

CIRCULATES EVERYWHERE IN CANADA

Also in Great Britain, United States, West Indies, South Africa and Australia.

# THE CANADIAN GROCER

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

Office of Publication 10 Front Street East, Toronto.

VOL. XXI.

MONTREAL, TORONTO, WINNIPEG, APRIL 5, 1907.

NO. 14.

There will be a lot of Spring  
Laundry work shortly.



## KEEN'S OXFORD BLUE

is an important factor in this work. The  
**Best Blue** will be asked for. It is **Keen's  
Oxford** that fills the housekeeper's heart  
with satisfaction.

**Frank Magor & Co., 403 St. Paul Street, Montreal,** Agents for the Dominion



An article so perfectly pure and healthy and one  
in which every consumer finds delight is

## "Crown" Brand Table Syrup

An important feature for the grocer is the manner in which  
it is packed for all grades of purchasers, - in tins from 2lb. to  
20lb., for family use. **All jobbers sell it.**

**EDWARDSBURG STARCH CO., Limited**

ESTABLISHED 1858

53 Front St. East  
TORONTO, Ont.

Works,  
CARDINAL, Ont.

164 St. James Street  
MONTREAL, P.Q.

# C. & B. Labels

jars and packages are dainty in appearance and look well on your shelves. Buyers are often influenced by the outside appearance of the packages and it is to your benefit to stock only those goods which are contained in dainty and attractive packages, providing of course you can rely upon the quality of the goods inside. With C. & B. goods the superior appearance of the jars, glasses, etc., is merely an indication of the superior quality of what is inside, and you can rely on every consumer finding that the goods in every way come up to their appearance. C. & B. on our wrappers is a guarantee of the quality of the contents.

A special window display of C. & B. goods is sure to attract attention and custom. Why not put one in your window to-day?

**CROSSE and BLACKWELL,**  
LTD.

SOHO SQUARE, LONDON, ENGLAND.

---

AGENTS,

**C. E. COLSON & SON,**  
MONTREAL.

---

SPECIAL LINES WORTH STOCKING :

Chutney, Curry Powder and Paste, Capt. White's  
Oriental Pickles, Olives, Chutney Sauce.

**Doubt  
Less**

*"Earn More"*  
*"Earn More"*  
*"Earn More"*  
and  
*"Earn More"*  
*"Earn More"*

**Earn  
More**

Earn more money by buying goods of standard value—Doubt less when choosing. Think more of quality than price. How about those dusty, dirty, fly-specked packages up there on the shelf? What did it, quality or price? "Doubt Less and Earn More."

**Sell Goods of Known  
Quality**

**"Shell"  
Castile**

contains 67 per cent. *pure* oil, over 10 per cent. more than ordinary brands.

ALWAYS THE  
BEST

TRADE MARK



**"Shell"  
Castile**

contains 67 per cent. *pure* oil, over 10 per cent. more than ordinary brands.

ALWAYS THE  
BEST

**"SHELL BRAND"  
(LA COQUILLE)**

**Cox's Gelatine**

Best and goes farthest—always produces sure results. Oldest and most trustworthy. Quality always the same—always *highest* quality. In powdered and shredded form.

**Codou's Macaroni**

Made only from real Taganrog Russian Wheat—no other wheat produces quality so superb. Full weight—unvarying quality. Every package tastefully packed and labelled.

ALL BEST DEALERS SELL THESE

**ARTHUR P. TIPPET & CO., Agents**



# 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.

**BARBADOES, W. I.**

**JONES & SWAN**  
GENERAL COMMISSION MERCHANTS AND SHIPPERS OF WEST INDIA PRODUCE.  
CABLE ADDRESS—JONESWAN, BARBADOS.  
CODES USED—Lieber's, Western Union, A. B. C., Watkins' Scott's and Private Codes.  
REPRESENTED BY—John Farr, 140 Pearl St., New York; L. G. Crosby, St. John, N. B.; Mitchell & Whitehead, Quebec; Rose & Lafamme, Montreal; Geo. Musson & Co., Toronto; J. C. LeQuesne, Paspebiac.

**CALGARY**

**W. G. HOLMES & CO.**  
Commission Merchants and Manufacturers Agents  
Correspondence and Consignments Solicited from Eastern Manufacturers and Producers.  
**CALGARY, ALTA.**

**HALIFAX, N.S.**

**J. W. GORHAM & CO.**  
JERUSALEM WAREHOUSE  
HALIFAX, N.S.  
Manufacturers' Agents and Commission Brokers.  
WAREHOUSEMEN  
Domestic and Foreign Agencies solicited.  
Highest references.

**HAMILTON.**

A. R. McFarlane Wm. Field  
**McFARLANE & FIELD**  
HAMILTON, ONT.  
Wholesale Grocery Brokers and Commission Merchants.  
TEAS, COFFEES, DRIED FRUITS, ETC.  
Highest references. Prompt attention.

**MONTREAL.**

**A. J. HUGHES**  
Wholesale Grocers' Broker, Manufacturers Agent and Jobber,  
1483 Notre Dame Street, MONTREAL  
Open for few more foreign and domestic agencies.  
Correspondence Solicited. Highest References.

**J. T. ADAMSON & CO.**  
Customs Brokers  
and Warehousemen  
27 St. Sacrament Street, Montreal  
TEL. MAIN 778. BOND 28.

**REGINA.**

**G. C. WARREN**  
REGINA  
Direct Importer of Pure Ceylon green and black teas of all grades, and coffees. Will act as manufacturers' agent in other lines of merchandise.

**HONEYMAN, HAULTAIN & CO.**  
STORAGE AND TRANSFER  
Manufacturers' Agents and Wholesale Commission Merchants  
**REGINA, SASK.**

**TORONTO.**

**W. G. A. LAMBE & CO.**  
Toronto  
Grocery Brokers and Agents.  
Established 1885.

**MacLAREN IMPERIAL CHEESE CO.** Limited  
AGENCY DEPARTMENT.  
Agents for Grocers' Specialties and Wholesale Grocery Brokers  
**TORONTO, Ont. DETROIT, Mich.**

**McGAW & RUSSELL**  
Manufacturers' Agents and Importers  
Room 302, St. James Chambers, cor. Church and Adelaide Streets, TORONTO.  
Highest References. Correspondence Solicited.  
Phone Main 2647

**TOMATOES**  
AND  
**CORN**  
LOW PRICES  
**W. H. MILLMAN & SONS**  
Brokers  
**TORONTO**

**TORONTO.**

**SWIFT'S**  
"SILVER LEAF"  
LARD  
20-lb. Pails  
60-lb. Tubs  
**Anderson, Powis & Co.**  
Toronto Agents

C. E. KYLE S. HOOPER  
**KYLE & HOOPER**  
Wholesale Grocery Brokers and Manufacturers' Agents  
27 Front St. E., Toronto  
Highest references Commissions solicited

**W. G. Patrick & Co.**  
Manufacturers' Agents  
and Importers  
29 Melinda St., Toronto

**VANCOUVER.**

**C. E. JARVIS & CO.**  
Manufacturers' Agents  
Wholesale Only  
Flack Block, Vancouver

**WINNIPEG.**

DO YOU wish to extend your business to this GREAT WEST COUNTRY  
WE CAN handle your account to our MUTUAL ADVANTAGE.  
Correspondence solicited. Established over 12 years  
**George Adam & Co.**  
Wholesale Brokers and Commission Merchants  
WINNIPEG, MANITOBA



**G. B. THOMPSON**  
Wholesale Broker and Commission Merchant  
159 Portage Avenue East, - WINNIPEG, MAN.  
Cable address, "CAPSTAN."  
Storage facilities. Correspondence solicited

(Continued on page 4.)

Just a Few Seasonable Lines — to help brighten up trade

**GIFFORD'S RIPE OLIVES** — in pint and quart tins

These sell well with high-class trade — There's money in them —

**FARD DATES** —  &  brands

We are quoting special figures on both brands — Now's the time to buy.

**SALAD DRESSINGS**

We have a full stock of all well-known brands.

**DURKEE'S — ROYAL CAMPBELLS**  
— GOLD MEDAL —

All sizes — Get our quotations

**A Snap in**

**JAMS**

All flavors — fine quality  
5-lb. tins, 7 and 30-lb. wood pails  
Write for prices

**THE EBY, BLAIN CO., LIMITED,** Wholesale Grocers  
**TORONTO**

# 3 Important Items

to be remembered in connection with the grocery business.

1. The **quality** of your goods.
2. The **price** you pay for them.
3. The **profit** they show you.

In Blue Ribbon Teas you have all these **3 items** combined.

The **quality** is undoubtedly the best.

The **cost** low, considering their excellence.

The **profit good**, besides being continuous.

**THE BLUE RIBBON TEA CO., 12 Front Street East, TORONTO**

Manufacturers' Agents—Continued.

**H. W. MITCHELL**  
WINNIPEG, MAN.

Correspondence is solicited from firms wishing a representative in Winnipeg. Travellers call regularly on the Wholesale and Retail Trade in Western Canada.

Highest references and financial responsibility.

**W. A. TAYLOR**  
BROKER and WAREHOUSEMAN  
243 Main Street  
WINNIPEG, MAN.  
HIGHEST REFERENCES

**STUART WATSON & CO.**

Wholesale Commission Brokers and  
Manufacturers' Agents

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

ESTABLISHED 1887.  
**JOSEPH CARMAN**

Wholesale Grocery Broker and Commission  
Merchant

Union Bank Block, Rooms 722 and 723

Winnipeg, Man.

Correspondence Solicited. Highest References.

**ASHLEY & LIGHTCAP**

Manufacturers' Agents and Wholesale Commission Brokers

Storage. Track Warehouse. Central Location. Low Insurance. Quick facilities for handling Goods  
Open for Foreign and Domestic Agencies.

Highest References. Correspondence Solicited.

214 PRINCESS STREET, - - WINNIPEG

**T. E. CHAREST**

MANUFACTURERS' AGENT

11 ST. GABRIEL ST., QUEBEC

Extensive connections with retail and wholesale  
grocery trade of this city.

Highest references.

ESTABLISHED 1897  
**SCOTT, BATHGATE CO.** BROKERS AND COM-  
MISSION MERCHANTS

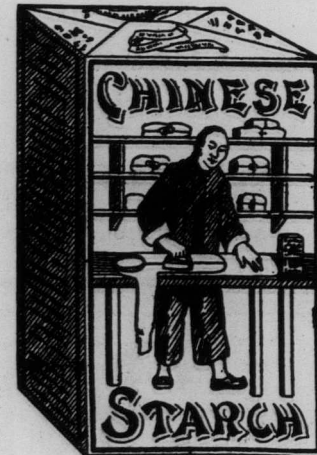
Cor. Notre Dame East and Victoria Sts., Winnipeg, Canada

Correspondence solicited with firms wishing representation in this market or wishing their goods sold on com-  
mission to the jobbing trade. Best references.

**SHALLCROSS, MACAULAY & CO.**  
VICTORIA and VANCOUVER, B.C.

GENERAL AGENTS

Agents for—"SUNBEAM" STOVES—COAL OIL  
" " "DAN" INCANDESCENT LAMPS—COAL OIL



More Profit and Better Satisfaction  
for your customers than any other  
starch.

Write for prices and sample package

**CHINESE STARCH**  
OCEAN MILLS, MONTREAL

Fibre Papers of Quality are "Scotch Fibre" and "Invictus Fibre",

"Made in Canada" from specially selected pulp. Let us send you samples.



**CANADA PAPER CO.**

LIMITED

Toronto

Montreal

Windsor Mills, Que.

...ESTABLISHED 1849...

**BRADSTREET'S**

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

**THE BRADSTREET COMPANY** gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

CALGARY, ALTA.  
HALIFAX, N.S.  
OTTAWA, ONT.

HAMILTON, ONT.  
QUEBEC, QUE.  
VANCOUVER, B.C.

LONDON, ONT.  
FT. JOHN, N.B.  
WINNIPEG, MAN.

MONTREAL, QUE.  
TORONTO, ONT.

THOS. G. IRVING, Gen. Man. Western Canada. Toronto.

**WE WRITE ADS**

**Retail Merchants,**

We can **DOUBLE YOUR TRADE**  
by a series of Strong Advertisements in  
your local paper.

Full information on request.

**Latourette Adv. Agency**  
Fenton, Mich.

Do not accept a substitute for any  
article advertised in these columns. In-  
sist on getting what you ask for.

# AYLMER JAMS AND JELLIES

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Have you seen our 16oz.  
**guaranteed absolutely**  
**pure** Marmalade and Fruit  
Preserves, all varieties,  
**Aylmer Brand?** These  
are positively the best and  
most attractive goods on  
the market at any price.

**Send a Trial Order to your  
Wholesale House**

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CANADIAN CANNERS,  
LIMITED

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That's the Factory where the famous canned goods come from—

## OLD HOMESTEAD BRAND

And the factory is just as superior as the brand. Our ideal brand of canned goods demanded an ideal factory. It was not enough that the fruit and vegetables which reached our canning department should be rarely pure and free from all taint. It was also necessary to build an ideal factory in an ideal location to assure the reality of the

## OLD HOMESTEAD BRAND

the brand of canned goods which captured and holds the market, because of sheer merit and merit alone. Mr. Grocer! If you could examine our factory—see its spotlessness—the cleanliness of our methods, you would understand why the women of Canada insist on **Old Homestead Brand of Canned Goods.**

The name stands for surety of purity. It will pay you well to send off that order now.

---

**The Old Homestead Canning Co.**

**PICTON, ONTARIO**



# THE PEDDLER IS A NUISANCE

He is destroying your tea trade. Put him out of business by pushing

# "SALADA"

The only tea that will do it, as it gives absolute satisfaction to all your customers.

Annual Sale Exceeds 16,000,000 Packets

Wholesale Prices and Terms from "SALADA" Toronto or Montreal



A Good Storekeeper

studies his stock, sells only that which he knows will please his customers. **Magic Baking Powder** is the kind that pleases the people. Do YOU Sell It?



Merchants should recommend food products that are produced in clean factories.



Not even the opening Spring more to be relished than a bottle of

**"Sterling"**  
Brand  
**Pickles**

Your best customers will tell you so. Always keep well stocked.

Made in Canada by

**The T. A. LYTLE CO.**  
Limited

TORONTO, CANADA



**Y. & S.  
SCUDDER  
M. & R.**

**STICK LICORICE**

**ACME PELLETS  
M. & R. WAFERS  
LOZENGES, ETC.**

and a complete line of  
**Hard and Soft Licorice Specialties.**

Price Lists and Illustrated Catalogue on request.

**National Licorice Co.**

**Brooklyn, N.Y.**

Toronto Depot, 120 Church Street,  
R. S. MOINDOE, Agent.

Montreal Depot, 17 St. Therese St.,  
J. M. BRAYLEY, Agent.

**Begin the New Year Wisely**

by stocking up with the famous

**"Gingerbread"**

**BRAND**

**Molasses**

*In 2, 3, 5 and 10-lb. cans*

*Put up solely by*

**Dominion Molasses Co.,**

LIMITED

**Hallifax, - Nova Scotia**

Agents

C. DeCARTERET,	- - -	KINGSTON
GEO. MUSSON & CO.	- - -	TORONTO
JOHN W. BICKLE & GREENING,	- - -	HAMILTON
GEO. H. GILLESPIE,	- - -	LONDON
JOSEPH CARMAN,	- - -	WINNIPEG
C. E. PARADIS,	- - -	QUEBEC

When Ordering

**Valencia Raisins**

Remember these Marks—

**"M.D.&Co."** Special Fancy Quality

**"W. Abel"** Standard Quality

4 Cr. Layers

Selected.

Fine Off-Stalk

They will please you.

Packed by

**Mahiques, Domenech & Co.**

Agents: **ROSE & LAFLAMME**

Montreal and Toronto.

The  
**Cunningham & DeFourier Co., Ltd.**

LONDON, ENG.



**PACKERS OF  
HIGH CLASS GOODS**

*Pickles  
Soups (in glass)  
Clear Jellies  
Dried English Herbs  
Flavoring Vinegars  
English Canned Meats  
Parmesan Cheese  
Preserved Ginger  
Fish Pastes  
Chutnies  
Capers  
Sauces, Etc., Etc.*



Agents

**ROSE & LAFLAMME**  
Montreal - Toronto

## **TO MANUFACTURERS !**

We have now moved into our **NEW OFFICES AND WAREHOUSE** where we have excellent **storage facilities.**

**We are still open for a few more good lines.**

**The Standard Brokerage Co., Limited**

**ARTHUR NELSON, Manager.**

**144 Water Street**

**VANCOUVER, B.C.**

**Perpetual Advertising** assures success. Of course, the quality of your goods must be above suspicion. The ordinary way of advertising comes high. That's why shrewd grocers push

## **CEYLON TEAS**

A good **Ceylon Tea Trade** affords the best possible advertising and it costs you nothing. Stock **Ceylon Teas** and scores of women will sing the praises of your values every week.

THE CANADIAN GROCER

# RAW SUGAR

300-lb. Sacks.

Write for sample and price.

## Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

### *Credit and Money*

Nine-tenths of the grocers who sell Windsor Salt (pure, white, crystalline, won't cake) have money in the bank. They discount their bills. Their credit is "A, Number One." Happy grocers they!

Windsor Salt plays its own little part in bringing about this contented state of things. It never disappoints the grocers' customer who buys it. It serves to hold confidence in the quality of a grocer's general stock. It establishes permanent family trade. It helps a grocer's credit—it brings him money.

### Windsor Salt

*The Canadian Salt Co., Limited  
Windsor, Ont.*

Agents for Ontario:  
Messrs. W. B. Bayley & Co., Toronto.  
Agents for Quebec:  
Messrs. F. L. Benedict & Co., Montreal.

# SYMINGTON'S

EDINBURGH

## COFFEE ESSENCE

ALWAYS READY!  
ALWAYS PURE!  
ONE STANDARD  
QUALITY!

