ONT.

**The Cocoa of HIGHEST FOOD VALUE**

THE IDEAL  
 BREAKFAST AND  
 SUPPER BEVERAGE  
 FOR ALL  
 WEATHERS.


**EPPS'S**

GRATEFUL AND COMFORTING

**Epps's Milk Chocolate** melts in the mouth with a delightful smoothness and  
 a lingering delicacy of flavor.

CHILDREN THRIVE ON EPPS'S

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg  
 FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.



The BROWN is the only  
 convenient Bag Holder

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

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



## Fancy Florida Tomatoes

First Car of the Season arrived this week, and quality is fancy.

We are handling the Celebrated Pack of

### T. J. Peters, Florida

Grower and Shipper of the Finest Florida Tomatoes

HEAVY PACK BEST QUALITY

WHITE & CO., LIMITED  
TORONTO and HAMILTON

SOLE AGENTS FOR THE CELEBRATED  
"ELEPHANT ORANGES"

## CALIFORNIA Navel Oranges

The very best obtainable. Sweet, juicy fruit. All sizes from 96s to 324s.

### TOMATOES

Floridas and Canadian Hot House

LEMONS GRAPE-FRUIT BANANAS  
ONIONS (Spanish and Domestic)  
GREEN VEGETABLES fresh every day

THE HOUSE OF QUALITY

HUGH WALKER & SON  
GUELPH, ONTARIO

(Established 1861)

## BUSTER BROWN LEMONS

ALWAYS PACKED UP TO A STANDARD NEVER DOWN TO A PRICE.

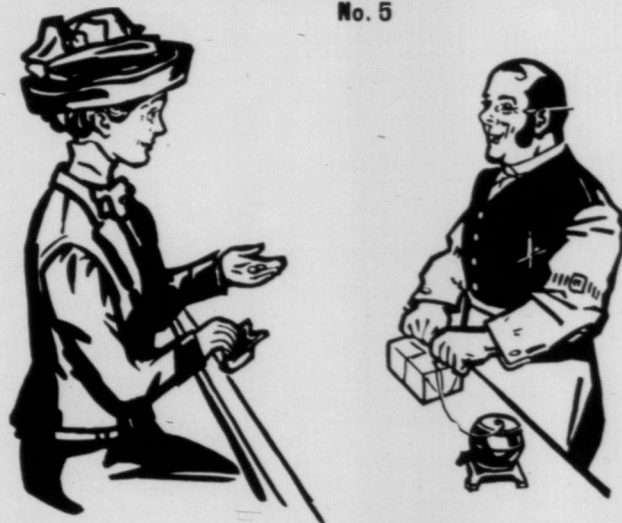
PROTECT YOURSELF BY ORDERING THIS BRAND OF FOLLINA'S FANCY LEMONS

W. B. STRINGER

Gen. Can. Agent Toronto

### IS SHE A CUSTOMER OF YOURS ?

No. 5



Mrs. Thrifty—"I'm very glad to know it, but I didn't suppose there was any change coming to me."

Mr. Businessgetter—"Well, madam, SYMINGTON'S SOUP is not as expensive as the kind you used to buy, but it gives more satisfaction."

She will be back for more and send her friends for

## SYMINGTON'S SOUPS

Samples free from—

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

## THIRD WEEK OF LENT

# FISH

of all kinds are in great demand. Some lines are about off the market, and another week or two of continued cold weather will see all the visible stocks of Frozen and Salt Fish cleaned out.

We will be pleased to quote you on the following lines:—

WHITE FISH	HERRINGS	TROUT
GOLDEYES	TULLIBEES	FLOUNDERS
BLUE FISH	HALIBUT	SALMON
SMELTS	HADDOCK	COD

BONELESS COD and DRY FISH

ACADIA COD	ACADIA TABLETS
HALIFAX COD	BLUENOSE COD
CANADA TABLETS	DIGBY HERRINGS

LABRADOR HERRINGS, in 100-lb. half barrels

TROUT (Pickled), in 100-lb. half barrels

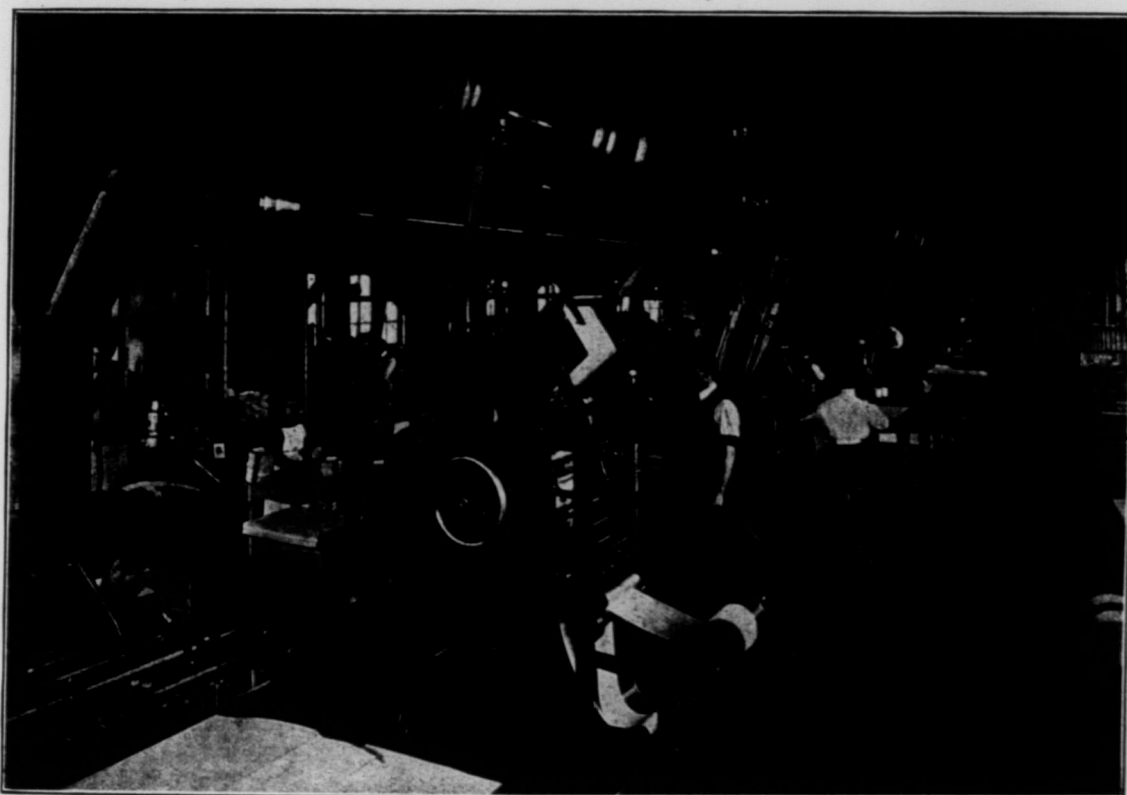
## THE F. T. JAMES CO., LIMITED

29 Church Street, Toronto



Branches:  
7 Front Street East, Toronto.  
156 Lombard Street, Winnipeg.

T. H. ESTABROOKS CO., LIMITED  
St. John, N.B.



Interior view of Dominion Register Co.'s Plant, Toronto, Canada, showing portion of counter check book department.

DOMINION REGISTER CO., Limited

90-98 Ontario St., TORONTO

**CLASSIFIED ADVERTISING**

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

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

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

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

**BUSINESS CHANCES**

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

**GROCERY FOR SALE, RAILROAD TOWN.** Population 1,500; stock \$1,200; monthly sales over \$600. Good reasons for selling. Apply, D. MacLennan, 393 Lansdowne, Toronto.

**FOR SALE—STOCK OF GENERAL STORE.** Stock about five thousand, doing a cash business. Established thirty years. This is a money-maker to a good live man. Good reasons for selling. Stone store with stone dwelling attached. Can be rented for a term of years, rent moderate. If interested, would like to show you the business. A. Millar, Spencerville, Ont.

**SALESMAN WANTED**

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

**STORAGE**

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

**PRICE TICKETS**

**PRICE TICKETS FOR WINDOW SHOW** goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set 25 cents postpaid. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

**MISCELLANEOUS**

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

**A BOOKKEEPING STAFF IN ITSELF—DO-** ing the work with machine precision and accuracy. The National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

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

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

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

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

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

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

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

**EGRY BUSINESS SYSTEMS ARE DEVISED** to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/4 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE. INSURE IN THE** Hartford. Agencies everywhere in Canada.

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

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

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

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

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

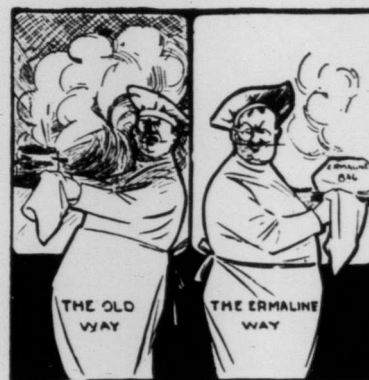
**WAREHOUSE AND FACTORY HEATING** systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**YOU CAN BUY A REBUILT TYPEWRITER** from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilds at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

**Plain Foods  
Are Made Vastly  
More Pleasing**

when cooked by the **ERMALINE** process. Tell the housewife something new about **PAPER BAG COOKERY** every time she calls and she will soon purchase—"for curiosity's sake" if for nothing else. Her curiosity will result in satisfaction, and she, talkative she, will tell others with results that are apparent.

**THE ERMALINE  
COOKING BAG**



bags money and is a proposition for you.

The food when cooking needs no watching; is self-basting and self-browning.

For further particulars ask your wholesaler or

**Edward Lloyd**  
Limited  
508 Eastern Townships Bank Bldg.  
Montreal

THE CANADIAN GROCER

# BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

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



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



**Canada  
First**



**Evaporated  
Milk**

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

**The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario**  
Head Offices: Hamilton, Ontario

**Brooms**

**Brooms**

**"BROOMS OF QUALITY"**

are hard to get.

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

TRY A SAMPLE SHIPMENT.

**WALTER WOODS & CO.**

HAMILTON

WINNIPEG

## Reindeer Condensed Coffee

(Liquid Form)



with Milk and Sugar combined ready to use.

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

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

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

**Reindeer Limited, Truro, N.S.**

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

## "Elite"

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

## Diamond

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

Ask your jobber.