UNQUESTIONABLY THE VERY BEST  
TO BE HAD OF ALL WHOLESALE THOS. SYMINGTON & CO. EDINBURGH

# Open the door to Success

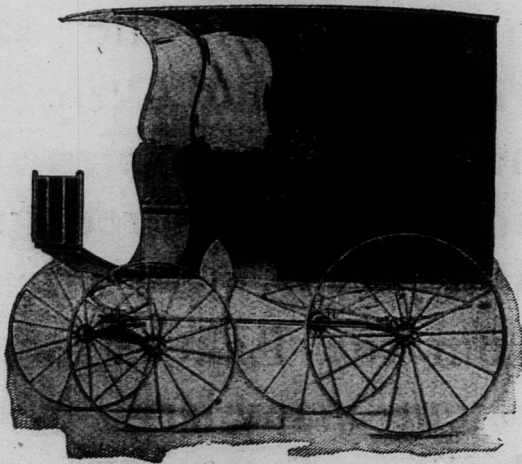
Did it ever occur to you to think how much money you could make in the course of the year, and how much more successful you could be just by pushing the sale of some of the smaller items of your stock? Take Jelly Powders and Flavoring Extracts for instance. They never aggregate much money in your stock, but pay a handsome profit in the selling. Try it, and see how many packages you can sell in a day, just by suggesting it to the customers in your store. The ease with which these can be sold will astonish you, particularly so if you are pushing high-grade lines like Greig's White Swan brand Jellies and Flavors. Their quality is such that your patrons want more. Your profit, too, is especially attractive.

Start to-day in opening the door to success—by handling



## GREIG'S White Swan BRAND

### The Waggon Tells It's Own Story.



The grocer who tries to make a success of business without a good waggon is seriously handicapping himself. **EWART'S** waggons are easily the best on the market.

Write for prices

Phone 1188

**J. A. EWART,** 257-9 Queen St. E.  
TORONTO

### A Money Saver

Mr. Grocer, if you can sell an article at a reasonable profit which will save money for your customers, why don't you do so? Wise grocers recommend and sell



## 2 in 1

because it does save money for their customers. It's the only shoe polish universally approved. Get in a supply now.

Mention The Canadian Grocer when ordering.

## The F. F. Dalley Co.

LIMITED

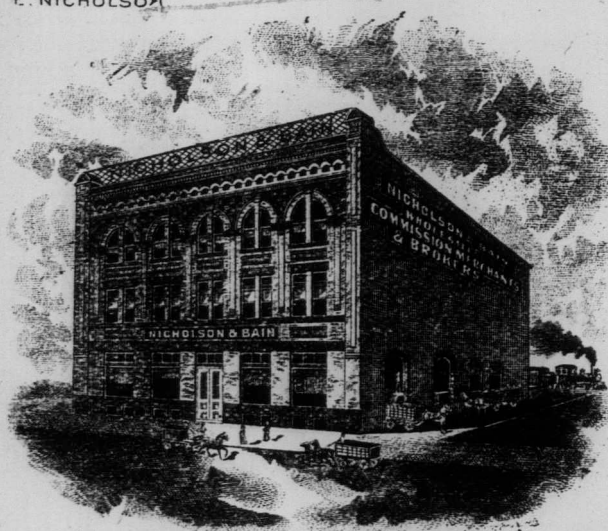
HAMILTON, CANADA, BUFFALO, U.S.

E. NICHOLSON

D. H. BAIN

CABLE ADDRESS:  
NICHOLSON, WINNIPEG.

CODES,  
A.B.C. 4<sup>TH</sup> EDITION  
WESTERN UNION  
ARMSBYS 1901.



BANNATYNE ST. EAST.  
TRANSFER TRACK.

NO. 3

*Winnipeg*



CALGARY BRANCH NICHOLSON & BAIN

## Canadian, United States, Foreign Manufacturers and Shippers

DEAR SIRS,—

On March 1st, we opened in **Edmonton, Alberta**, Office and Warehouse No. 3; our Western business has increased so rapidly we found it necessary to open a branch in **Edmonton**, in a four storey solid brick building, 50 X 120, situated on the Transfer Track, and we are prepared to store all kinds of merchandise at reasonable rates, and handle consignments with the same promptness and efficiency as in **Winnipeg** and **Calgary**. If you wish to place your account with a **live, pushing and energetic Brokerage house** at the three great jobbing centres in the Great West, write us. We sell every Grocery Jobbing House from the Lake Front to the Rocky Mountains; we represent many large Manufacturers and Shippers, make lasting connections with them; we can do the same for you. Write us, wire us, send us your samples and prices.

**NICHOLSON & BAIN**

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Head Office: WINNIPEG  
Established 1882

CALGARY

WINNIPEG

EDMONTON

# LOVERS

of Pure, Wholesome, Delicious Food

Eat

## FARMER BRAND

Canned Fruits  
and Vegetables

These are grown in **OUR OWN**  
fields, delivered by **OUR OWN**  
employees, packed by **OUR OWN**  
skilled help, sold under **OUR OWN**  
brand to hosts of

### Shrewd Dealers

who appreciate our original plan of doing business. You'll make  
money by recommending

### Farmer Brand

and clinch a lasting reputation at the same time.

Send off a trial order.

Or write for particulars.

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## FARMERS' CANNING CO.

Limited

BLOOMFIELD, ONT.

# Wholesale Grocers and Jobbers

When estimating Spring requirements  
get our prices on following lines:

Raw and Refined

Sugars

Molasses

Walnuts

Almonds

Filberts

Raisins

Currants

Shelled Nuts

Either for import orders or from spot consignments

## D. RATTRAY & SONS Limited

QUEBEC

Montreal

OTTAWA

### It will Pay

you to stock and push  
the sale of the famous

## Frame-Food

PREPARATIONS

(Frame-Food, Frame-Food Jelly  
and Frame-Food Cocoa).

Extraordinarily advantageous  
Terms for Pioneer Traders.

Write for Particulars  
at once

### Frame-Food Co., Ltd.,

Southfields, London, S.W., England.

### Camp Counsels.

The invigorating beverage, which  
everybody is talking about, is —

# "Camp" COFFEE

People in the old country have long ago  
learned how good it is; people this side  
are just learning. Your customers are  
eager to buy "CAMP"—they mean  
to make a trial of it. Is your stock  
ready?

R. PATERSON & SONS,  
COFFEE SPECIALISTS, GLASGOW

Agents: ROSE & LAFLAMME  
MONTREAL.





There's just one brand of Pork and Beans good enough for the people who know the flavor of .

## ESSEX PORK AND BEANS

We couldn't corner Pork and Beans so we cornered the **Flavor**. Everybody says they are delicious.

It certainly does pay the grocer to recommend **Essex Pork and Beans**. Now's the time to send off that trial order.

---

**The Essex Canning and Preserving Co.**  
LIMITED

8 Wellington St. E. - TORONTO

CALENDAR ADVERTISING  
PAYS  
LARGE DIVIDENDS


Think of calendar advertising as an investment, not as an expense.

Every successful advertiser uses this medium to great advantage—why not you?

Calendars reach the man "Who Pays the Bills"—and cannot fail to bring results.

Let us supply your requirements for 1908. We can save money for you.

**THE LONDON PRINTING AND LITHO. CO.**  
Limited  
Box 580, London, Ont.



Pure Food is Essential  
to Good Health  
Grocers Buy

## Wagstaffe's Fine Old English

Pure Orange Marmalade, Jams, Jellies, Sealed Fruits, etc., your jobber has them in stock, every pound guaranteed pure.

## Wagstaffe, Limited

PURE FRUIT PRESERVERS  
HAMILTON, ONT.

Agents:  
DINGLE & STEWART, Winnipeg, Man.  
L. T. MEWBURN & CO., Ltd., Calgary, Alta.  
STANDARD BROKERAGE CO., Ltd., Vancouver, B.C.

## Diamond E. Blend Coffee

**DON'T STAY IN THE RUT  
IMPROVE YOUR COFFEE TRADE**

is producing **splendid results**; you would be surprised at the number of most conservative merchants who were extremely sceptical about trying another Coffee Blend, but who placed an order for "**Diamond E.**" on our guarantee, and have fully justified our enthusiasm for the **genuine merit** of this coffee, by their **repeat orders**—You cannot **make a mistake** in ordering a tin on a trial basis—if the coffee does not prove a **convincing argument**—We stand the expense—"Diamond E." will put **new life** into your **Coffee trade**—Try it—Backed by a reputation of over half a century.

## S. H. EWING & SONS, MONTREAL

### PICKLES

Your **I 907** business

in **Pickles and Olives**  
will be large and profitable  
if it's

# ROWAT'S

you sell—

**Prices:** Right.  
**Quality:** Satisfactory.  
**Profit:** Good.

ORDER FROM YOUR JOBBER

### French Cable Co.

To insure prompt delivery of your cables to Europe, call C. P. R. Telegraph and see that each copy of cable is marked via French Cable.

Shortest, quickest, safest route.

**C. A. CHOUILLOU & CO.**

Agents

14 Place Royale MONTREAL



## Trees, Shrubs, Vines, Roses

We furnish landscape plans and specifications. Tasteful planting about your home will be a joy forever. The sooner it is done the sooner it will gratify you.

*Our plans are reasonable, our prices right. Ask for them.*

**BROWN BROS. COMPANY, LIMITED**

NURSERYMEN

**BROWN'S NURSERIES P.O., ONT.**

# Tartan BRAND

SIGN OF PURITY

# Tartan Fruits

If you have not handled **TARTAN** Fruits send us a sample order or phone for quotations. Once tried you will never be without them. There are others but they have not the flavor of **TARTAN** Brand which are just as good as home-made, packed in all sized tins, 2s, 2½s, 3s and gallons. We have Peaches, Pears, Plums, Strawberries, Raspberries, Lawtonberries, Cherries and Blueberries. We do not charge more for these goods than other well-known brands and they are the finest. Ring us up on No. 596. Free to buyers.

**BALFOUR, SMYE & CO.**

Wholesale Grocers, - - HAMILTON



"Pride of Canada"

"Pride of Quebec"

When you sell a customer Maple Syrup or Maple Sugar branded "Pride of Canada" or "Pride of Quebec" you are making that party a regular consumer of this article.

These two brands of Maple Syrup and Maple Sugar cannot be excelled for purity. They are superior to all other makes in every respect.

Therefore, you satisfy the purchaser, who comes to your store again and yet again.

"Pride of Canada" and "Pride of Quebec" Maple Syrup and Maple Sugar build up trade—make this part of your business a decided success. Why? QUALITY!

We're always ready to send particulars.

**The Maple Tree Producers' Association**  
WATERLOO, QUE.

## Our Salesman

—in print, goes into tens of thousands of homes in Canada and sells Mathieu's Syrup to those who are troubled with coughs and colds.

## Mathieu's Syrup

of Tar and Cod Liver Oil

There is a constant demand in this season for Mathieu's Syrup. It is the only tonic cure made. It carries a good profit—it sells largely and quickly. The demand is constant and large. See to it that you are able to supply this demand. Send your order along for another supply. It will be filled and shipped promptly.

*Mathieu's Nervine Powders—the best little cure for big headaches and nerve pains. Makes money for you.*

**J. L. MATHIEU CO.,**  
Proprietors **SHERBROOKE, P.Q.**  
For sale at all druggists  
and general stores.

## RED FEATHER SPICES

AND

## IMPERIAL VINEGAR

The Two Best Lines of Their  
Kind in Canada To-day.

WE SELL THEM BOTH.

---

### W. H. GILLARD & CO.

*Wholesale Grocers and Tea Importers*

HAMILTON

Branch House—Sault Ste. Marie

# Redpath

IS

CANADA'S STANDARD

FOR

REFINED SUGAR

*Manufactured by*

THE  
CANADA SUGAR REFINING CO.

LIMITED

Montreal

There will be a heavier demand this year for

# Japan Teas

than has prevailed for many years, and live grocers are buying freely. It is after all the old story of the "rude awakening" of imitations—Japan teas cannot be imitated—they stand alone as the

Purest, cleanest and healthiest teas grown.

**SOFTENS WATER** **WASHES QUICKER**

# TAYLOR'S BEST BORAX SOAP

**WE GUARANTEE**

A Good Profit to you  
and satisfaction to all your  
customers.

Not in any Soap Com-  
bine or Trust.

**John Taylor & Company**  
Toronto

Canada's Largest Soap Makers

## Brunner Mond & Co.'s WASHING SODA

Drums,	336 lbs.	Barrels, 336 lbs.
"	224 "	Bags, 224 "
"	112 "	" 112 "
"	100 "	" 100 "

## Concentrated Sal Soda

Casks, 560 lbs.

## *Winn & Holland* Montreal

SOLE AGENTS FOR CANADA.

## People Want Royal Crown Witch-Hazel Toilet Soap

- they have read our advertising.
- and they've found our Soap all it is  
claimed to be — healing, beautifying,  
cleansing.
- Once they buy it  
they want it always.
- It pays dealers to order  
early and largely.



The **ROYAL CROWN**  
Limited,  
Winnipeg, Man.

W. H. Millman & Sons, 27 Front St. E., Toronto  
Ontario Agents.

Wm. H. Dunn, 394-396 St. Paul St., Montreal,  
Agents for Quebec and Lower Provinces.

22

Established Over 50 Years

## DARLING & BRADY

Manufacturers of

**Fine Laundry Soaps,  
Concentrated Lye,  
Laundry Chips,  
Broken Caustic, Etc.**

SAMPLES AND PRICES  
ON APPLICATION

96 St. Charles  
Borromee Street.

**Montreal**

**SEE PRICES BELOW**

**Pure Fruit**  
**Marmalade**

1-lb. net, 2 doz. to case.  
SEVILLE ORANGE  
\$1.50 doz.  
BLOOD ORANGE  
\$1.50 doz.  
LEMON  
\$1.50 doz.  
GRAPE FRUIT  
\$1.80 doz.  
Ass't. case 4 kinds, \$1.50 doz.



**Pure Fruit**  
**Jam**

1-lb. net, 2 doz. to case.  
RASPBERRY  
\$2.00 doz.  
STRAWBERRY  
\$2.00 doz.  
PEACH  
\$1.80 doz.  
PLUM  
\$1.80 doz.  
BLACKBERRY  
\$2.00 doz. Ass't. case, \$1.90 doz.  
CRAB APPLE JELLY  
\$1.50 doz.  
GRAPE JELLY  
\$1.50 doz. Ass't. case, \$1.50 doz.

Above cut represents exact style of our 1-lb jar

Why pay fancy prices for imported goods of inferior quality? If our Diamond Brand is not the best in the market return them at our expense.



**Nut'y Creams**



**Mint Buttons**



**Fruity Creams**

The above are three rapid sellers. Cost to retailer 12 cents per lb., \$2.00 per pail of 17 lbs. Covers are hinged with colored show card. These are attractive and high grade, and are trade winners.

**For Sale by Wholesale Grocers Everywhere.**

**Sugars Limited,**

## DIAMOND BRAND MAPLE SYRUP

### NEW CROP 1907

Get the genuine True to Nature Syrup that reminds you of the sugar bush—**DIAMOND BRAND.**



### PRICES

	Per case
<b>WINE MEASURE TINS.</b>	
Gallons, 6 to case	\$4 50
Half Gallons, 12 to case	4 80
Quarts, 24 to case	4 80
Pints, 24 to case	2 50

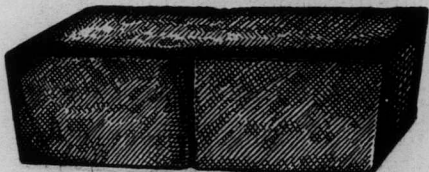
### IMPERIAL MEASURE.

Five Gallon Tins, 1 to case	\$4 00
In 5 case lots (25 gals.) per case	3 90

## PLANTATION BRAND NEW ORLEANS MOLASSES

Put up in **2s, 3s, 6s, and 10s** at same price as you are paying for blackstrap.

## TWIN BLOCK PURE MAPLE SUGAR



See that our name and guarantee is printed on the box. None other is genuine. Sells for 10 cents each. Cost to retailer \$3.00 per case of 40 blocks.

## MAPLE CREAM HEARTS

Don't forget this delicious, fast-selling specialty. They will please your most fastidious customer. Sells for 20 cents lb. Cost to retailer 12 cents lb., \$2.16 per pail of 18 lbs.



## BUTTER BEANS

A new line of confectionery in pails, immense seller. Sells for 20 cents lb. Cost to retailer 12 cents lb., \$1.50 per pail of 12½ lbs.



*Freight prepaid direct to retailer in lots of 5 packages or more. No charge for pails.*

Sold by jobbers everywhere

# Montreal

Complete  
Range.  
Best  
Packs.

# PRUNES

Prices  
Right.

THE DAVIDSON & HAY, LIMITED,

Wholesale Grocers, TORONTO

## St. George's

The Best Advertised Baking Powder in Canada

A demand for this new Baking Powder is being created throughout the length and breadth of Canada, by good advertising.

Your customers will be asking you for it.

And, once they use it, they will continue using it—for they will find it better than any other they ever used.

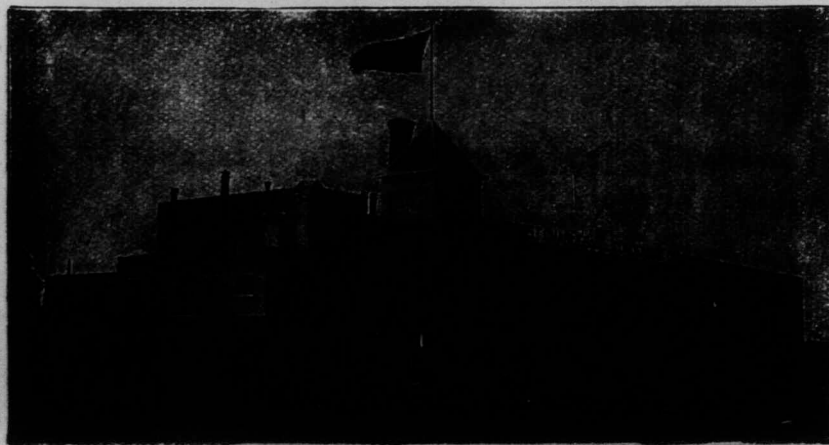
*Test* St. George's—*compare* it—and you will not wonder that we are able to guarantee it to be the best Baking Powder on the market to-day.



Only the finest, purest Cream of Tartar—99.90% pure—is used in St. George's. It contains not one atom of adulteration—its formula cannot be bettered.

Can you afford to be without a Baking Powder everybody is becoming interested in?

National Drug and  
Chemical Co. of  
Canada, Limited  
Montreal



INGERSOLL, CANADA-FACTORY

### AN EASY ONE.

Added to our splendid assortment of  
GOLD MEDALS.

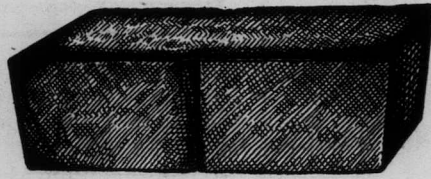
### ST. CHARLES EVAPORATED CREAM

given Highest Award at World's Fair St. Louis, Mo., 1904. Proven the purest and best and for many purposes **PREFERABLE TO FRESH MILK.** Can be purchased through any wholesale house.

St. Charles Condensing Co.



# Our Twin Block Pure Maple Sugar



## **PURITY**

This Sugar has stood the test of Government analysis for years.

## **PRODUCTION**

The enormous sale and high reputation this Sugar has attained has led others to imitate it.

## **THE LAW**

We have taken legal proceedings against our competitors for infringing our registered trade mark "Twin," and have obtained an injunction restraining them from using or in any way offering for sale Maple Sugar under the name of "Twin Block."

## **WARNING**

We caution the trade not to be imposed upon by unscrupulous imitators who offer you inferior goods represented to be our famous Twin Block.

---

**Sugars Limited**     ■     ■     **Montreal**

Wines    Liquors    Alimentary Products

# L. FONTANEL

**General Agent and Importer**

REPRESENTING:

Pernot's Bisouits    Marge Vermicelli and Macaroni  
 Guigoni's Olive Oils    Poulain's Cocoa  
 Jacquemin French Mustard

Will be pleased to quote lowest prices on all Alimentary Products from France, Spain and Italy

**207 St. James St. - Montreal**  
 Branches: Winnipeg, Vancouver, Victoria

"The only out and out Canadian Manufacturer of Coceanut."

Established 1894



**WHITE MOSS COCOANUT**      **STANDARD GOODS**

"Liberal Terms and Treatment."  
**CANADIAN COCOANUT CO., MONTREAL**  
 J. ALBERT McLEAN, PROP.



**Capstan Brand**  
 PURE JAVA AND MOCHA GROUND

## COFFEE

Put up in ½ and 1 lb. tins, with a very attractive label, and is giving perfect satisfaction.  
 It is a well known fact, that our trade mark sells the goods, and is recognized by wide awake business men.

**The CAPSTAN MFG. CO., - Toronto, Ont.**

# TENTS

Made from the celebrated "Gourock Tent Duck" cannot be excelled.  
 All sizes and styles in stock. Immediate delivery.  
 Special Discount to the Trade.  
 Write for Catalogue.  
**The Gourock Ropework Export Co., Limited**  
 28 St. Peter Street, Montreal

## REMOVAL SALE!

We will sell, to avoid moving—  
 Fine Selected Valencia Raisins  
 California Loose  
     "    Seeded, 16 oz.  
     "    "    12 oz.

under to-day's cash importations.  
 Write for our prices.

**S. J. CARTER & CO.**  
 Wholesale Grocers and Tea Importers  
 New Address— 58 McGill St., MONTREAL



**Don't Grope Around In the Dark**

There's no necessity for it. If you are looking for a clerk, or a clerk is looking for a situation, if a traveller is open for a position on the road, if you want to offer your business for sale, or are looking for a store—put an ad. in the Condensed Advertisement Department of the Canadian Grocer

**One Cent Per Word**  
 You can talk across the continent for 1 cent per word—10,000 readers will be at your disposal.

## NOTICE OF REMOVAL

William Galbraith & Son, now at No. 68 McGill Street, beg to announce their removal in a few days to No's 80 and 82 St. Peter Street, Montreal.

Our friends and patrons will always find the latch string out at this address and we hope to continue to receive a fair share of your custom, if honest values, quality of goods, and square dealing merit it.

# WM. GALBRAITH & SON,

**80 and 82 ST. PETER STREET, MONTREAL**

We control "Canada's Pride" canned goods for Montreal. These goods are unrivalled in the Dominion.



# OUR COFFEE TRADE

is daily increasing.

Yours will if you will handle our leaders,  
**MECCA, DAMASCUS,  
CAIRO and SIRDAR**

Samples and prices for the asking

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**James Turner & Co., Limited, Hamilton, Ont.**

## ANY BOY CAN OPEN A BANK ACCOUNT

Any wide-awake, bright boy can earn enough money in a few weeks to start a Bank Account. The work can be done in spare time after school and on Saturdays; we will provide the capital to start by sending first supply of our publications without charge. The sale of these will furnish money necessary for future copies. Everybody wants our Magazines or Papers. If you will try it, we will at once send necessary help.

*A Watch and Boxing Gloves  
and other prizes, in addition  
to money, for good work.*

**BOY DEPARTMENT**  
**The MacLean Pub. Company**  
10 Front St. E., TORONTO

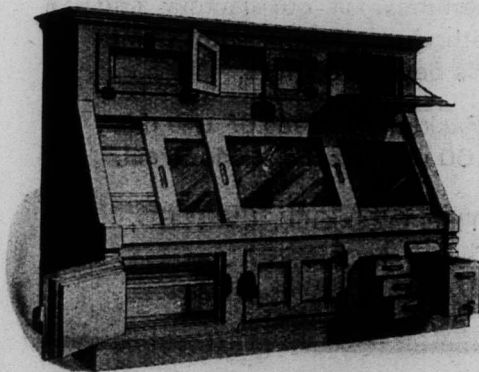
Some soaps are pure and yet harmful. You will not disappoint your customers by recommending our

## Castile Soap

Why should you place your orders in Europe when you can obtain a purer and better soap at home? Write for particulars.

**The Canadian Castile Soap Co.**

**LIMITED**  
**Berlin, Ontario**



## Have you seen the Latest in Refrigerators?

If not, write us to-day for full particulars.

**The Aubin's Patent Refrigerator**  
is used by leading Grocers in Canada.

**C. P. FABIEN** Proprietor and  
Manufacturer.

**MONTREAL, CANADA**

Refrigerators made to order in any size and style.

**If you want more Business  
from Western Canada ;**

- ☐ If you want to establish agencies ;
- ☐ If you want to get your goods better known to consumers ;
- ☐ If you're introducing a new article and want to get it in the home and the store **quick** ;
- ☐ Take a space in

**Western Canada's  
Pure Food Show**

**Winnipeg, July 1-13-07**

- ☐ If you want 60,000 consumers to know your product ;
- ☐ If you want housewives from all over the West to try your product ;
- ☐ If you're looking for an increase in your trade ;
- ☐ Send in your application.

**"It's the Only Way"**

ADDRESS

**W. A. COULSON, Sec'y,**

**Retail Merchants' Assn. of Western Canada,  
53 Scott Block, Winnipeg, Man.**



Our Factory now boasts the most up-to-date equipment for making Catsup in Canada. We also have one of the best Catsup Cooks on the continent.

Last fall we bought tons and tons of the finest Rose Tomatoes. These have been washed, scalded, peeled and seeded, then have gone through the process of making them into Crest Brand Tomato Catsup. Nothing of the delicious flavor of the ripe tomato has been taken away, and our chef's blending of the spices and condiments has given it an appetizing piquancy that cannot be equalled.

Put up in large 14-oz. screw-top bottle with an exceptionally pretty label, it makes one of the most attractive packages ever put on the market. We guarantee its purity, and the absolute cleanliness of our factory and methods makes its wholesomeness beyond dispute.

Packed in cases of two doz., \$1.00 per doz. f.o.b. Montreal.

**THE OZO CO., LIMITED,  
MONTREAL**

# From Top to Bottom

of this list, each and every article is benefitted by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because every one wants it.

Agents in Canada

**HUDON, HEBERT & CO.**  
LIMITED  
Montreal.

The most liberally managed  
firm in Canada.



GLASS and  
PORCELAIN

Windows  
Mirrors  
Show Cases  
Lamp Shades  
Chimneys

METALS

Brass  
Nickel  
Copper  
Tin  
Silver  
Gold

CELLULOID  
MARBLE

WORK

WOOD

WORK

OILCLOTH  
PAINTED  
SURFACES



# Third Pure Food Show in Toronto

A Retrospect—Another Big Success for the Retail Merchants' Association — Large Number of Interesting Exhibits — Record-Breaking Attendance — Some of the Booths.

The Third Annual Pure Food Show, held in Toronto at Massey Hall, under the auspices of the Grocers' Section of the Retail Merchants' Association of Canada, came to an end on the evening of March 29. The show, as a whole, may be pronounced an unqualified success, but looking back over it in a general way, there are some features which seem to stand out above the rest, and for this reason, to invite especial notice. The various entertainments provided for the enjoyment of visitors were on a scale commensurate with the other departments, and, in the opinion of the majority, surpassed anything

to make their booth the most attractive in the building, and the result, both as to arrangement, brightness and general effect, was such as may be imagined.

The officers and committee were as follows: M. Moyer, chairman; J. H. Walker, 1st vice-chairman; A. Snuggs, 2nd vice-chairman; J. Bond, treasurer; F. C. Higgins, secretary. The committee were: George Good, chairman; F. C. Higgins, J. H. Walker, J. Bond, W. M. Miller, F. Giles, A. Coulter, F. Hall, A. Snuggs, T. W. Squire, A. B. Griffin, J. Medland, H. Yeates, Frank C. Bruce, A. W. Johnson, C. Simpson, J.

fore introduced exhibits of the best manufacturers, and combined with them a high class of entertainment, which the public greatly appreciate."

Where all are of such a high standard of excellence, it is a difficult, and, indeed, a thankless task, to particularize, but we give below photographs of and comments upon some of the more striking of the exhibits, and to those of our readers who were unable to be present these may serve to suggest a general impression of the character of the whole.

## The Halifax Fish Co.

On the east side of the hall, the booth of the Halifax Fish Co. attracted a good deal of attention from the ladies. This is a comparatively young concern, and only made its bow to the trade of Ontario and Quebec, early last fall. The managing director is Gilbert S. Troop, formerly of the firm of Black Bros. & Co., Ltd., the original exploiters of the absolutely boneless codfish, specially prepared for high class trade. Mr. Troop spent several years at La Have, N.S., studying and personally superintending the preparing and packing of the brands originally put on the market by his old firm. Early last year the Halifax Fish Co. was formed and a new factory built at Woodside, Dartmouth, N.S., the fish being taken direct from the vessels alongside the wharf into the packing house, where the most diligent care is exercised in its preparation.

The leading brands of this company are: "H. F. Co.," "Scotia," "Chebucto," and "Woodside," the first two being of the purest Atlantic codfish and absolutely boneless.

"H. F. Co." brand is packed in 1-lb. and 3-lb. boxes and "Scotia" in 2-lb. and 1-lb. paper-wrapped tablets.

The accompanying cut will show the attractive manner in which these goods were displayed, and H. T. Graham, special traveling representative of the company, was assiduous in his attention to callers and, with his assistant, furnished much interesting information.

In addition to the packing house at Dartmouth, N.S., the company has two fishing stations at Mutton Bay and Mattina Island, Labrador.

Once the consumer understands the best way of cooking salt codfish there is no more delightful or attractive form in which the goods can be purchased, than in the small boxes as specially prepared and packed by the Halifax Fish Co., for best grocery trade. By this method of packing and distribution the fish is subjected to a minimum of handling and reaches the consumer in a clean and inviting form. The healthfulness of a fish diet is universally conceded, and in these days of special foods, pre-digested and otherwise, it is a pleasure to revert to nature's great brain food, the product of our own North Atlantic.

Anderson, Powis & Co., 15 Wellington St. E., are the Toronto agents for the company.



Halifax Fish Company's Display of Codfish.

hitherto attempted by the committee. Space does not permit of any detailed mention, but Paris Chambers, the cornetist and Harold Jarvis, tenor, were perhaps the most popular contributors to the programme.

The attendance throughout the fortnight was absolutely unprecedented, the hall being packed so full every evening that it would have done the heart of R. J. Fleming good to have seen it. Every booth on the floor was patronized impartially and the demonstrators had their hands full to attend to the crowd. All the exhibitors seemed to have spared no trouble in endeavoring

W. Nettleton, T. M. Charlton, John Doyle, S. H. Gibbons, H. B. Somers, J. A. Hopkins, J. Gregor, W. A. Gardiner, R. W. Hollinger, F. Spooner, A. F. Albright, H. G. Doyle; M. Moyer, treasurer, and E. M. Trowern, general secretary. The object of the exhibition, as officially announced by the committee, was as follows: "The object of the Pure Food Show is to impress on the public mind the necessity for the use of higher food products, and the Grocers' Section of the Retail Merchants' Association of Canada have taken this means of educating public sentiment, and have there-

A ruby ern you, char the trac

TH H211 very expen hibit achiev ted, b little tea. A la fig, of occupi could that t house

The a ho homes Lytle, no ma may b comes arrang thy produc tion, chili s malade noon a point c est the This co special pickles, evidenc as well lades, the list Richmo burstin occupy now be Road.

## THE CANADIAN GROCER

### "Red Rose" Receives.

A very cosy booth with illuminated ruby lights, giving it a decidedly eastern effect, bright young ladies to serve you, every attention from those in charge, and a delicious cup of tea, made the Red Rose Tea room a centre of attraction and popularity.

proximately five times as large as the old ones.

Established over a quarter of a century ago, the T. A. Lytle Co. were the first to put a high grade pickle on the market, in competition with the English products, and have created a demand for their goods which is practi-

have at the same time maintained the high standard of excellence which characterized them at the outset.

### More Baking Powder.

The booth devoted to St. George's baking powder was another which received considerable attention during the show. This powder has only been on the market a little over two months, but it is already a thriving and popular infant, having fifteen branches from Halifax to Vancouver devoted to its interests, one special representative in the Lower Provinces, another in the west, and an up-to-date and aggressive manager in Montreal. This, for a child not yet three months of age, is a promising start in life. Its parents are the National Drug and Chemical Co., of which D. W. Bole, M.P., is president.

St. George's baking powder do not make any extravagant claims for themselves, but they have one watchword, which they thunder forth with unceasing vigor, resting neither by day nor night from driving it home into the heart of every housewife in the Dominion, "Purity." Nothing more, but nothing less. It is no slight thing to undertake the fulfilling of every obligation which the word implies, but the St. George's people have confidence backed by brains, and brains by honesty—a winning combination.

In the fortnight during which the Pure Food Show was in progress, this booth distributed something over 10,000 free samples, and with every sample presented an unusually interesting and useful booklet, crammed from cover to cover with valuable receipts and sugges-



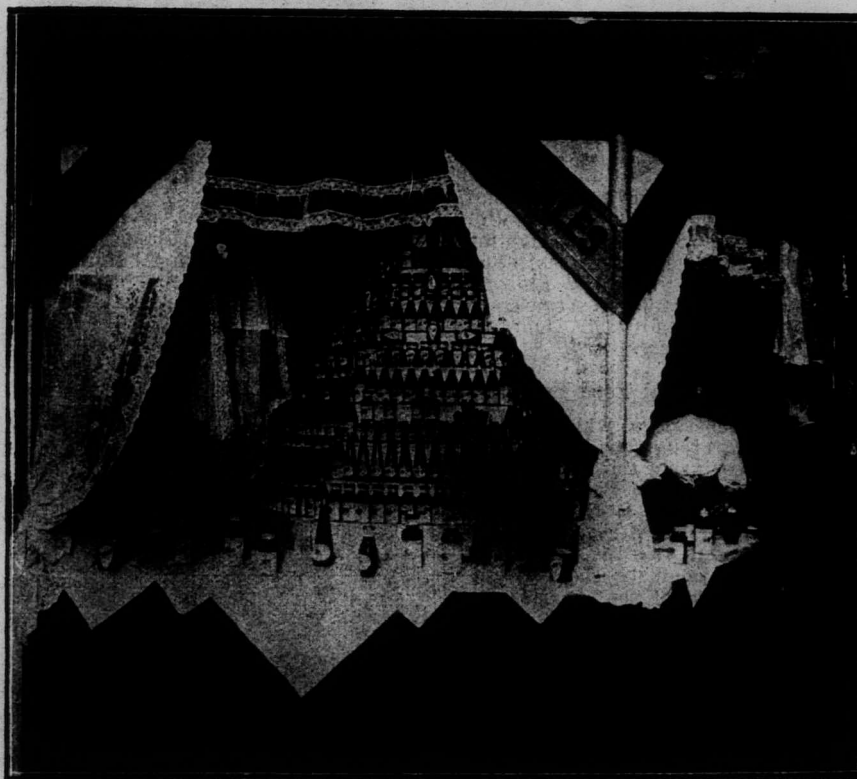
"Red Rose" Tea Party

"Thoroughness" is the motto of T. H. Estabrooks' business, and it was very apparent in this case, no pains or expense being spared to make their exhibit a decided success, a success whose achievement was thoroughly demonstrated by the large numbers seated at the little tables enjoying this now famous tea.

A large, framed picture of the head office of Red Rose Tea at St. John, N.B., occupied a prominent position, and one could easily believe, after seeing it, that the phrase, "the largest tea warehouse in Canada" was surely merited.