**John P. Mott & Co.**

**Halifax, N.S.**

SELLING AGENTS:

J. M. Douglas & Co. Montreal  
E. S. McIndoe Toronto  
Jas. E. Huxley Winnipeg  
Tees & Pearses Calgary  
Johnston & Yockney Edmonton  
Frank M. Hannam, Ottawa

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

## AURORA COFFEE

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

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**

### GOOD DEPENDABLE SALT — HOLDS TRADE

A stock of good salt gives the grocer double value. It holds a steady family trade and in so doing gives the grocer big profit.

ONTARIO PEOPLE'S SALT is pure as salt can be and is exceedingly popular.

SEND FOR PRICES

**The Ontario People's Salt & Soda Co., Limited**  
KINCARDINE, ONTARIO



### Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN  
THIS PAPER

## Bovril and Your Bank Account

You increased your Bank Account by so much last season. You want to go one better this season. Take our advice and push

# BOVRIL

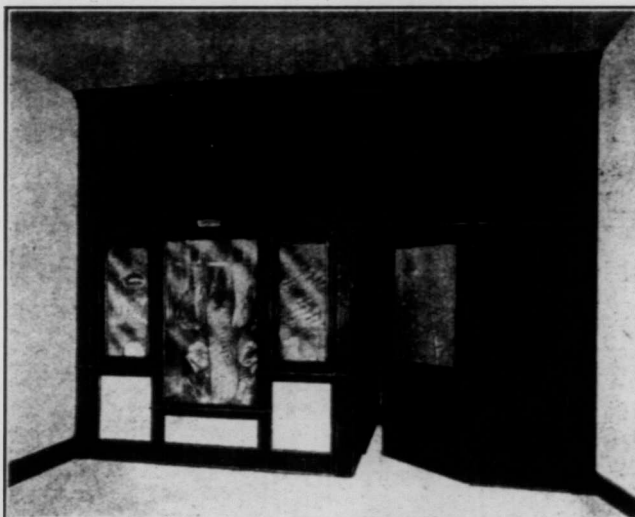
as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer.  
 BOVRIL is needed by your customers. Remind them.  
 BOVRIL is a health and trade stimulant.  
 BOVRIL is profitable and a reputation builder.  
 BOVRIL never causes complaints.  
 BOVRIL is QUALITY.

Ask for Showcards, and feature  
 BOVRIL in your displays.

## BOVRIL LIMITED

MONTREAL : : QUE.



## Proper Refrigeration Adds to Your Profit

The accompanying illustration represents our special refrigerator for butchers. The same design is made up for grocers' requirements.

*Ask us to quote on your refrigerator needs.*

JOHN HILLOCK & CO., Ltd., - TORONTO

## An Accounting System that Inspires Confidence

You have often thought, no doubt, that you would like to abolish your credit business; not that you don't get a good percentage of accounts, but simply because it entails too much work—time that you would devote to more profitable business uses had you not to do that work.

Why work, work overtime, when the remedy is at hand

# THE "BARR" ACCOUNT REGISTER

The only proper, speedy and safe means of handling credit accounts—a device that is incomparably superior to any that has ever been offered on this or any other market.

The practical working out of the one-writing account system has demonstrated beyond a doubt that itemizing, that drudgery of retail bookkeeping, is a useless waste of time and labor.

The total or balance of every customer's accounts is always at hand. Everything is above board—a fact that inspired confidence—and confidence brings trade.

Ask us to demonstrate the superiority of the Barr for your particular needs.

**BARR REGISTERS, LIMITED, Trenton, Ontario**





5 Cases at ..... \$4.15  
with half Case free.

10 Cases at..... \$4.05  
with 1 Case free.

25 Cases at..... \$4.05  
with 3 Cases Free

**FREIGHT PREPAID**

Net 30 days.

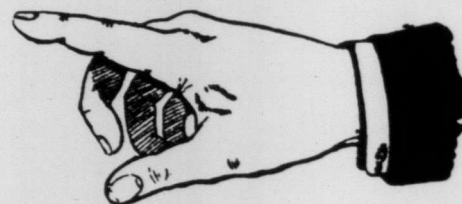
Assorted or otherwise.

*Read all about the new prices*



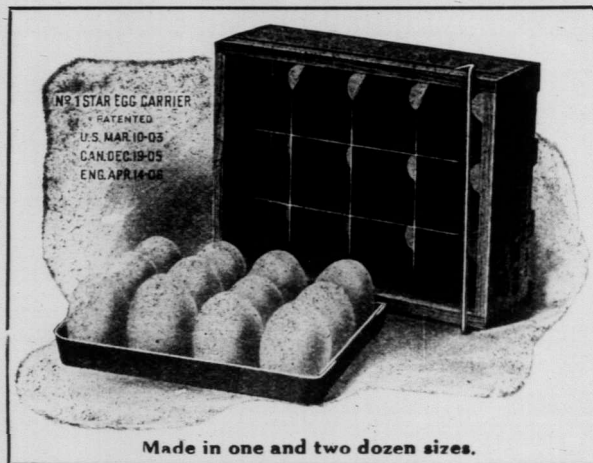
*and remember quality counts.*

We intend to protect every customer who already has an order booked for future delivery.



Apply to  
**FACTORY:**  
Woodstock, Ont.  
**MONTREAL OFFICE:**  
514 Coristine Bldg.  
**TORONTO OFFICE:**  
76 Colborne St.  
or any wholesaler.

## ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE  
WIDE-AWAKE—USE

### STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books  
"SAFE EGG DELIVERY" and "SAMPLE ADS." free.

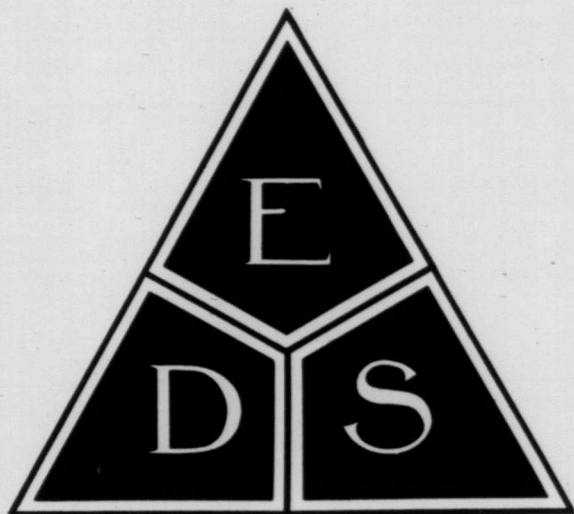
Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the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

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



**Note the Trade Mark!**

THE GUARANTEE OF PURITY



No argument in recommending a line of foodstuffs to your particular customer will carry the same weight as Purity, and in this respect

**“E.D.S.”**

**Jams and Jellies**

stand alone! They are, in fact, absolutely Pure—much above the standard the government demands of so-called genuine jams and jellies, and they contain no dye, preservative or other mixture, and carry no excess of water.

“E.D.S.” goods are well known by the consumer—our extensive advertising has made it, added to its quality as a satisfaction giving stock.

MADE ONLY BY

**E. D. SMITH**

WINONA, ONT.

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

**Why Have Soap Troubles?**

when we offer you

**Quaker Soap**

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

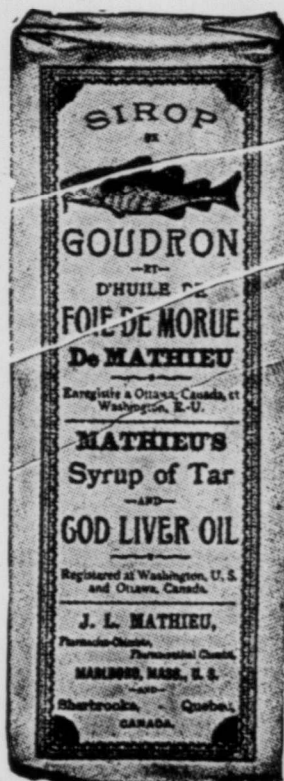
YOU HAD BETTER  
WRITE NOW OR ASK  
OUR TRAVELLERS.

**Mathewson's Sons**

Wholesale Grocers  
**MONTREAL**

**Money In Other People's Coughs**

A suggestion, when you hear a cough, that



**MATHIEU'S SYRUP OF TAR AND COD LIVER OIL**

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

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

Where fever accompanies a cold,

**Mathieu's Nervine Powders** the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

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

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larsoe, Winnipeg, Man.



**Sells Well in Lent!**

and in every other season of the year.

**PATERSON'S SAUCE**

is the real Worcestershire. It has quality and flavor that can be found in no other. It sells particularly well just now by reason of the demand for a high-grade table sauce that lends a real relish to a fish dish.

As with Rowat's Pickles, there is good profit in Paterson's Sauce.

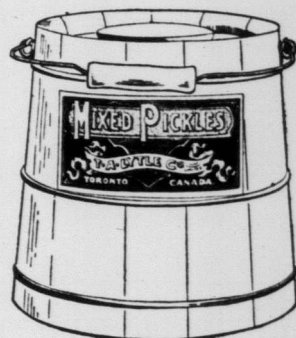
Put in a stock to-day.

**Rowat & Co.**

Glasgow - - - Scotland

**CANADIAN DISTRIBUTORS:**

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



**The Pickle with the flavor**

There's something delightfully different about

**STERLING BRAND MIXED PICKLES**

that never fails to appeal to the public taste.

And the reason is not far to seek. We buy only the choicest condiments and vegetables obtainable, and the whole pickling process is one long tale of care, skill, and the most up-to-date sanitary methods.

Feature "Sterling Brand." It will surely influence business to your store.

Send for our Prices

**The T. A. Lytle Co., Limited**  
STERLING ROAD TORONTO, ONTARIO

**Butter, Eggs AND Dried Apples**

We invite enquiry

Prompt attention and first-class service.

We have also

**1000 BARRELS No. 1 HARD**

Georgian Bay District

**WINTER APPLES**

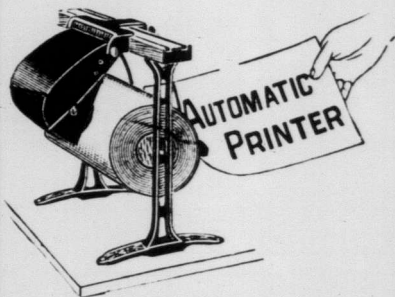
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**LEMON BROS.**

Owen Sound, Ontario

**OF IMPORTANCE!**

Yes, it is more than important that you should have an



because the cost is small and the amount of money to be saved by it large.