### A Sterling Exhibit.

The Lytle pickles, Sterling Brand, are a household word in many thousand homes throughout the world, but Mr. Lytle, being a man who believes that no matter how widely known an article may be, a little extra publicity never comes amiss, the company's booth was arranged and fitted up in a manner worthy of the reputation of its products. A continual demonstration, chiefly of sweet pickles, chili sauce, Canadian relish, and marmalades, was in progress every afternoon and evening, and from the standpoint of popular favor and public interest the exhibit was a marked success. This company has made somewhat of a specialty of tomato catsup and sweet pickles, lines which were very much in evidence at their booth, and in these, as well as in jams, jellies and marmalades, they are virtually at the top of the list. Their present factory at 128 Richmond Street is crowded to the bursting point, and the firm will soon occupy the more commodious quarters now being built for them on Sterling Road. The new premises will be ap-

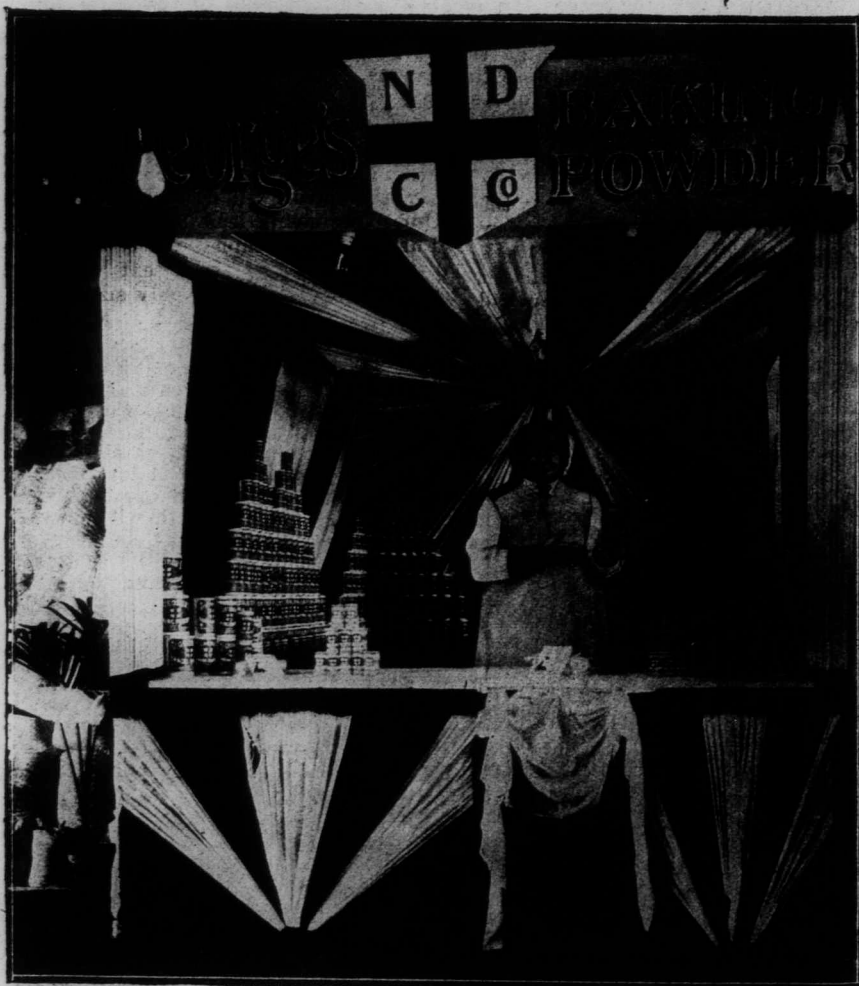


T. A. Lytle Company's Pickles, Catsup and Sauces.

cally international and unapproached by any similar institution in the Dominion. In fact, it may be said that they are among the very few who made an initial success of the pickle business in Canada twenty-five years ago, and who

tions. Mr. Brewer was in charge, and if one may judge from the energy, enthusiasm and capacity for hustle which he displayed, the success of the venture is as good as assured.

Among many others who exhibited may



St. George's Baking Powder.

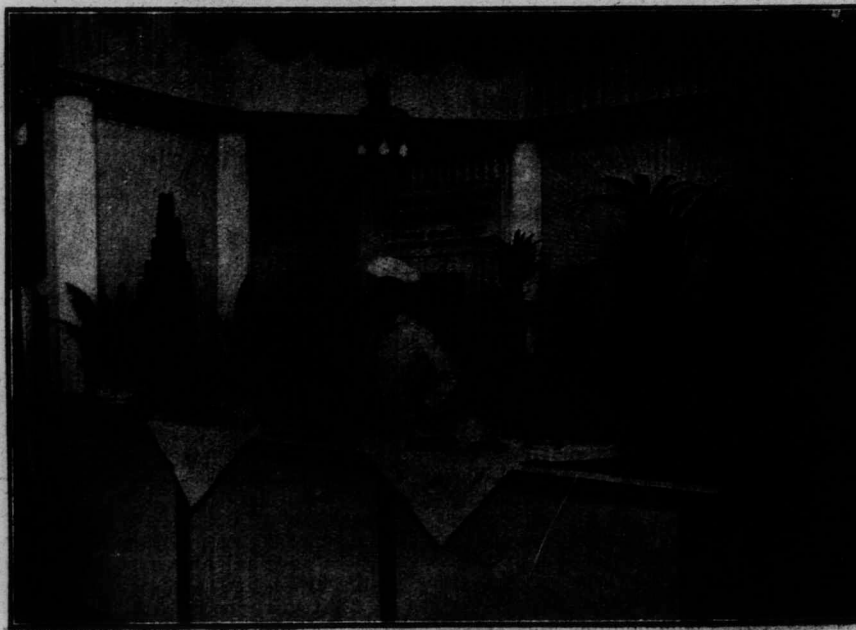
be mentioned; Christie, Brown & Co., biscuits; John Taylor & Co., soaps and perfumery articles; the Majestic Polishes, Kerr's Butter Scotch, the Simplex Polishes, Holbrook's Sauce, McLaughlin's Lime Juice, the Nugget Polishes, Tobler's Milk Chocolate, Jennings' Flowers, (a most beautiful exhibit), Armour & Co.'s Extracts, Queen Candy, and the Atlantic Soap Company.

**The International Food Co.**

Another demonstration which obtained its full share of patronage was that which took place inside the booth of the International Food Co. Reliance Baking Powder, Reliance Breakfast Food and Reliance Extracts all underwent a cooking test in full view of the spectators, in order to convince them by actual sight and taste of the superior and appetizing quality of these goods.

The appreciative and complimentary remarks expressed by the thousands who availed themselves of this opportunity speaks well for the hold which these lines have obtained upon the public. Reliance Breakfast Food, which was only recently placed upon the market, has achieved an initial popularity which must be exceedingly gratifying to its promoters. It came in for marked attention at the booth, and was the subject of especially favorable comment. It makes a most healthful and delicious wheat porridge, and, being thoroughly sterilized, reaches the consumer free from all germs and in a pure, fresh condition.

The "Purple Packages," in which all the Reliance health food lines are put up, are as well known as the quality of the goods inside them, and that's saying a lot. Judging from appearances the future of the International Health Food



"Reliance" Health Foods.

Co. has a roseate hue that makes the Aurora Borealis look like the Black Hole of Calcutta on a dark night.

**The Jam of Quality.**

E. D. Smith's exhibit was in charge of F. J. Blackburn, of the firm of W. J. Patrick & Co., the Toronto agents. They report a rapidly expanding trade, and the past season to have been a record-breaker all round. This firm is putting up a tomato catsup which is pronounced by the epicurean to be about the best ever. It is being used by most of the leading hotels and buffets in the country.

A bulletin issued in June, 1906, by the Department of Inland Revenue, Ottawa, furnishes about as convincing a proof of the absolute purity of the jams and preserves put up by E. D. S. as could well be obtained. Out of 182 samples collected by the department, only 29 were (like Caesar's wife) absolutely above suspicion, and of this number no less than ten were made by E. D. Smith, of Winona. The next largest number to be credit of any one person or company was three, and not one single pure sample was made in Canada (outside E.D.S.) by any of the leading establishments manufacturing a general line of jams, jellies and preserves, and catering to the trade of the whole Dominion.

**PICKLES FOR THE KING.**

**Something About Gillard & Co., Condiment makers to His Majesty.**

Among the foremost manufacturers of condiments of the highest quality are Gillard & Co., of London, Eng. Their products have been on the Canadian market for some years but, because of lack of publicity, they have not received the recognition they deserve and in England have achieved. There Gillard's pickles are used daily in all the royal palaces.

Gillard & Co. have a reputation in England second to none as makers of the very best condiments, and this fact is corroborated by their having received

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## THE CANADIAN GROCER

ed warrants of appointment as manufacturers of sauces and pickles, both to His Majesty the King, and H. R. H. the Prince of Wales, thus having the unusual honor of holding double royal warrants.

Gillard's pickle was almost the first English fancy pickle that was brought out and during the past thirty years it has had many imitators. People who eat this pickle as a rule do not want to return to the ordinary kinds of pickles.

Gillard's sauce has also been on the market for many years and is one of the very few good sauces made. It is also, considering its high quality, extremely cheap in price and leaves plenty of scope for profit to the retailer.

Gillard & Co. have representatives in Toronto, Montreal, Halifax, St. John and Vancouver, and their goods can be obtained from any of the large wholesale grocery houses.

cured the rights for the machine. Mr. Elliott has written to say that that is incorrect.

There seems to be a wide difference of opinion as to the practical value of pitted prunes as an addition to the food supply, but experiments have been hampered by conditions due to the imperfect state of the art of preparing the goods for the market, says the New York Journal of Commerce. It is pointed out that when seeded raisins were first put on the market, they had not only to overcome the prejudice in favor of the seed-bearing fruit, but had the additional handicap of imperfect methods of production. Still, to-day the bulk of the California raisin crop is marketed in the shape of seeded fruit, and enthusiasts believe that the time will come when prunes relieved of their

as expected by some of the pitted prune boomers. It is the opinion of several of the leading packers who have had long years of experience in handling prunes that the flavor of the prune in cooking is largely derived from the pit, and that pitted prunes when cooked will not please the consumer; that is to say, the flavor will be dull and insipid. Our experiments lead us to this belief. Furthermore, samples of Santa Clara prunes which have been sent to Fresno to be pitted show that only sizes 60-70s and smaller can be pitted at all, as the larger sizes become badly disfigured in the process. It is a well-known fact that the Santa Clara prune, containing much more sugar than the San Joaquin prune (on which the principal experiments have thus far been made) clings much closer to the pit and is, therefore, much more difficult to handle in this way. As a result, the larger sizes (Santa Claras) cannot be pitted to make a presentable article. We have made a number of cookings, and found the pitted article quite tasteless. Anything new in our line naturally appeals to the retailer, but in our opinion he will soon tire of handling this article when he finds that the consumer does not discover the real prune flavor in the pitted article. What to our minds is even more important than the question of flavor is the opinion expressed by many here to the effect that pitted prunes will not keep."

### PERSONAL ITEMS.

E. C. Whitman, Canso, passed through Montreal on his way to Boston.

Theo. Labatt, vice-president St. Lawrence Sugar Refining Co., has returned from a pleasure trip to Pasadena, Cal.

A surprise party was in store for two of the MacLaren Imperial Cheese Co.'s representatives on Saturday. E. Hustwith and J. M. Wright received handsome stick tie pins for extra good work during the past month.

### AN EXAMPLE TO FOLLOW.

The employes of E. W. Gillett Co., Ltd., had an extra day's holiday last week, the company closing up for the Saturday between Good Friday and Easter Monday. This gave the large office and factory staff an opportunity of visiting their homes and friends in the country. Manufacturers and large employers of labor will find this a good enough example to follow. "Go thou and do likewise."

A. H. Brittain, of A. H. Brittain & Co., Montreal, is getting into print on menu cards. At one of the local restaurants every now and then business men read under "Fish" "Halifax Fish Cakes, Brittain Sauce." Mr. Brittain himself, while admitting the fish cakes, does not know where the sauce comes from, but it is safe to say that "Brittain Sauce" is becoming quite popular down town.



E. D. Smith's Preserves and Jams.

### OPPOSED TO SEEDED PRUNES.

Some Packers Are — Inventor Elliott Has a Peach-peeler Next.

T. H. Elliott, of Selma, Cal., inventor of the seeded prune process, has devised a peeled-peach machine which, it is claimed, will turn out peeled peaches at the rate of ten tons a day. Experiments have demonstrated the success of the machine. The machine-peeled peaches can be sold at a good profit for 4c. a pound below the usual price for hand-peeled peaches.

In noticing the new prune-seeding process recently the Canadian Grocer stated that Guggenheim & Co. had se-

pits will be the only kind to be found in retail stores. Some of the big coast packers who have been looking into the question of substituting pitted prunes for the kind that is now popular do not agree with this view.

One of the biggest of them, in a communication addressed to their eastern representatives, says:

"We have made no arrangements to pit prunes this season, and at present we have no intention of doing so. Our reason is that we believe the whole proposition will blow up in smoke after this season, and we are not going to a heavy expense for the purpose of having same prove absolutely worthless should the pitted prune business not turn out

## FROM GROCER CORRESPONDENTS

## INGERSOLL.

Following in the footsteps of several other places in the province, Ingersoll will soon have a dual telephone service. Over a year and a half ago, when the matter of renewing the contract with the Bell Telephone Co. was before the council, local men conceived the idea of forming an independent company. Action along this line was immediately taken; several of the more enterprising and monied citizens became interested, and the result has been that in a very few days this new company will have their system in operation. At the time when the new company was being promoted there was a strong sentiment in favor of opposition to the Bell, a fact that is borne out by the large number of subscribers secured by the new company. After securing a franchise from the council, the new company went on the warpath for subscribers, both the town and rural districts being canvassed very systematically. When the system is in operation the company will have over three hundred subscribers and there is every probability of the number being considerably augmented. Of course, there are many arguments against a dual telephone system, but as the situation is at present, both lines have simply got to be used if the ground is to be covered, and all up-to-date merchants are fully aware of the importance of the telephone.

Jacques & McPherson, grocers, whose stock was damaged by fire two weeks ago, have decided to discontinue business, a fact that will occasion no little regret with many customers and other friends in social and business circles. They enjoyed a large patronage, and their store was always neat and attractive. Mr. McPherson has decided to return to his "first love," the newspaper office, where he will do duty on a linotype, while Mr. Jacques will in all probability take up his abode in Uncle Sam's domain. Scores of friends here will wish them abundant success.

Judging from the attractive Easter windows, Ingersoll grocers are rapidly becoming educated to the importance of window displays. Never before was so much attention given to window dressing by local grocers as was the case last week. It has been truthfully said that the window is a fair index to the store and this was well exemplified in more than one instance last week. Not only did the windows contain many artistic features, in which Easter lilies played a prominent part, but seasonable articles were brought to the front in such a manner that the passer-by was almost sure to pause, and on second thought to enter and purchase. It is gratifying to note the progress that the grocers are making in dressing their windows and it is to be hoped that ere long some of them will enter The Canadian Grocer's competition.

As was predicted by your correspondent a week ago, maple syrup was a scarcity here on Saturday. Not a pint of the delicious fluid was offered for sale

and the season is believed to be about at a close. The supply has been very limited and but a small proportion of the citizens have laid in their supply. Eggs were plentiful and the price dropped to fifteen cents per dozen.

## KINGSTON.

"Easter trade very good this year" was the verdict of nearly every merchant I met. The market was a large one and well attended. Eggs were plentiful and brought 20c. a dozen, a few lots selling at 18c. Chickens and fowl were up on the roof, and you had to put up the shot to \$1.50 a pair to bring them down.

The display of Easter lilies and other early hot-house flowers was interesting. A reporter was around with his camera taking snap shots at them, and said he couldn't afford to buy any, but would be satisfied with a picture of them to look at; not to smell.

William M. Cammon has again been appointed market clerk and now the crooked farmers have to be straight around the square.

James Crawford got the contract for supplying the penitentiary with grocery staples and R. J. Carson, sundries. The prices were cut down to blood, the lowest being about \$500 lower than some of the tenders sent in. Tendering is a lottery; if prices go up, O.K., if they go down, N.G.

Herb Dunlop, late with Jas. Redden & Co., has secured the position of manager of the Calvin Co.'s store, Garden Island.

Alex. Sharp, the popular clerk for many years in the House of Commons, has returned, and may resume his duties as head clerk for Crawford & Co., grocers.

Andrew Shaw, formerly of the firm of Shaw Bros., grocers, Cornwall, and lately manager of the Charleston 5, 10 and 15 cent store, Ottawa, is going to open up on his own account in the 5 and 10 cent business in Hull. He is an old Kingston boy and we hope his venture will pan out nuggets of golden hue.

A company of wealthy Hebrews, of Montreal, have leased the Frontenac hotel, and will fit it up in style suitable for summer tourist trade. It is a much-needed luxury here. A New York man will be appointed manager. The hotel is situated close to the railway stations and steamboat offices, so tourists need not take a cab unless they want to take a drive around the block and come back where they started and pay 50c. for the trip.

Joseph Hiscock, agent for the Canadian Fruit Growers' Association, is opening up a branch in his old premises on the market square, where he first started in the grocery business twenty-seven years ago. Previous to that he was first engineer on one of the mail boats. He is now in the fruit and fancy goods trade.

James Redden & Co. have the contract again for supplying tea to the penitentiary.

Jim, the grocer, several years ago said that the Italian banana peddlers

ripened the bananas in their beds. This report went around like wildfire and no banana peddlers have since troubled Kingston. Hamilton correspondent, please note this fact.