**WHAT IT DOES**

Attached to your paper roll it prints anything you desire on every piece of paper pulled off

Detached, it can be used for stamping every bag you have in your store.

**DON'T DELAY!** The demand is heavy and we want to give you prompt service.

**UTILITIES LIMITED**  
MONTREAL

**IF** you do not use your selling power, you do not introduce new goods, you do not vary your stocks,

you are not going to get a number of new customers. If you have something to appeal to every palate you will certainly increase your clientele.

Such lines, properly displayed, as

- SPANISH PEPPERS,**
- TOMATO EXTRACT,**
- PEELED TOMATOES,**
- OLIVE OIL,**
- ROMAN CHEESE,**
- MACARONI,**
- BLACK OLIVES,**
- HARICOT VERT,**

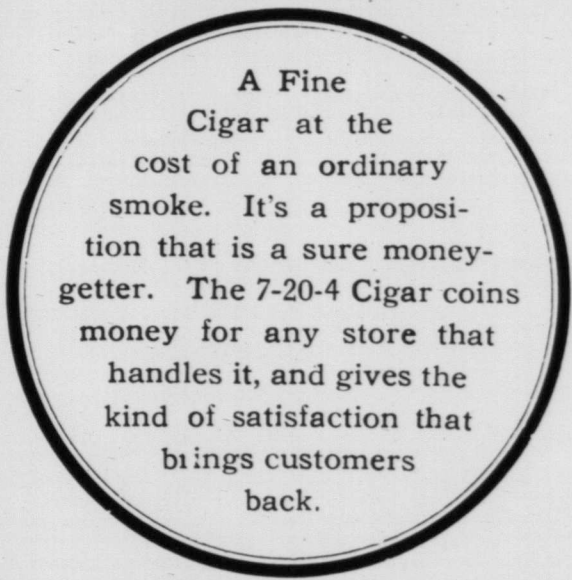
etc., etc., etc., etc., etc.,

will undoubtedly attract attention and the large profit will more than remunerate you.

WRITE

**H. E. VIPOND & CO.**  
MONTREAL

**INVESTIGATE THE  
7-20-4 CIGAR**



Write for Particulars.

**The Sherbrooke Cigar Co.**

SHERBROOKE, QUE.

**TOBACCO DON'TS**

- Don't** say "I haven't it" when a customer asks for tobacco, say "I'll get it."
- Don't** think you can't sell tobacco, because **you can**. You have the best of chances.
- Don't** wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.
- Don't** make any mistake about the names of the leaders. They are

- Master Mason - - Smoking**
- King George's Navy - Chewing**
- Maple Sugar - - - Chewing**

**The Rock City Tobacco Co.**

Quebec      Winnipeg

**Tuckett's  
Orinoco  
Tobacco**

**NO BETTER  
JUST  
A LITTLE MILDER  
THAN**

**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**





THE MCGREGOR PAPER BAG HOLDER.

### The McGregor Patent Bag Holder

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

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

## Tea Lead

(Best Incorrodible)

### "Pride of the Island"

Manufactured by BRAND

**ISLAND LEAD MILLS, LIMITED**

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

## Wonderfully Effective

The home will soon have to be cleaned from top to bottom and there are various corners which the housewife will want to get at but she will find them just as hard to clean out as she did last year if she doesn't have

### Sapho "INSECTICIDE"

which means sure death to every insect coming in contact with it.



See the Spray?

With each tin the purchaser gets a spray or miniature pump which drives the liquid matter into the smallest crevice, exterminating all vermin, etc.

Write About Supplies.  
Be In Good Time.

**THE SAPHO MFG. CO., Limited**  
MONTREAL

## DO JUSTICE



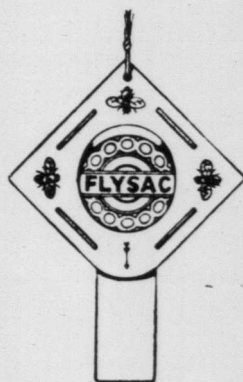
To Yourself  
To Your Store  
To Your Customers

Always Feature  
The "WHITE MOSS" Package

THE CANADIAN COCOANUT CO. MONTREAL

## Flysac Flycatcher

70 Cents Per Box of 50 Pieces.  
\$12.75 Per 1000 Pieces.



ARE YOU  
SUPPLIED?

Hodgson, Sumner Co., Limited  
MONTREAL

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

## STORE MANAGEMENT—COMPLETE

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK  
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

### THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT  
143-149 University Ave., - Toronto, Canada.

## ITS POLISH LASTS

That is a distinctive feature that gives VENAUTO Metal Polish the call over similar lines.

It is economical in use and will do its work quickest and last longest.

VENAUTO Metal Polish is put up in small tins, half pints, pints, etc., in cream form.

Stock Now—and get the business

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

# SERVICE

**T**HAT'S what you want, Mr. Canner. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any size or description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

**WRITE**

**AMERICAN CAN COMPANY**  
MONTREAL, QUE. - HAMILTON, ONT.



## LAURENTIA MILK AND CREAM

**IS ABSOLUTELY PURE**

**PROTECT THE HEALTH  
OF YOUR TRADE!**



Milk in its raw state carries disease germs and sickness generally results. Your best customers want milk and cream that they can feel assured is pure and rich. It's up to you to satisfy that demand and in so doing make it a good profit also.