## LONDON.

For a number of years there has been an organization of some sort amongst the retail grocers of London, but not until March of last year has it assumed an aggressive character. Prior to that time the Retail Grocers' Association seemed to exist solely for the purpose of holding an annual picnic, and it must be said that the picnic was invariably a success. But a little over a year ago the trade began to realize that the association, as it existed, did not fill the bill; that what was needed was an organization that would do things. The matter was taken hold of by some of the more enterprising grocers, and the result was the old association went out of business and a new one came in. The aims and objects of the latter are the advancement and protection of mutual interests and the maintaining of living prices, which means the doing away with the bargain counter. The first matter taken up was the institution of a weekly half-holiday (Wednesday afternoons) during the summer months, which was found to work so satisfactorily last season that it has been decided to continue it during the coming months. The telephone question is another important matter in which they have taken an active interest, the members having circulated a petition and several hundreds of signatures obtained asking the city council to insist on lower rates before granting a franchise. In addition to this is the movement previously referred to in The Canadian Grocer, looking to the appointment of a permanent secretary to look after the interests of the trade. Its objects being purely local, the association is independent of any other organization, and not one member approached by The Canadian Grocer on the subject could see any advantage to be gained by affiliation with the Retail Merchants' Association. Indeed, none could be found who appeared to have given such a proposition consideration, so that it is quite evident affiliation is not a live issue with the Retail Grocers' Association of London.

The retail grocers are worked up—at least some of them are—over the announcement of one of the most prominent Dundas street merchants of his determination to abolish credit and adopt the cash system. In his advertisements he quotes slightly reduced prices for various lines of goods, and it is this fact that is causing others in the trade anxiety. The Retail Grocers' Association is to meet this week to discuss the situation, and it is not unlikely that other grocers will consider it necessary to meet the cut prices. If so, citizens generally will be the last to complain. When interviewed by your correspondent the grocer in question said he was tired of the credit system and was determined to get out of it if possible. So far as price-cutting was concerned, he contended he was doing no more than other members of the association were doing, and that, too, without being called to account.

Local store clerks are making a move to secure early closing during the months of July and August. A number of them got together a few nights ago and discussed various plans. Finally, it was

decided to the stores during the year. Some were inclined favorably, that if a meeting is

John Lawcer, who a from the who visited into trade c He declares shipment a up between Mr. Lawso for the ship Canada.

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decided to ask the employers to close the stores at five o'clock every evening during the months named, instead of having Wednesday afternoons off, as last year. Some of the employers spoken to were inclined to regard the proposal favorably, and the clerks are hoping that if a majority adopt the suggestion the others will fall into line. Another meeting is to be held shortly.

John Lawson, the Dundas street grocer, who accompanied the delegates from the Canadian Boards of Trade who visited the West Indies to examine into trade conditions, has returned home. He declares that with proper care in shipment a great trade can be worked up between Canada and the islands. Mr. Lawson has made large contracts for the shipment of West India fruits to Canada.

**MONTREAL.**

W. Gray, who has been with Scroggie's grocery department for the past year, has left to accept a position with D. D. Munro & Co., further west on St. Catherine street. Mr. Gray will be missed at the big departmental store, where he had charge of the provision counter. He is a good man on bacon and smoked meats generally.

T. K. T. Stone has returned from a short trip to Peterboro and Toronto. Mrs. Stone accompanied him.

There is a feeling among the grocers in Point St. Charles that the next progressive move by sellers of foodstuffs in that district will be something in the way of a weekly holiday. It is thought that Wednesday or Thursday would be a good day to close, allowing the clerks opportunity to get around and enjoy themselves. If the movement was general it would be a success and Point grocers are very seriously considering the matter. What's the matter with grocers in every part of the city taking the idea up. Why not close for half a day a week anyway? It would be easy to educate the people to buy previous to the closing or immediately after re-opening.

Z. St. Onge, who for a long time worked with J. Stetson, Hibernia Road, has left Mr. Stetson, and with Mr. Gilbert, who formerly kept a store on Conway street, has purchased the business of Arthur McCrory, 525 St. Antoine street. The firm will carry on business under the name of St. Onge & Gilbert.

Boisvert Freres, Hibernia Road, have a fine store and everybody in it is kept hustling all day long. It is one of the largest places of business in the Point in the grocery line, and the fixtures are modern, making it possible to arrange the stock in a very economical and convenient manner.

Canada Maple Exchange has erected a booth in the grocery department of Scroggie's, and will demonstrate their specialties in that store.

**NEW BRUNSWICK.**

The Maritime Railway and Power Co. are installing a large and powerful plant at Maccan. These extensive works are being built for the purpose of supplying Amherst with electrical power and lighting. The slack coal from the coal mines, much of which now goes to waste, is to be used by these works in driving the 150 horse power engine which is being installed. All the extensive machinery for conveying coal, ashes, etc.,

is being installed by the Truro Foundry and Machine Company.

A wood-working establishment will shortly be started on the eastern side of La Have River, Lunenburg county, under the name of Tefler Bros., Ltd. Besides the Tefler Bros., several parties in Bridgewater are interested. The new company will go extensively into the manufacture of all kinds of house, office, store and church furnishings. The plant will be equipped with the most modern machinery.

T. H. Dupont, civil engineer, of Montreal, is in Summerside, P.E.I., taking a survey preparatory to revising the plans made some years ago for the waterworks and sewer system.

Emerson Biglow, an employe of the N. W. Eaton Co., Canning, and Joseph Biglow, one of the best known building contractors in Kings County, are preparing to leave for the northwest. Cornwallis is losing many of its estimable inhabitants this year, most of whom are consumed with desires for the Greater West.

James W. Day, a prominent business man of Parrsboro, N.S., has left for Edmonton, Alberta, where he intends to reside. He has been prominently identified with the affairs of the town for years, and on more than one occasion he has filled the office of chief magistrate of the town.

**PETERBOROUGH.**

A big business deal was put through in this city which was a general surprise, although of interest to everyone. On Thursday last E. F. Mason, of E. F. Mason & Co., purchased the stock, business and real estate of Jas. Edgumbe, one of the leading grocers. The store is situated in the north end of the city, and Mr. Edgumbe has worked up a very large trade of the best class. He has been in business for the past 19 years, and every year has seen an increase in trade. He has always carried a heavy stock of the best class of groceries, and he has enjoyed a turnover of over \$20,000 a year for several years. His only reason for selling out is failing health, and, of course, he got his price.

By the transfer Mr. Mason becomes the proprietor of three large grocery stores, one in the north end and two in the centre of the city, and all three are doing a big business.

The real estate in the transaction consists of the grocery store, a butcher shop, two dwellings and a good stable, all brick and well built. When the Coats Co., of Scotland, locate in the north end Mr. Mason will be already settled there, and the new premises are so built that the grocery store can be easily and advantageously enlarged. The price paid for the whole thing was \$12,000.

Mr. Mason is one of the most progressive merchants in the city. His

father established the main store some 27 years ago, and he took over the business after his father's death, about 14 years ago, and has conducted it since. In 1903 he established what is known as the south store, and it has proved very successful. This big grocer is a young man yet, but has proven himself capable and strictly up-to-date. He has been very successful.

The stores of E. F. Mason & Co. will be in charge of Mr. Mason, as general manager; Jas. Fanning is superintendent of the main store as before; D. H. Kernaghan, a very popular grocer, was taken from the south store and put in charge of the new one, and W. H. Dayman has been advanced to management of the south store.

Easter in Peterborough this year broke all records for this season. Never before were such crowds in the city on the Saturday following Good Friday. The stores were crowded from early morning until ten o'clock at night, and many customers were turned away. The grocers got their full share of the Easter shopping. They were kept so busy that it was impossible to sweep out and the delivery rigs were on the go until Sunday morning. The people simply flocked into the city from all the surrounding towns and villages, while the country roads were lined with farmers driving in. The stores were very attractively decorated for the holidays and it was a treat to just see the windows. The butcher shops report more than double the trade for Easter that they had at Christmas.

A number of the city merchants were up in the police court this week for blocking the sidewalk contrary to the by-law. They were all fined, and before long the other merchants will take a tumble and keep their boxes and bags off the street.

The flour and cereal mills here are greatly handicapped by the very slow movement of grain. There is very little coming from the west and practically none from local farmers. The roads in the country have not been very good lately and the farmers will not haul to the city. Last week some of the largest mills were closed down on account of having no wheat. They started again Monday but they cannot begin to cope with the great demand for their goods. The cereal mills could run twenty-four hours a day if the raw material could be secured. The supply has been short, however, ever since the heavy snow-storm in the west blocked the railroads.

The Quaker Oats Co. are now installing a new plant in their mammoth mills here for the manufacture of another cereal. This new food stuff will be known as Quaker Wheat Berries. It

(Continued on page 41.)

## PRIZE PROVISION DISPLAY

Window Dressing Which Won the Prize in The Canadian Grocer Competition—  
Done by H. Jones, for J. B. Kemp, of Pembroke.

Entries in the window dressing competition during February did not justify an award; neither did those received in March. We have bulked them, and the judges in their wisdom have distributed honors as follows:

1st prize, J. B. Kemp, Pembroke, dressed by H. Jones.

2nd prize, Gibbons Bros., Toronto, dressed by J. M. Thom.

this illustration, will stimulate interest and some activity in this direction.

Mr. Jones, who dressed the window, describes it in detail as follows:

Front centre: One side of green bacon, with two Windsor backs lying pointed toward centre; flanked right and left with one each Matthews' "Rose Brand" cooked hams. Right corner:

Right: With tomato catsup, one pyramid of corn. Left: With catsup, two artificial palms and wrapped Windsor backs.

Back centre: Cheese cases showing creamery brand, with one Canadian Stilton, one and one-half Roquefort, and one cheese lying on side (which unfortunately does not show), cheese cases surmounted with can tomatoes and catsup. Right and left: Pyramid of "Clover Leaf" salmon and "Sockeye" salmon, with olives on left and heavy tomato catsup on right.

Space left at back, both sides, to allow of easy access to goods.



PRIZE PROVISION WINDOW.

3rd prize, A. Hagmeier & Co., Hespeler, dressed by Gordon Hagmeier.

The window of J. B. Kemp, Pembroke, winner of the first prize, is reproduced herewith, and it is especially interesting in that it is a provision display. This is a department to which many grocers give too little attention, and it seems a fairly grounded hope that Mr. Kemp's evident success, as shown in

One pile of "Corona" creamery butter, one-lb. blocks, and one slab or side of Fearman's breakfast bacon. Left corner: One pile of butter as above and one side of Fowler's bacon.

Middle centre: One side of Davies' Wiltshire smoked bacon, cut as per English style, with extra fore-hock and gammon showing; flanked right and left with pails of lard, one pyramid of teas.

### SIMPLE AND EFFECTIVE.

A display in the window of Michie & Co., Toronto, impressed the writer as combining in a marked degree the qualities of simplicity and effectiveness. The background was honey, large jars placed on top of bulk packages. In front of that and occupying most of the win-

(Continued on page 47.)

# THE CANADIAN GROCER

Established 1888

The  
**MACLEAN PUBLISHING CO.**  
Limited.

**JOHN BAYNE MACLEAN** President

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

## OFFICES

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TORONTO . . . . . 10 Front Street East  
Telephone Main 2701

WINNIPEG . . . . . 511 Union Bank Bldg  
Telephone 3726

VANCOUVER . . . . . F. R. Munro

ST. JOHN, N.B. . . . . Geo. S. B. Perry

7 Market Wharf  
J. Hunter White

### UNITED STATES—

CHICAGO, ILL . . . . . 1001 Teutonic Bldg.  
J. Roland Kay

### GREAT BRITAIN—

LONDON . . . . . 88 Fleet Street, E.C.  
Telephone Central 12960

J. Meredith McKim

MANCHESTER . . . . . 92 Market Street  
H. S. Ashburner

### FRANCE—

PARIS . . . . . Agence Havas, 8 Place de la Bourse

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Orell Fussli & Co.

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

Published every Friday.

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## NEW ADVERTISERS.

Bryce, Chas. C. & Co., London, Eng.  
Canadian Coconut Co., Montreal.  
Farmers' Canning Co., Bloomfield, Ont.  
National Drug Co., Montreal.

## ORGANIZATION.

Our advocacy of a national association of retail grocers based upon provincial and local organization is not a passing fancy. We propose to keep at it until something is done. While urging the independent organization of the grocery trade we have insisted just as strongly that there should be an organized co-operation of all retail interests by some such scheme as an amalgamated board, to deal with matters, particularly legislation relating to the retail trade generally. It is interesting to know that a movement in this direction is now taking form in the United States. In the weekly Bulletin of the National Association of Retail Grocers, Secretary John A. Green, says:

There is at the present time a growing tendency toward a federation of the retail interests of the United States.

An invitation from Virginia asks that the grocers' association take part in a conference in regard to railroads and railroad rates, saying that invitations had been sent to, and naming represent-

atives of almost every body of retail merchants in the country.

A letter received within the last day or two from the National Arbitration and Peace Conference asks that representatives of our organization attend a meeting in New York April 14.

Many of the trade papers are taking up and advocating this proposition, and it may be but a short time before such a thing as a national meeting can be arranged or a conference of representatives from the retailers' associations all over the country.

This does not mean the wiping out of the individual retail associations by any means, but it does mean a concentration of strength, a union or unity of purpose, seeking to utilize our own resources for the advantage and benefit of all concerned.

The interest aroused by the National Hardware Dealers' Association, the National Jewelers' Association, our own association, as well as several others, in regard to opposition to the parcels post bill is but an instance which goes to prove that our interests in that matter are one.

The abuse of the garnishment law interests all members of these different associations alike.

The effect of the work and energies put forth from an individual standpoint is apparent, but did we work with a perfect understanding through a federation, our position would be impregnable.

Hence, it would be to the advantage of all, if before another congress was elected that a combination or federation of these interests could be brought about. It would be one of the greatest achievements of modern times in association work.

## A WARNING.

There are several men who appear to be systematically going about the country soliciting subscriptions for the MacLean Trade Newspapers and Magazines and are pocketing the proceeds where they are able to land a subscriber. Several people have been victimized in this way. Some of these men are not confining their efforts to the MacLean papers, but, from enquiries we have received from one or two of our contemporaries in the United States, are practising the same methods in regard to their publications.

Business men and others are cautioned to look out for these fraudulent canvassers, and we would take it as a great favor if they would notify us by wire, at our expense, should they meet any of these men, as it is our intention to prosecute them if we once get the hands of the law upon them.

No one is authorized to solicit subscriptions for us unless he has our regular subscription forms and a letter signed by us giving him the right to receive moneys on our behalf. Our friends, the travelers, frequently send us subscriptions, and, of course, where a merchant knows a traveler to be representative of a reputable house he may be sure that the subscription he may take will reach its proper destination.

We trust that our friends throughout the country will lend us their assistance in endeavoring to land these fraudulent solicitors. The names of the men and the localities in which they were last heard of are: C. H. Raymond, Berlin, Ont.; J. C. Murray, Farnham, Que.; McDonald, St. Hyacinthe, Que. There is another, operating in Galt, whose name we have not yet ascertained.

## TOMATOES.

The tomato situation is not solved. Different opinions are held about it. Some say it is sick, others that it is strong, and still others, steady. Probably the most pertinent question is "Do high prices check consumption?" Some say that at two tins for a quarter consumption is greater than at 10c., because a can in the house is used more quickly than another would be bought. Others scout the idea as ridiculous. We would like to have some retailers answer this question.

The somewhat curious situation in Toronto, outlined in the Toronto correspondence, leads one to ask what portion of the trade elsewhere is stocked, or partly stocked, with tomatoes of '05 pack. They are as good or better than last year's pack.

One thing the high prices have done. There has not been any speculation by retailers in 1906 tomatoes. And if indications are to be relied upon prices will be higher this season. A firm of Maryland brokers, Strasbaugh, Silver & Co., in their latest weekly circular, say:

"Only a few packers have been able to contract for anything like a half proportion of their usual acreage, and growers evidently have concluded that it is better not to contract at \$9 per ton when they remember the bid price during the last two packing seasons reached \$15, \$25, and even \$30, per ton. Prior to the last two years in question, the price for raw stock ranged at \$5 and \$6, sometimes \$7 and \$8 per ton. These figures, however, were not in "Harriman" days, and the farmer is as usual alert and in line with the spirit of the present age. Cans then used to sell at \$1.35 per hundred, now it is \$19 per thousand. Gasoline (used for fire) then cost 8 cents per gallon; this year it will be 18 cents, or possibly more, and the Standard Oil Company will not make contracts or promises to any. Solder then cost 12 cents per pound, now 20, 22, and may be more.









## Canned Goods

of all kinds are moving out well. Look over these prices and if you can use any, send us an order:

Loggie's Blueberries, 2s	1 00	Frankford Corn	75
Meaford Preserved Blueberries, 2s	1 10	Quaker Sugar Peas	85
Meaford Red Pitted Cherries, 2s	1 90	Meaford Peas	75
Meaford Egg Plums, 2s	1 10	Frankford Squash, 3s	90
Jumbo Brand Strawberries, 1s	1 20	Oak Bay Clams	1 00
Quaker Refugee Beans	90	Royal Club Haddie	90
Quaker Corn	92½	Leard's Lobsters, ½s	2 00
Quaker Fancy Sugar and Cream Corn	95	Cascade Salmon	1 00

and Pumpkin—remember that apples are away up and there is a big business doing in Pumpkin.

Quaker, 3s	92½	Ice Castle, 2s	40
Peacock, 3s	75	Peacock, gallons	2 50
Ice Castle, 3s	75		

## Sardines

Now is the time to replenish your stock of this line. For the finest trade we offer the Yacht Club Brand. They are exceptionally nice. Put up in the best Olive oil, 16 to 18 fish in a tin.

Yacht Club, ½s	12½	Opera Club, ½s	9½
Paradis, ½s	11½	Gabriel, ½s	8

## Pulled Figs

Just a few of this line left. Now is the time to sort up. Once your customers get using the pulled they will not want any more pressed figs.