LAURENTIA MILK AND CREAM is perfectly sterilized from all noxious germs, it cannot transmit any form of disease. It is absolutely pure and natural, having the exquisite flavor that brings results to back up our every claim. Put in a stock. You will be surprised at the quick sale and good profit.

LAURENTIA MILK AND CREAM can be kept in good condition for months and even years without any particular attention.

**LAURENTIA MILK CO., Limited**

371 Queen Street West, Toronto

## "COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



**CHURCH and DWIGHT**

Manufacturers Limited  
MONTREAL



Through a little effort at advertising and a big effort at producing the best article that skilled mechanics and A-1 materials could produce, our

## Klondike and Jubilee Brooms

have become known as the most reliable in the market. Just now we are devoting special attention to perfecting the handles of these lines by a new system of polishing—making them "smooth as glass." Try a sample lot, you'll be delighted.

Manufactured by

**Stevens-Hepner Co., Limited**  
PORT ELGIN . . . . . ONTARIO

A TIP FOR 1912

## Buy the Queen Square Fruit Jar

The biggest selling Lightening Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by  
**SMALLEY, KIVLAN & ONTHANK**  
BOSTON, U.S.

For sale by all first-class dealers in Canada and United States.



## ANOTHER REASON

why you should use

## CONTINENTAL GROCERY BAGS

Besides being GERM PROOF and having the MOST PERFECT BOTTOMS of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely FULL COUNT and MAXIMUM NUMBER OF PERFECT BAGS in each package.

If your Wholesaler does not handle CONTINENTAL BAGS, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

**The Continental Bag & Paper Co., Limited**  
SOLE MANUFACTURERS  
OTTAWA, CANADA

## What's the Matter

with your sales of Macaroni? Are they low? If so, we can put them up. You cannot be stocking goods which give complete satisfaction.

## "SWALLOW BRAND"

(HIRONDELLE)

is just what you want, and the price is right. Gives you a good profit and does not weigh heavily on the housewife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The C. H. Catelli Company, Ltd.  
MONTREAL, CANADA

## "EUREKA"

Canada's Scientific and Sanitary REFRIGERATOR



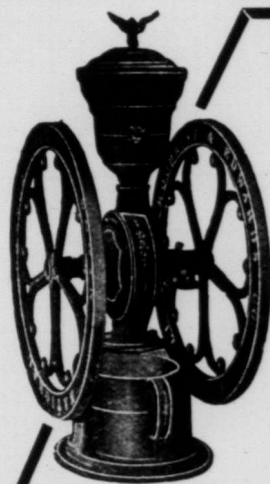
There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative  
JAMES RUTLEDGE Telephone St. Louis 3076  
Distributing Agents, WALTER WOODS & CO., Winnipeg  
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



## BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

## ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.  
HAMILTON—Jas. Turner & Co.; Halfour, Smye & Co.; McPherson, Glasco & Co.  
TORONTO—Eby, Blain, Ltd.  
LONDON—German, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.  
REGINA, SASK.—Campbell, Wilson & Smith  
MONTREAL—The Canadian Fairbanks Co. (and branches).  
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

## Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case, \$3.35  
Princess Condensed Milk, 4 doz. in case, \$3.90  
Banner Condensed Milk, 4 doz. in case, \$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

## GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

*It stands to reason* that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.

More  
Than  
Ninety  
Flavors



More  
Than  
Ninety  
Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

# Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON  
EACH SALE WITHOUT LOWERING  
OUR STANDARD OF QUALITY.

**IMPERIAL EXTRACT CO., TORONTO**

# Teas

Here is another list to select from and another list offering you a money-making opportunity. It's just what we have been telling you—keep your eye on this space every week and never fail to read the matter right through. You'll be better off at the end of the year.

### JAPAN TEAS

From 18c to 50c in 5, 30, 40, 80, 90 lb. boxes.  
FANNINGS AND SIFTINGS from 10c to 15c in 70/80.

### CEYLON AND INDIAN BLACK TEAS

From 23c to 42c in 50/90 lb. boxes. 5, 30, 50 sealed tins.  
1/2 lb. and 1 lb. packages and tins.

### CHINA TEAS

Gunpowder from 15c to 37-1/2c in 25/40 lb. boxes.

### CEYLON GREEN

From 15c. to 25c in 80 lb. boxes.

### YOUNG HYSON

From 15c to 18c in 20/60 lb. boxes.

We specially recommend

**VICTORIA**  
and  
**PRINCESS LOUISE**  
Brands

### ALWAYS IN STOCK

Large assortment of package teas—LIPTON, TAMILKANDE AND SALADA BRANDS.

The quality of the above goods is all that can be desired. We could not offer you such bargains had we not purchased AT THE RIGHT TIME, AT THE RIGHT PRICE.