Locoum, pulled, 5-lb. boxes	10	Locoum, pulled, 25-lb. boxes	9
7-crown Imperial, pulled, 60-lb. boxes	8	5-crown Choice, pulled, 60-lb. boxes	7

## Remember the 57 Varieties

Heinz food products will help any business along. You have a guarantee with every package that if your customers don't like the taste they get their money back.

## Rice

All kinds of rice are advancing. We have extra value in a Japan at 5c.

# H. P. ECKARDT & CO.

WHOLESALE GROCERS

TORONTO



FROM GROCER CORRESPONDENTS.

(Continued from page 33.)

is the whole wheat with the bran all left in. It is thoroughly cooked and is said to be very appetizing.

The new cereal is prepared by a special patented process owned and controlled by the Quaker Oats Co., and as yet has not been put on any market in the world.

The plant here, which has been manufactured especially for Quaker Wheat Berries, is nearing completion, and it is expected that the new cereal will be on the market by the 15th of April. It will be put up in the usual sized packages. The Peterborough mills will produce the goods not only for the Canadian trade, but for export to Great Britain, Europe, Japan, and in fact the company anticipates a demand for it from every wheat-eating country in the world.

CHATHAM.

Trustee John McCorvie is in Toronto this week, attending the Ontario Educational Association. At a special meeting of the civic Board of Education on March 28, Mr. McCorvie was delegated to represent that body at the O. E. A. Mr. McCorvie is also secretary-treasurer of the fund being raised to establish a memorial to the late James Brackin, for many years principal of McKeough School.

At the annual meeting on March 26, Hugh Malcolmson was re-elected chairman of the Public Hospital Board for 1907. Mr. Malcolmson has been a faithful worker for this institution since its establishment, and a great measure of its success is due to him. J. W. Dyer, the St. Clair Street grocer, is also a member of the Hospital Board.

The Wallaceburg sugar factory has resumed operations.

C. E. Lister, of the Maple City Creamery, was in Detroit last week, looking into the matter of sanitary, up-to-date appliances for the handling and bottling of milk.

TORONTO.

A fact that cannot fail to have struck anyone who pretends to keep in touch with "the passing show" is the extraordinary amount of emigration that is constantly going on from the central to the outlying parts of the city. New factories and new railways are crowding out the residents, and the grocers have no choice but to follow them if they wish to retain their trade. Scores of new stores have sprung up in the west end within the last few months, and most of them seem already to be doing a thriving trade. Houses vacated by the old residents in the centre of the city are being largely bought up by the Jews, but the English-speaking retailer does not consider their trade valuable enough to recompense him for the loss sustained by the departure of his old customers.

If the bill now before Parliament with regard to the dating and stamping of canned goods goes through before the present session is over, it will leave the grocer who has a heavy stock of these lines on hand in a somewhat ticklish position! One retailer, speaking to The Grocer, on the subject, took this view of the situation:

"I bought largely of canned tomatoes last season," said he, "at 90c. a dozen. Now, if this bill goes through, I shall have difficulty in convincing my customers that last year's stock is as good as this, though, from the standpoint of accuracy, the probabilities are that it is, if anything, better. I could, of course, sell back to the wholesalers at the present price of \$1.17½, but I have not been in business in this part of the city long enough to disregard the exceptional opportunity which is offered to me for making new customers by running a special sale of these goods at once, at last year's prices, thus giving my patrons the benefit of a 30c. reduction on the best price they could obtain elsewhere. This is the line I intend to take, so that the passage of the bill will not affect me particularly one way or the other."

Everyone reports a first-class Easter trade, but Easter brings disadvantages along with the compensations. Collections are always a little slow for a few weeks afterwards. People seem to take things easy for a little while, and money disappears.

A. Snyder has bought out H. W. Eaton, 262 Dundas street, and will move in next week. Mr. Snyder has been located on the corner of Maitland and Church for four years, and feels that he needs a change.

Mrs. MacMillan, who has been in the employ of F. G. Martin, King street, for several months, has left that position, and associated herself with the staff of F. Simpson & Sons, Yonge street, where she will assist Miss Gilkes in the office work. As her name indicates, Mrs. MacMillan hails frae bonnie Scotland, and losh! mon! but yon's a braw country! Where ilka laddie has his lassie, and the moonlicht nichts are bricht! Eh, well, and it's sair homesick a pair body may be for sic a land!

R. Higgins had a runaway the other day. The horse took fright and dashed down Crescent road and along Bloor, fortunately avoiding the cars. It finally made a bolt for the stable, where the delivery cart was found to be damaged and the harness wrecked.

In a certain district of the city an enterprising grocer, who had newly opened a store in competition with another member of the trade, whom he evidently expected to squelch right away, wrote on his window with chalk the following couplet:

"We lead,  
Others follow."

A practical joker in the neighborhood, who sympathized with the other man, rubbed out the word "others" and substituted "asses," the couplet reading:

"We lead,  
Asses follow."

Needless to say the chalk literature was speedily erased.

STRATFORD.

The grocers of the Classic City experienced a big demand for green fruits during the Easter season, in fact the demand has not decreased to any great extent. Bananas and oranges have been selling very well and in many cases the demand has exceeded the supply.

In the vegetable line the demand has been equally as great, and this year's produce, although high in price, has been retailed in large quantities by the grocers.

Lent is over, but the demand for fresh fish is still great. During Lent the various dealers in fish report an excellent demand. They were able to keep in large orders and had little trouble in disposing of their supply.

Many of the farmers in the surrounding country have already commenced to gather in the maple syrup, and the flow was reported to be good, but the cold snap of this week has somewhat checked the operations along this line.

Stratford is blessed with having a live retail merchants' association, which has done much to improve matters among the various merchants in the city. At present they have under consideration the advisability of establishing a delivery system, by which goods would be delivered to the residents four or five times a day with one extra trip on Saturday evenings. This will mean much less expense to the merchants, who would thus do away with their delivery rigs. It is purposed having special auto cars built for delivering the goods. The association is also discussing the enforcement of the early-closing by-law and will bring the matter before the city council at a future meeting. They strongly condemn the action of one or two merchants keeping their places of business open after certain hours, while the others are closed for the day.

Stratford's market is on Saturday, and every Saturday, rain or shine, finds farmers by the hundreds gathered on the market square ready for business. The market is a large one and one of the best in Western Ontario or even in Ontario. During the past two weeks eggs have greatly decreased in price. Two weeks ago they sold at 30c per dozen, now they are selling at 18c and 20c per dozen. Other prices are reasonable. Butter is very scarce and consequently the price remains about the same. For weeks past the fowl market has been limited, and although the demand is good, there is a great scarcity in all lines of fowl.

There is some talk of the price of meat advancing and housekeepers are somewhat anxious. It is reported that owing to the advanced prices quoted in a recently issued circular letter that the Toronto wholesalers have advanced the price of meat in almost all lines. One butcher remarked to your correspondent that the advance in the Toronto markets would certainly mean an advance in the local markets, owing to the fact that the farmers in the surrounding country would demand a higher price for their cattle.

Mr. Thos. Ballantyne, jr., left last week on a trip to the Old Country in the interests of the firm's cheese business. He will be absent about five weeks.

GUELPH.

The butchers in Guelph are greatly worked up about a proposal to take the building now used for their shops in the market and remodel it as a large office building. They claim if this is done that it will ruin the market, as they are the mainstay of it. Naturally,

## THE CANADIAN GROCER

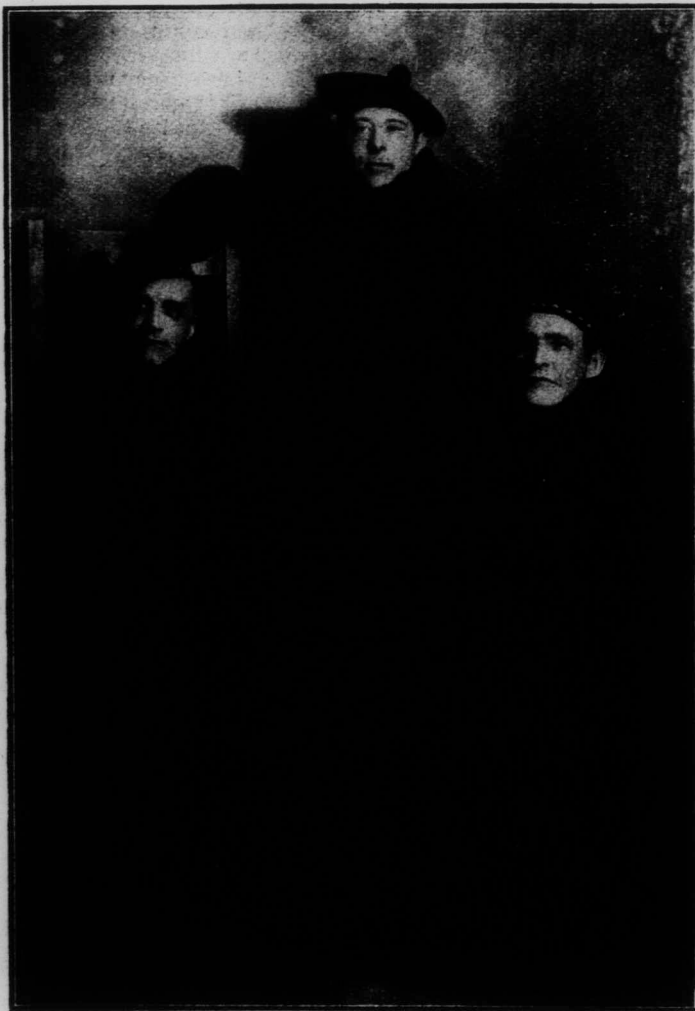
as the market is essential to a grocer's business, the grocers are watching the outcome with interest.

At Tuesday night's council meeting it was decided that the butchers would have to vacate the premises and in future this building will be used for offices. The grocers are wondering if the butchers' prophecy will prove to be right.

There is a lot of store remodelling going on in Guelph just now. The Kandy Kitchen confectionery and ice cream parlor are moving from their old

premises across the road to a large, new, up-to-date building. When completed they will have one of the finest places in Ontario.

There was a good Easter and Saturday market, chickens selling from \$1 to \$1.50 per pair, butter from 22 cents to 23 cents, and eggs 17 cents to 18 cents. Shoppers of Guelph are finding out that they can buy their produce from the grocers just as cheaply as on the market, as the grocer usually buys for trade and, therefore, can sell at the same price as paid.



### NOT ON A POLAR EXPEDITION—JUST TRAVELERS

This photograph was taken at Sudbury on March 1, and shows three travelers of renown in the north country as they arrived after circumnavigating the grocery trade of Manitoulin Island.

On the left is Lou Chapman, of Davidson & Hay, Toronto, who has been more than holding his own on the road for 25 years; on the right is Thos. Scott, of Comfort Soap, and between them, but quite above them, as you will notice, is C. W. Soper, of the Ogilvie Milling Co. They drove across the ice from Massie and hit the Island at Lit-

tle Current. They went around the Island to Gore Bay and escaped via Spanish River.

Those nice looking beaver coats invited weather, and they got it—stormy and 28 to 30 degrees below zero. Evidently the mercury heard them coming and ducked for the cyclone cellar.

But they did business as usual, found it good and warmed up to the excitement at Manitowaning, where machinery, brought in over the ice, is being installed for development work. Boring is now going on at Gore Bay and other places.

### RETAIL MERCHANTS' PRESIDENT AGAIN DISCUSSES ORGANIZATION.

To the Editor of The Canadian Grocer :

With your permission I desire to reply to "Believer in Organization" and your Peterboro correspondent re their remarks in connection with the proposed grocers' organization. Both articles show an interest in association work, but lack in knowledge as to the great drawbacks in connection with such work. There is no doubt that the grocers should be a stronger section of the Retail Merchants' Association than what they are, but because they are part and parcel of that body is not the reason that they are not stronger. To my mind because the grocers themselves take very little active interest in the efforts made by our officers when matters concerning them are being dealt with, is one reason of complaint. I say active, because we always found they were in sympathy with the work and never objected paying their fees, but as long as someone else did the work they were satisfied to have our head office plan and work without their section taking upon themselves the initiation or responsibility of anything. However, this should not continue, and thanks to The Grocer's agitation, I believe we may yet get this particular line of trade awakened up to the great benefits of meeting together and discussing the many problems relative to their own line of business. In our association we have the grocers' section, which is composed of grocers' sections in the different cities and towns of the province. They are governed by a Provincial Board of Grocers, at whose call they meet in convention once a year. All matters concerning grocers alone are discussed at this convention and are referred, as the case may be, to the Dominion Board of the R.M.A., if a Dominion matter, that requires the assistance of all branches of trade; to the Provincial Board of the R.M.A. if a provincial matter that requires the assistance of all branches of the trade, or to its own Provincial Board, if purely a foodstuff question, which only requires the backing of themselves.

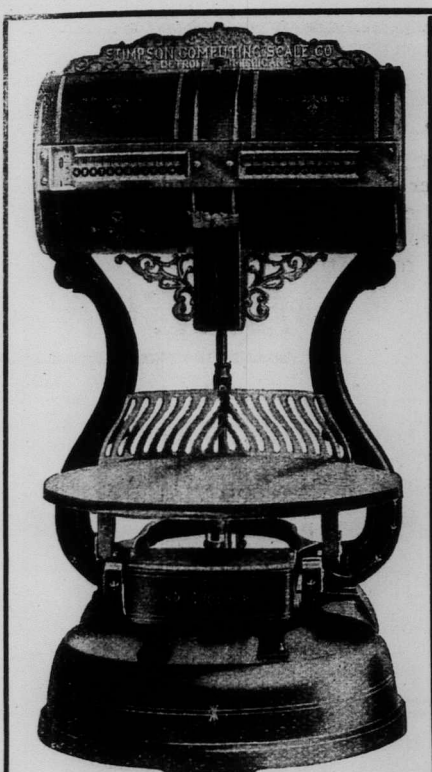
Now, it's all right to stand outside and say: "As grocers we have so many things affecting ourselves that we should be alone and must be alone," but the fact of the matter is, if you give the question any thought, there are very few things but affect all classes of retailers alike. Take for instance, the premium evil, transient traders and peddlers, insurance, freight rates at both ends, legislation regarding co-operative stores, criminal code, unfair means of advertising, corporations who are not amenable to the law the same as individuals, etc. All these things affect the grocers, and they also affect the dry goods, the hardware, the druggist, and all the others; why, Mr. Editor, this proposed single trade organization would be asking the assistance of the Retail Merchants in almost every question it would bring up. It would have very little weight with such large questions as I have mentioned above if they were only presented by one line of trade. But, on the other hand, I do admit, when a purely foodstuff question comes up, it is useless expecting a drygoodsman to deal with it; hence the provision made in our constitution al-



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**AUTOMATIC SCALES FOR BUTCHERS AND GROCERS**

95 per cent. of your capital is in your stock. If it pays you to have a cash register to take care of the 5 per cent. you have in cash it should pay you more to have an accurate scale.

Ask us about it.

**Simpson Computing Scale Co.**  
34 Arthur St. Cor. Notre Dame Ave.,  
**WINNIPEG**

lowing each section the privilege of dealing with their own matters.

I now come to the weak point mentioned by "Believer in Organization." In some instances, it is true, our sections depend on the main body, in fact, I have stated above this is a fault, but this does not prove that a section of a purely grocers' body would not do the same—it is because of an indifference to their own interest that they are inactive. They want stirring up. The Peterboro correspondent has the same complaint regarding their section, but in general, he seems to be quite in favor of a plan similar to that already adopted by our association, that is, with the "Greater Britain idea," which is just exactly what we have been working on since our beginning as an association.

Now, Mr. Editor, I have taken up considerable space, but as I invited a certain part of this in my last week's letter, I felt called upon to reply as fully as possible.

H. C. ELLIS.

J. B. Freeman & Son, Milton, have sold their grocery business to Geo. Griffith, who has been traveling a year for the Simpson Co., Guelph, and was formerly in business for himself. The change took place this week.

**COMMON SENSE**

**KILLS** { Roaches and Bed-Bugs  
Rats and Mice

All Dealers and 381 Queen St. W.  
TORONTO, ONT.

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

**Expert Bookkeeping**

Investigation and auditing of all classes of accounts undertaken. Trading, profit and loss accounts and balance sheets prepared. Sets of books opened and office systems devised in an up-to-date manner. Collection of accounts a specialty.

**Davenport, Pickup & Co.**  
622 McIntyre Block and 422 Ashdown Block  
WINNIPEG, MAN.

**Square your accounts**

**EVEN THOUGH YOUR TRADE DOES NOT DEMAND THE BEST—YOU SHOULD SELL**

*Gold Standard* JAVA & MOCHA

**"THE-CHAFFLESS-COFFEE"**

BECAUSE IT WILL BRING NEW COFFEE CUSTOMERS TO YOUR STORE. TRY IT.

**THE CODVILLE-GEORGESON CO., LTD.**  
Winnipeg.

*It pays to have proper connections in*

**The West**

We have first-class facilities for distributing cars and we make a specialty of this line.

Consign your cars to us and please your customers.

Our storage facilities are complete—plenty of room in our new quarters.

Charges Reasonable Satisfaction Guaranteed

**R. B. WISEMAN & CO.**

Storage, Warehousing and Distributing Agents

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Before buying

**SALT**

Write us for quotations and we can save you money

**Mason & Hickey**

108 Princess Street, WINNIPEG, Man.

# EASTER TRADE

In anticipation of the Easter Trade requirements we have prepared this season a Choice Stock of Mild Cured

**Smoked Hams**  
**Breakfast Bacon**  
**Skinned Backs**

Made from Selected Young Pea Fed Hogs

To avoid disappointment in shipping, would advise Immediate Booking of your order. Write us to-day,

**THE PARK, BLACKWELL CO.**  
PORK AND BEEF PACKERS LIMITED  
**TORONTO**

# ENGLISH

## BREAKFAST

# BACON

No finer Bacon made. Goes well with Fresh Eggs for Easter trade. We can supply you promptly both with the Bacon and with the Eggs.