**KINDLY ASK FOR SAMPLES**

You will get them immediately

**Laporte, Martin & Cie.**

LIMITÉE

568 St. Paul St.

MONTREAL

Telephone Main 3766



THE CANADIAN GROCER

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Eby-Blain, Limited	30	Lovells Bag and Packet Machinery Co.	29	Richards & Brown	18	West India Fruit Co.	62
Eckardt, H. P.	31	Lytle Co., T. A.	72	Richards Pure Soap Co.	70	Western Distributors, Ltd.	20
Edwardsbury Starch	32	<b>M</b>		Rock City Tobacco Co.	73	Weston Ltd., George	22
Enterprise Mfg. Co.	15	MacLaren Imperial Cheese Co.	4 20 80	Rowat & Co.	72	Wetbey, J. H.	59
Enpe, James & Co.	62	MacLure & Langley	20	<b>S</b>		White & Co.	63
Estabrooks, T. H.	65	MacNab, I. A., & Co.	20	St. Charles Condensing Co.	79	White Swan Spice & Cocoa, Ltd.	9
Eureka Refrigerator Co.	77	McCabe, J. J.	62	<b>S</b>		Wiley, F. H.	20
Ewing & Sons, S. H.	27	McDougall, D., & Co.	21	St. Charles Condensing Co.	79	Wilson, Jos. R.	13
		McLaren, W. D.	14			Woods & Co., Walter	67
		McLeod & Clarkson	21			Woodruff & Edwards	77
		McLoughlin Bros.	61				
		McWilham & Everist	62				

One Card, One Cent,  
One Minute

Isn't it worth while? We want you to give our goods as fair a trial as you give others. We are not afraid to have them placed side by side. You will be agreeably surprised if you do this.

"Laurentia," "Daily Bread,"  
"Regal," "National,"

are four brands of flour which, while young, are being handled by first-class dealers as if they had been on the market for years.

Get in touch with us.

THE ST. LAWRENCE FLOUR MILLS  
COMPANY, LIMITED

MONTREAL

The Faultless  
ST. CHARLES BRAND  
EVAPORATED MILK



Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

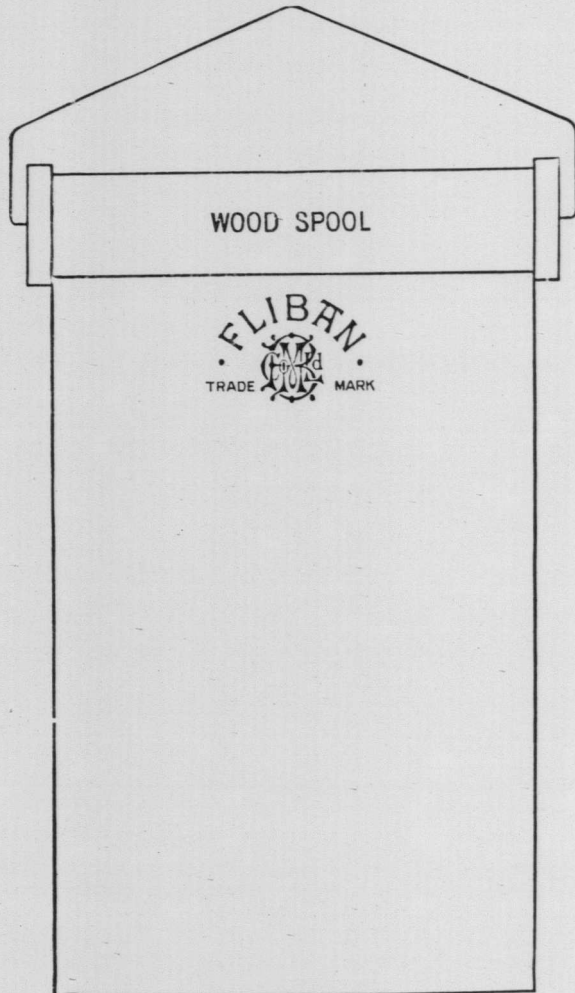
A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

# SWAT THE FLY

One way of doing it is to first catch the fly, then, holding same firmly by the scruff of the neck, inject into its mouth, with the aid of a small syringe or fountain pen filler, one or two drops of carbolic acid.



## THE UP-TO-DATE WAY

Suspend from any convenient point in the room a spool of the latest

# FLY CATCHER FLIBAN

**NEAT      CLEAN      EFFECTIVE**

No fear of it coming in contact with your hands and clothes as is common with the ordinary fly-paper.

Per **\$4.80** Gross

RETAILS AT FIVE CENTS PER SPOOL

Giving your customers more sticky value than any fly-catcher on the market.

Profit 50% Profit

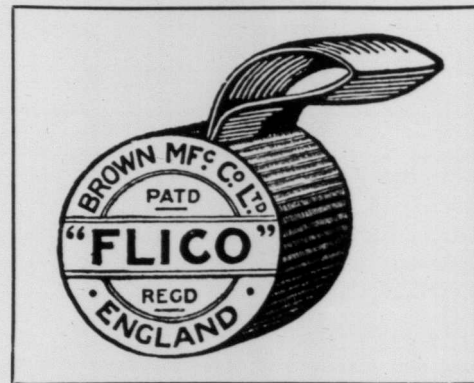
For use in Drawing Rooms, Bed Rooms, etc., where the Fly nuisance is not so bad

## FLICO Fly Catcher

will be found most effective and convenient

PER **\$2.40** GROSS

RETAILS TWO FOR FIVE CENTS.



ORDER NOW FROM YOUR WHOLESALE GROCER OR DRUGGIST, OR WRITE AGENTS

## MacLaren Imperial Cheese Co., Limited

Manufacturers and Importers of Grocers' Specialties

**Toronto and Montreal**

Considerably

Better

than ordinary  
Sodas and  
Best By Test



**FARM CREAM SODAS**

## Creamy and Crispy

The kind that leave a lasting taste of goodness with every user, and the kind that will bring you a steady and increasing demand. These are features which sell **FARM CREAM SODAS**.

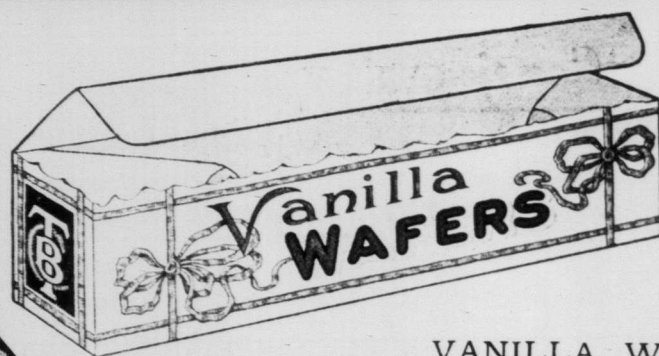
We make a specialty of biscuit crispness as well as richness. Only the choicest ingredients are used in the manufacture of **FARM CREAM SODAS**, which are produced in a modern factory of ventilation and light.

Every box you sell to new customers will add confidence to your store—and give you a good financial gain into the bargain.

**THE  
SUNSHINE  
FACTORY**

**RAMSAYS LIMITED**

MONTREAL



## A Chain of Quality

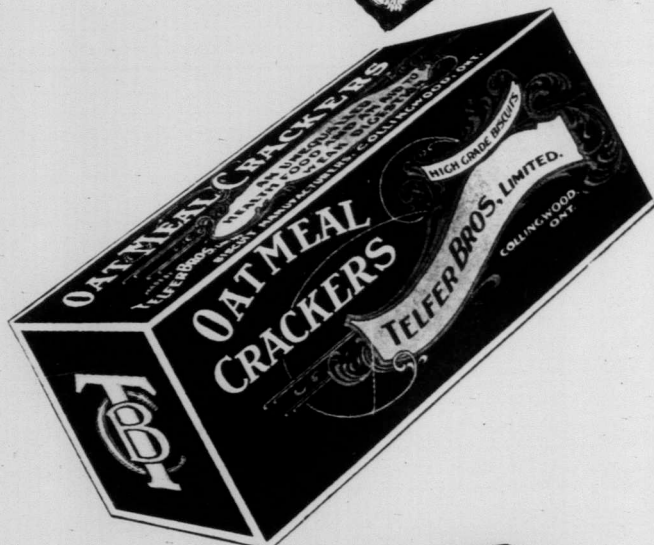
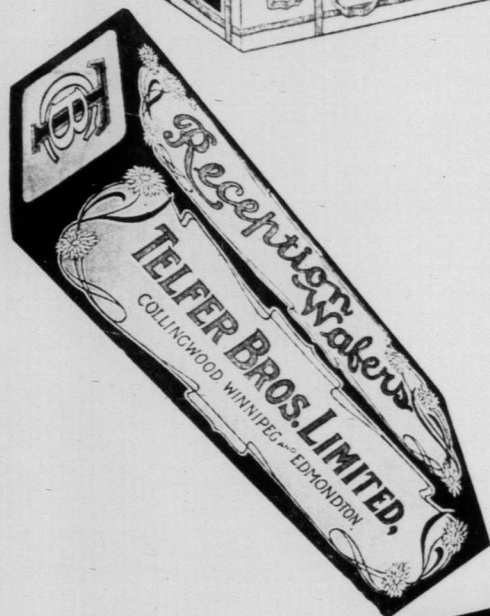
A SERIES OF BISCUIT EXCELLENCE THAT IS EXCEEDINGLY POPULAR

**VANILLA WAFERS** A dainty tit-bit that will delight your women customers who want good quality, yet inexpensive.

**RECEPTION WAFERS** Your customers always have use for Telfer's Dainty Reception Wafers. Their choice flavor makes them the feature in serving afternoon tea.

**OATMEAL CRACKERS** For the home that has children in it there is nothing more wholesome, or more reasonable in price, than Oatmeal Crackers. You will find them a good demand from this class of your trade.

**TELFER'S GRAHAM WAFERS**—The popular biscuit choice of all classes. Thin, flaky, crispy they please the palate and are also an exceedingly wholesome and nutritious food.



## Get The Trade— Hold It

We feel assured that every customer of your store who purchases any of the Telfer products will doubly repay you. The quality is in each line, and the carefulness as to cleanliness of manufacture and packing makes them just as crisp and nice when you sell them as when they are brought out of the ovens. Your satisfaction is two-fold—in profit—in satisfied customers.

SEND FOR OUR PRICE LIST.

**TELFER BROS., Limited**  
COLLINGWOOD, ONT.

Branches:  
TORONTO, WINNIPEG, HAMILTON, FT. WILLIAM