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

The Strongest Argument in favor of our Corona Hams and Bacon is the continued increase in their sales.

**CORONA**  
**HAMS**

AND

**BREAKFAST**  
**BACON**

**We Have No Retail Stores**

**The Montreal Packing Co.**  
LIMITED  
MONTREAL, P.Q.

**A Surety of Success**



The Ryan Brand has been that to hundreds of retailers. The people insist on our

**Bacon, Ham and Eggs, Cheese, Butter, Sausage, Bologna and Lard**

because of the recognized purity and wholesomeness of our provisions.



**The WM. RYAN CO., Limited**

70-72 Front St. E.  
**TORONTO, ONT.**

Better this week in nearly all things their difficult to some little factories ever, it is the milk r are attrac to the high tained for Up to th been recei line of nev a couple o ung order period is lots of fo different e disposed o ders do no cheese man more as pr port cheese the fodder Talk aro that there cheese. T one party April at 12 satisfactory Locally t ing done i on about th week. The

Last wee against eac instead of prices adv f.o.m. count action follo \$6.65, the number of v It is the sa we describe vance in pr been in th the Old Cou bered that about 75 p the aggrega ing the live the parity tain is som The Old C to lower an time at th tatio killing higher, 22,0 Beginning province, th week enteri must undoul pork packin meetings wi

# Dairy Produce and Provisions

## CHEESE AND BUTTER BULLETIN

Better conditions prevail in cheese this week. Factories have opened up in nearly all districts and are beginning their annual make. It is not so difficult to obtain milk as it has been for some little time past—since the first factories opened for the season. However, it is no easy matter to secure all the milk required from the farmers, who are attracted to butter making owing to the high prices which have been maintained for that article.

Up to the present time there has not been received locally very much in the line of new cheese. The factories take a couple of weeks to get into real running order, and their output during that period is necessarily limited. A few lots of foddere are being received by different concerns, but these are easily disposed of for fairly good prices. Fodders do not cut much of a figure in the cheese market, and are to be regarded more as preliminary to the make of export cheese which comes each year after the foddere are a thing of the past.

Talk around the trade is to the effect that there will be a high opening in cheese. The Grocer understands that one party this week contracted for April at 12c., which is certainly a very satisfactory figure for a beginning.

Locally there is a very nice trade being done in cheese at prices which are on about the same level as those of last week. The close of the Easter season

has not brought with it any perceptible falling off in the demand for cheese.

Some nice lots of new butter have been offered and taken on the market during the week. The newly arrived stock was of very good quality, and what reached the local market was quickly taken up by purchasers.

Quite a number of creameries are open and more are about to begin operations. Once the season is well under way it is not thought that there will be any scarcity of good butter. The high ruling prices have been the means of diverting the milk supply of many farmers to butter instead of cheese. For the first couple of weeks of the season Montreal will not receive very large lots, as local demand will take care of any surplus stock turned out by creameries or made by farmers. There is not much dairy butter on the market, what there is being held principally in the country, where there is greater call for it than in the cities.

Of old butter, including returned creamery, the market is pretty well bare, although some stocks are held. What there is in store is just sufficient to hold the market steady, making it impossible for prices on new make to assume sky rocket tendencies.

On the whole, since new butter has begun to arrive in fairly large quantities, the market has eased off, and prices asked this week are a fraction lower than those which ruled at the time of last writing.

## THE PROVISION SITUATION

Last week the packers got bidding against each other again for hogs and instead of the recession expected early prices advanced to \$6.75 or \$6.80 I.O.B. country points. This week the reaction follows and there is a return to \$6.65, the price that has ruled for a number of weeks. Even \$6.60 is quoted. It is the same old see-saw, up-and-down, we described some weeks ago. The advance in prices paid for live hogs has been in the face of poor conditions in the Old Country, and when it is remembered that Canadian packers export about 75 per cent. of their product in the aggregate, their hardihood in keeping the live hog market 4s. to 6s. above the parity for products in Great Britain is somewhat perplexing.

The Old Country market is unchanged to lower and quiet. Danish killings continue at the high level of 25,000. Ontario killings last week were somewhat higher, 22,000 to 25,000.

Beginning in the eastern end of the province, the Ontario Government is this week entering upon an undertaking which must undoubtedly tend to strengthen the pork packing industry. Thirty farmers' meetings will be held this month in the

interest of production of the bacon hog as an adjunct to dairying. Superintendent of Farmers' Institutes Geo. A. Putnam, says:

"It is believed that the farmers in many sections of eastern Ontario could produce a larger number of hogs, with much profit to themselves. This is an industry which should go hand in hand with dairying, and we find that in many of the counties where dairy products are the leading output, the production of bacon has not yet reached the proportions which we would expect."

The pork packers are co-operating with the Government in the matter, and the representatives of the Department of Agriculture who will attend to instruct the farmers regarding desirable types of hogs, approved methods of feeding and care will have visited packing houses in Montreal and Toronto and secured from the packers all the information they desire to give.

Following the meetings, sales will be held of male and female bacon hogs, in which also the Government and the packers will co-operate.

This is the first direct Government undertaking of the kind in Ontario to in-

crease the production of hogs of the right kind. It is to be hoped the effort will be extended to cover the province.

The Canadian Dairyman, in advertising hogs as a profitable sideline to dairying, says:—

"Our trade with Great Britain demands that we breed a type of hog suitable for the production of first-class bacon. Short-sided, heavy-shouldered, thick fat pigs are almost impossible of conversion into good bacon. Many farmers contend that the fat type of hog can be produced much more cheaply than the bacon type. Consequently they are satisfied to produce the fat type. These coming into competition with the bacon hog, are cut in prices, and the cry is raised that there is no money in hogs. The results of feeding experiments at Guelph and Ottawa, however, disprove the contention that fat hogs can be produced more cheaply than bacon hogs. They fail to demonstrate any fixed relation between the type of hog and the cost of producing one hundred pounds increase in weight. The experience of practical hog breeders verifies these results.

"Hogs are a class of animal that can be raised cheaply. They have great powers of assimilation. The feeding period is short, as they can be brought to a marketable condition in from six to eight months from birth. They can be housed cheaply and they are wonderfully prolific. These factors unite to make the hog industry a profitable one. Especially is this the case when hog raising is allied with the dairy industry. The by-products from the dairy form a cheap and effective food for the production of bacon, and convert what otherwise would be a loss into a marketable product. It has been pointed out many times that dairy farmers can profitably raise four hogs for each cow they keep. Considering the factors afore-mentioned, and the present demand and high prices ruling for bacon hogs, do not the facts warrant the assertion that hogs are a profitable side line to dairying?"

Dairy by-products, with grains and meal, make the very best kind of food for hogs and the best kind of bacon.

## PROVISION MARKETS

### MONTREAL.

PROVISIONS.—Lard is slightly stiffer this week. Demand for this line is very good for the season. Hams and bacon are not moving out very freely, grocers being pretty well stocked up with goods bought for Easter. From now on, however, there will be good trading in smoked meats.

Lard, pure tierces	0 12½ 0 12½
" " 56-lb. tubs	0 12½ 0 12½
" " 20-lb. pails, wood	0 12½ 0 13
" " cases, 10-lb. tins, 60 lbs. in case	0 12½ 0 13
" " 5-lb.	0 12½ 0 13
" " 3-lb.	0 13 0 13½
Lard, compound tierces, per lb.	0 09½ 0 09½
" " tubs	0 09½ 0 09½
" " 20-lb. pails, wood	2 05 2 10
" " 20-lb. pails, tin	1 95 2 00
" " cases, 1-lb. tins, 60 lbs. in case	0 10 0 10½
" " 5-lb.	0 10½ 0 10½
" " 3-lb.	0 10 0 10½
Wood net, tin packages, gross weight—	
Canadian short cut mess pork	23 00 23 50
American short cut clear	23 00 24 50

**BUTTER, CHEESE, EGGS**

If you have Butter, Cheese or Eggs to sell, write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.

**B. H. POWER**

218 ARGYLE STREET, HALIFAX, N.S.

**WINDSOR SALT**

TABLE, DAIRY and CHEESE SALT  
FINE and COARSE SALT

Write for prices

Toronto Salt Works

Agents for

WINDSOR SALT

**BUTTER and EGGS**

— WE ARE —

**BUYERS and SELLERS**

Correspondence solicited from ONTARIO, MANITOBA and LOWER PROVINCES.

**Rutherford, Marshall & Co.**

Wholesale Produce Merchants,

TORONTO.

ORDER NOW

**Butter  
Tubs**

**Boxes and Paper**

Best Goods, Prompt Shipment

Prices Right

**WALTER WOODS & CO.**

Hamilton and Winnipeg

**SPRINGTIME is at Hand!**

The season for increasing the sales of

**Clark's Canned Meats**

is opening.

For fine quality and perfect condition of our products, and careful attention to the best interests of the trade,

**We Yield Place to None!**

American fat back	24 25	24 75
Breakfast bacon, per lb	0 15	0 15 1/2
Hams	0 14	0 16
Hams, extra large	0 13	
Extra plate beef, per bbl	12 50	13 00

**BUTTER.**—This week the market is somewhat easier, prices being slightly lower. New make is beginning to arrive, but receipts so far have been small.

New creamery, choice, boxes	0 26	0 28
" " pound prints	0 26 1/2	0 27
Medium creamery	0 24	0 25
Western dairy	0 21	0 22
Large rolls	0 22	0 24

**CHEESE.**—A few new cheese, foders, have arrived and these are quoted at 13 1/2c. Old cheese, which is in better demand, is selling at 14c. to 14 1/2c.

**EGGS.**—Prices continue to decline. Since Easter has passed there has been a further slump, and first-class eggs are obtainable to-day at 17c. to 18c. Receipts are increasing.

**HONEY.**—Prices this week are easier. Demand is better than it has been for some little time.

White clover comb honey	0 13	0 14
White clover, extracted tins	0 09	0 10
Buckwheat	0 07	0 08 1/2

TORONTO.

**PROVISIONS.**—Demand continues quiet and prices are unchanged. Last June prices were fractionally higher than at present and packers interpret that to mean they may go a little high-

er again this summer, but it will be after the heavy consumption commences.

Long clear bacon, per lb	0 11 1/2	0 11 1/2
Smoked breakfast bacon, per lb	0 15 1/2	0 16
Roll bacon, per lb	0 11	0 11 1/2
Small hams, per lb	0 15 1/2	0 16
Medium hams, per lb	0 14 1/2	0 15
Large hams, per lb	0 11	0 11 1/2
Shoulder hams, per lb	0 11	0 11 1/2
Backs, plain, per lb	0 16	0 16 1/2
" " pea meal	0 17	0 18
Heavy mess pork, per bbl	22 50	24 00
Short cut, per bbl	22 50	24 00
Lard, tierces, per lb	0 12	0 12 1/2
" " tubs	0 12 1/2	0 12 1/2
" " pails	0 12 1/2	0 12 1/2
" compounds, per lb	0 16 1/2	0 16 1/2
Plate beef, per 200-lb. bbl	11 00	12 00
Beef, hind quarters	8 50	9 50
" front quarters	5 00	6 00
" choice carcasses	7 00	8 00
" common	4 50	5 50
Mutton	0 08	0 10
Lamb	0 11 1/2	0 14
Hogs, street lots	9 00	9 50
Veal	0 09	0 11 1/2

**BUTTER.**—Supplies are increasing very slowly and prices are pretty firm and about unchanged. Creamery is scarce, especially solids, and the slight increase is in dairy. It is expected another fortnight will show a decided movement and dealers are keeping their stocks well cleaned up.

Creamery prints	0 8	0 29
" solids	0 25	0 26
Dairy prints, choice	0 24	0 24
" " ordinary	0 21	0 23
" rolls, large choice	0 23	0 24
" tubs, choice	0 21	0 22
Baker's butter	0 18	0 21

**EGGS.**—Prices are down to 16 1/2c. to 17c. and for a little while they are expected to remain about that. The season has not yet advanced to the point where the hens work overtime and in the northern districts they have scarcely started to work. One jobber estimates that when production is at its height, receipts will be easily three times what they are now. Consumption was never so heavy in the city. Nevertheless some eggs are already going into storage. The pickling season has not yet arrived, however. Last Saturday eggs sold here, wholesale at 17c. On the Saturday before Easter last year which fell a fortnight later they sold at 15 1/2c. Then, however, storage stocks were a drag on the market; this year they were all cleaned up long ago.

Eggs (strictly new laid) ..... 0 22

**CHEESE.**—Prices continue firm.

Cheese, large	0 14 1/2	0 14
" twins	0 14	0 14

**HONEY.**—Honey is moving very slowly. While prices are firm, the season is

**EXPORT TRADE DEPARTMENT**

Firms Abroad Open for Canadian Business

**JAMES METHVEN, SON & CO.**

St. George's House  
EASTCHEAP, LONDON, ENG.

Large connection amongst best Wholesale Grocers and Bakers in Great Britain. We also ship several British lines to United States and Canada. Correspondence invited.

**A. C. DOUGHTY & CO.**

Head Office, 39 Eastcheap, LONDON.  
PROVISION IMPORTERS

Invite consignments of Bacon, Hams, Butter, Cheese and Poultry. Telegraphic Address: Avouching, LONDON. Codes: A. B. C. 4th and 5th editions, A1, Western Union. Highest References.

**HENRY COLBECK**

NEWCASTLE-UPON-TYNE.

Invite consignments of green and dried fruits. Newcastle is the centre of one of the largest mining and industrial districts in the United Kingdom, with a population of upwards of 1,000,000 within a 20-mile radius.

**DAVID SCOTT & CO.**

Established 1878. 10 North John St.  
LIVERPOOL, ENGLAND.

Splendid connections and references. Try us with a shipment of CANNED GOODS.  
T. A.—Scottish, Liverpool.

**JAMES MARSHALL**

ABERDEEN, SCOTLAND,

invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A. B. C. 4th and 5th Eds.

**W. C. GREGSON & CO.,**

PROVISIONS CEREALS POULTRY  
LIVERPOOL, Produce Exchange Bldg.



getting on and holders would like to find buyers.

Honey, strained, 60 lb tins .....	0 11
" " " 10 lb tins .....	0 12
" " " 5 lb tins .....	0 12
" " in the comb, per doz .....	2 00
Buckwheat honey, per lb. ....	0 15
" " in comb, per doz .....	1 50

**POULTRY.**—Demand for everything but chickens is very light and prices are unchanged.

Live Weight.	
Old fowl .....	0 10
Ducks .....	0 17
Young chickens .....	0 12
Dressed weight.	
Old fowl .....	0 11
Ducks .....	0 14
Young chickens .....	0 13
Geese .....	0 10
Tom Turkeys .....	0 14
Hen " .....	0 18

**WINDOW DRESSING.**

(Continued from page 34.)

low were Franco-American soups, small piles in orderly array. These soups are wrapped in plain paper. Each pile was topped by a can without the wrapper, showing the decorative label. There were perhaps 20 of these little pyramids of soups. In front was a one-line display of figs and maple syrup, a pile of maple sugar in blocks in the centre, glass jars of stuffed figs and dates to right and left, these on their sides, and at the ends an oblong basket of high-grade pulled figs.

This display would be allowed to remain in the window probably only a day or two. In building up the display at the back of the window it is a common practice of the Michie & Co. window-dresser to use original or bulk packages and top it off with some open-end samples of the same goods.

**AN "ENDLESS BELT" DISPLAY.**

The Business Man's Magazine calls attention to a new idea in window display. The invention is to the credit of an ingenious and enterprising Cleveland merchant, and consisted of multiplying by four the window display space in his disposal. This is how he did it:

The window floor was arranged so that it revolved like an endless chain over two drums at either end; the window floor extending back into the store the depth of the window and being separated by a black velvet cloth.

The different aluminum articles—about 200 in number—were wired to the moving window floor, and thus produced such a unique and striking effect as to challenge the attention of large numbers of pedestrians.

Before this device was installed, only fifty pieces could be shown, and those in the old-time, stationary style; Merchants in many other lines of business may find it to their advantage to employ this novel method of attracting attention to their windows, for, in this case at least, the cost was only nominal, the device being home-made, simple in design, inexpensive and driven by a small electric motor concealed below the floor.

**AN ENGLISH VIEW OF THE CHEESE TRADE**

**A Canadian View.**

W. A. MacKinnon, Canadian Commercial Agent at Bristol, in a communication to the Department of Trade and Commerce on the last day of February, says of cheese:

"The present remarkable condition of the cheese market is of serious importance to the middle and working classes. Prices have been rising in the wholesale market for some months; the open market is nearly bare of supplies; the limited stocks that are warehoused belong to a few large speculators; many retail shops cannot supply their requirements, and there are warnings that the retail price per pound may go up another penny during this month."

A fortnight ago there were only 108,000 boxes of cheese in London public warehouses, equal to about four weeks' supply. One of the largest wholesale firms expressed an opinion that before March the first, quotations would reach 70s. per cwt. That this estimate was not very far wrong is shown by to-day's market report in the Times, which states that "the quotation for Canadian generally ranges from 67s. to 68s., and a possibility of a further advance is being discussed owing to the comparatively reduced stocks to cope with consumption the next two months."

On February 1, 1905, there were 316,000 boxes of Canadian cheese in stock in London, Liverpool and Bristol; the current market price was then 53s. per cwt. On February 1, this year, the corresponding stock was 313,000 boxes, and the current market price was 6s. 5d. The rise was equal to £12 per ton, making a difference to the public in retail shops of 1½d. per pound.

A London journal suggests the four following causes as having operated to bring about the present short supply:

1. The exceptionally fine summer, which produced greatly increased consumption.
2. The tinned meat scare, which drove thousands of households to substitute cheese.
3. The year's improved trade, which enlarged the buying powers of the workers.
4. The operations of a couple of very large firms which have practically "cornered" the present warehoused supplies.

Mr. MacKinnon's report was shown to President Henry Wright, of the MacLaren Imperial Cheese Co., and he paid Mr. MacKinnon the compliment of saying that whatever he wrote was sure to be all right. Mr. Wright stated he would be surprised if cheese did not go to 70s. yet.

"For the past few years," said Mr. Wright, "three of the largest houses in England have been trying to control the Canadian market. What was the result? They didn't corner the market but they secured a very large percentage of the cheese in Canada, and their competition raised prices. In the meantime the canned goods scare comes along and the people rush to eat cheese and the actual condition to-day is a

question of supply and demand. The cheese has been consumed. Canadian cheese has been of such a very high quality that it has come very close to the English and Scotch makes. In former years the English and Scotch makes would bring from 5s. to 10s. more than Canadian. Now Canadian cheese is holding its own pretty well."

A Canadian shipper, one of the largest Toronto buyers, has sold cheese lately as high as 13½c. f.o.b. Present prices for new fodder cheese are regarded as ridiculous. Two years ago April cheese was obtainable at 8½c. to 9c. Last year it was 11c. This year 12½c. is being paid.

This year for the first time, Australian cheese will compete with Canadian on the English market. It is bringing 52s.

**HERE AND THERE WITH THE TRADE.**

W. A. Warren, of Warren Bros. & Co., Toronto, is confined to his home by a cold.

Miss E. J. Sanderson, Millbrook Station, has sold out and will move to Peterboro to start a restaurant.

H. M. Cowan, of the John Sloan & Co. sample room staff, has accepted a position with A. Powis, broker, Hamilton. Before leaving Sloan & Co. he was presented with an umbrella.

A. Smith, Garden Hill Station, has got the western fever and wants to sell out. His business has proved a very profitable one but he has been investing some in western land and likes it.

Geo. H. Barr, of London, has given up his position as instructor in dairy work in Western Ontario, and will enter the Agricultural Department at Ottawa. He will be succeeded by J. H. Hems.

W. A. Armstrong, for some years in the sample room of John Sloan & Co., Toronto, and latterly traveler in the city, has left to accept a position with Telfer Bros., Collingwood. Before leaving he was presented by the staff of John Sloan & Co. with a very handsome locket. J. W. Stockes, traveler for the J. G. Harvey Chemical Co., has been engaged to fill the place of traveler vacated by Mr. Armstrong.

**COULDN'T DO WITHOUT US.**

Mr. McCorvie, grocer, Chatham, Ont., was a caller at The Grocer office this week. Mr. McCorvie was representing the Chatham Board of Education at the meeting of the Ontario Educational Association, being held this week. He has been a subscriber to The Grocer for about fifteen years and says he could not get along without it.

"We do not know of any solution or wash for putting on the window panes to prevent a formation of frost."



**QUEEN QUALITY PICKLES**  
Sweet—Mixed and Chow  
Bulk Pickles  
Tomato Catsup  
Worcester Sauce

Buy and use the best Pickles.

**TAYLOR & PRINGLE CO., Limited**  
OWEN SOUND

**CONDENSED OR "WANT" ADVERTISEMENTS**

**BUSINESS CHANCES.**

**JOHN NEW**, Real Estate and Business Broker, 156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

**GROCERY BUSINESSES**—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

**\$11,000 GENERAL BUSINESS**, good country town, eighty cents on invoice. John New.

**\$5,000 HARDWARE**—Trade of twenty thousand yearly, clean stock, little opposition, good town. John New.

If you want to buy or sell a business, write, John New, Toronto.

**SITUATION VACANT.**

**BRIGHT**, intelligent boy wanted in every town and village in Canada; good pay, besides a gift of a watch for good work. Apply the MacLean Publishing Company, 10 Front St. E., Toronto.

**SITUATION WANTED.**

**ENERGETIC**, capable English grocer (36) married, desires situation in the Northwest or British Columbia; sailing May 3. W.G., 411 Market Place, Weaste, Manchester, England.

**COMPETENT** and reliable young man, with references, wants position as traveller in West. Send all applications to Box 142, GROCER, Toronto. [15]

**TRAVELLER WANTED**

**WANTED**—By a leading wholesale house in Calgary, an experienced grocery traveller; only those who are capable of earning a good salary need apply; references required. Address Box Z, Calgary.

**WANTED**—Traveller calling on grocery and drug trade in Maritime Provinces; also one for Manitoba and Northwest. Address Box Q, CANADIAN GROCER, Toronto.

**MAPLE SYRUP**

Packed by  
**Canada Maple Exchange**  
**SMALL'S SELECTED**

By experts has been given first place world over. It is oldest registered brand in British Empire and highest priced brand in the world. Scientifically packed in kiln-dry cases, each tin wrapped in tissue. Fourteen years to all climates without complaint. Will you experiment with new brands?

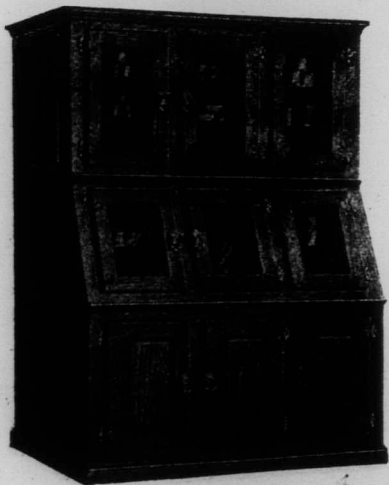
ALL JOBBERS

**SMALL'S CREMO FROSTING** should be in every shop.



**REFRIGERATORS**

We manufacture the largest line of refrigerators in Canada. In oak and northern ash cases. Vitrified enamel glass and galvanized



linings. For grocers, butchers, clubs and family use. Any size made to order on short notice. Send for general catalogue, showing twenty different sizes.

**J. H. HANSON**

422 and 424 St. Paul St.

**MONTREAL**

**The "Horse Shoe" is Emblematic of Good Luck**

Grocers carrying cured meats in stock can testify that

**"HORSE SHOE" Brands**

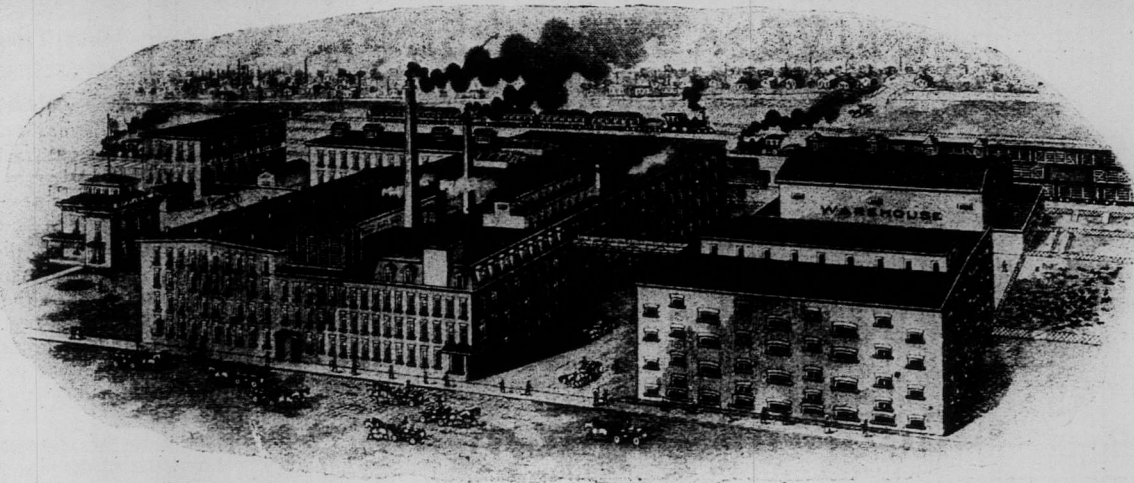
OF

**Hams, Breakfast Bacon, Skinned Backs and Short Rolls**

have brought them good luck. Write for trial order.

**JOHN DUFF & SON**

**HAMILTON, ONT.**



## Beaver Brand Special Hams. "The brand that's in demand."

Nowadays people are reading advertising to find out what to buy and **why**, and, after all, that is the story that interests you the most. Each week we will tell you **why** the Ingersoll way of curing and preparing the many food products they offer to the public is the best way. Stock your store with brands of meat products that move because they have behind them the power of merit, the brand that bears the name of "Beaver," made by the Ingersoll Packing Co., at Ingersoll, Ont.



Next week we will tell you in detail why Beaver Special Hams are in the best demand, and how to treat them for the table.

**Ingersoll Packing Company, Ingersoll, Canada**  
Pork Packers and Cheese Exporters



Unsweetened



### JERSEY Sterilized CREAM

is pure Milk condensed to the consistency of cream and thoroughly sterilized.

Nothing is removed from the Milk but water and nothing whatever is added to it.

Preserved by Sterilization  
**PURE MILK**

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

## TO RETAILERS—

We have just made our season's pack of **BONELESS CHICKEN** and can assure you that it is **A. 1.**

**Best Goods First Class Cooking**  
**Perfect Sterilization**

Give your orders for our Chicken **AT ONCE**—every tin guaranteed to consist of prime Chicken only—and **DON'T** forget to include some of our **CORNED** and **ROAST BEEF.**

## The Manitoba Canning Co.

SELLING AGENTS: LTD.

### NICHOLSON & BAIN

Winnipeg, Calgary and Edmonton

**EFFECTIVE ADVERTISING**  
HOW TO PRODUCE IT

Brief Talks Given  
Occasionally  
By T. Johnson Stewart

Because it is a little more difficult to advertise the retail grocery store than most retail businesses is one of the reasons advanced by grocers, who do not care to advertise, for not doing so. This reason is no better and no worse than the old chestnut, viz., that the grocer does not need to advertise because the

again—then the grocer who does not advertise must live at least fifty miles over the rim of civilization, or he must be conducting his business as the fathers used to do about the middle of the last century. There is no other way of explaining the existence of such a phenomenon. Because advertising is just

young grocer who does not advertise should be advised to pick out his father-in-law very carefully, because he'll need the old man's good offices and good will pretty regularly. And it's just as well to remember that most fathers-in-law are not so generous after all. John, you'd better do a little advertising and get on friendly terms with the bankers of your town. You'll pull better with Mary Jane's father if you do.

Grape Fruit  
Victoria Lettuce

**In Quality**

Sweet Potatoes,  
Cauliflower,  
Ripe Tomatoes

**We Excel. Why!**

- Because** we handle no cheap goods
- Therefore** we please everybody
- Because** we buy no bankrupt stock
- Therefore** we have no old goods to advertise
- Because** our customers won't buy old goods
- Therefore** our stock is fresh and up-to-date
- Because** we don't give you a snap on one article and soak you on another
- Therefore** we deal honestly with all, man, woman and child
- Because** we buy and sell for cash
- Therefore** we are never short of cash with a lot of old goods on our shelves
- Because** our goods are all clean and handled properly
- Therefore** we excel

**WHY** is it your neighbor makes better bread than you?

**BECAUSE** she uses **PURITY FLOUR**

**McCammon**

THE STORE OF QUALITY

people must eat. Neither are reasons for or against advertising. They are merely excuses advanced by men who wish to evade the issue. The question is: "Does it pay a grocer to advertise?" If it does—and hundreds of grocers have demonstrated that fact again and

as necessary to the commercial world as the light of the sun is to the natural world. A few bright, sunny days in early spring revivify all things, and a few judicious ads. appearing in your local papers will surprise even the most skeptical man in the business. The

We reproduce Mr. McCammon's ad. for more than one reason, but chiefly because we were asked to give our opinion of this brand of advertising. As it appeared it was 6½ x 10½ inches. One would imagine, after reading the headline of this ad., that we were to be treated to a flood of reason-why copy; and it is impossible to say just how it will strike different individuals. It is only fair to state at the outset that Mr. McCammon's ad. will bear closer examination than one would be inclined to think at the first glance. My first impression was that our friend had wasted a good deal of valuable space, but after a closer analysis the reasons he gives for the excellence of his goods stand out strongly enough to create a certain amount of faith in his assertions.

However, I do not hesitate to say that Mr. McCammon could have told his story in half the space just as effectively, perhaps more so. It is nearly always a mistake to refer to a competitor's business methods in an ad., and if our friend has not done so then he has come mighty near it. Some grocers can quite legitimately feature an article, even a certain line of goods, without soaking their customers on any other article or line of goods. The strongest feature of this ad. is the phrases, or sentences, which go to back up the head-line. "In Quality We Excel." People will buy second-rate clothing and shoes but most housewives will only patronize the grocer who stocks first-class goods. And just inasmuch as this ad. emphasizes this fact is it strong. The remainder of it would have been better left unsaid.

I would not care to take the responsibility of endorsing this style of advertising. In my opinion it would have paid our friend better to have occupied about half the space. Mr. McCammon will be the first to admit that the ad. might have been boiled down very profitably. Besides, it is just worth remembering that Quality Goods are often easy priced, and the one reason

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which appeals strongly to all economic housewives is—the price of various articles stated just as plainly as printer's ink can state.

Just one more point to be remembered in fairness to Mr. McCammon. This ad., viewed in the light of local conditions, might come near being first-class advertising. I can imagine conditions which would almost force a grocery job to sling some ink in the direction of competition; but, nevertheless, it's always unwise to do so. However, the man who wrote that ad. can write effective advertising copy—just the kind of copy which will fill his store with eager buyers pretty regularly. Keep up the good work, friend McCammon, and you'll get there.

Some time ago we told grocers to always emphasize the purity, freshness and wholesomeness of their goods when writing their ads., and to-day we wish to hint at a phase of ad.-writing which most amateurs are apt to overlook. Remember the economic housewife, Mr. Grocer, when you are writing your ads. Just figure out what takes her to your store, or any store. The purity and freshness of your goods counts some. The appearance of your store and clerks counts a whole lot more. And you may be practically certain that judicious advertising counts most of all. You must handle Quality Goods—"Excel in Quality." It does not hurt to give your customers a snap on some small articles occasionally, and most shrewd grocers do so. Yes, shrewd merchants in every line make use of the snap as an advertising leader, and most can easily afford to give a snap every now and then. I would advise most grocers to push honest quality goods, advertise special values occasionally, and to always refrain from even hinting at the methods adopted by competitors. Let your rival work out his commercial salvation or destruction in his own way. Use common sense, good selling sense, and do not say anything in an ad. you would not say to a group of customers over your counter. All advertising is good, more or less. And although we have not endorsed Mr. McCammon's brand of advertising we are far from imagining that that particular ad. did not pay. We believe it did, and believe just as firmly that it would have paid better if Mr. McCammon had spent another ten minutes over it.

Send along your ads. for criticism. They'll be gratefully received and acknowledged.

The Standard Brokerage Co., of Vancouver, have moved to new offices and warehouse and are now in a much better position to cope with business which they report is coming in in great shape. Their building is new and up to date in every particular and affords excellent storage facilities.

## BUSINESS MEN IN PUBLIC LIFE

No. 17

### WILLIAM ANDERSON.

One finds it hard to believe that William Anderson, the present chairman of the Chatham Public Library Board, is all of forty years of age. It is easier to imagine him 28 or 30, and to wonder how so young—and young-looking—a man has found time to accomplish so much.

Mr. Anderson is a Scotsman. Born in the land of the heather forty years ago, he received a good public school education, taking up an advanced course in addition to his regular studies. In his native country Mr. Anderson had considerable experience in the grocery busi-



William Anderson

ness, particularly in Lanarkshire; but in 1888 the New World cast its spell over him, and, at the age of 21, he emigrated to Canada. He located at once in Chatham, where for ten years he was a capable and trusted member of the grocery staff of H. Malcolmson. He also had several years' experience as treasurer for McLaren's, Limited, Hamilton, in which post he made a splendid record.

In 1901 Mr. Anderson set up in business for himself in Chatham, acquiring the grocery formerly conducted by J. E. Johnston. This he has carried on successfully since, and a steadily increasing trade bears witness to his personal popularity and his business ability.

Not only has Mr. Anderson been a successful business man, but he has always evinced a warm interest in all movements tending to the betterment of the grocery trade as a whole. At the present time he is vice-president of the Chatham branch of the Retail Mer-

chants' Association. His participation in this work is of the active variety and any movement tending toward the good of the trade is certain of Mr. Anderson's whole-souled support.

Mr. Anderson's first essay at municipal politics was in 1902, when he was a candidate for the public school board for Ward No. 1. This is the King Street ward, the ward of the business men. Mr. Anderson had been in business himself only a few months, and was opposed by a candidate who had behind him the prestige of several years' service on the board, and a long and successful business experience. Nevertheless, Mr. Anderson, though unsuccessful, polled a large vote, which, under the disadvantageous circumstances, was a signal tribute to the esteem in which his fellow citizens already held him.

Mr. Anderson did not again seek the suffrages of his fellow citizens, although this was not from any lack of urging on their part. In 1905, however, the city council appointed him as one of its representatives on the Public Library Board, an appointment which met with universal approval. The board has charge of the new Carnegie Library, built in 1902 at a cost of \$18,000, and one of the finest buildings of its kind in Ontario. The Chatham Public Library was first instituted in 1878 in connection with the then Mechanics' Institute; but it is in recent years that its growth in extent and usefulness has been most marked, and in this growth Mr. Anderson, during the years in which he has held office, has taken a prominent part. The library now contains upwards of 7,000 volumes. Mr. Anderson's assiduous attention to his duties as a member of the board earned him alike the popular approval and the esteem of his colleagues; with the result that the latter in January of this year elected him to the post of chairman of the board.

Fraternally, Mr. Anderson is a member of the Sons of Scotland, in which organization he is a past chief.

### NON-ALCOHOLIC BEER.

The introduction to the Canadian public of a non-alcoholic beverage is one that meets with the approval of true temperance people. Kyle & Hooper, 27 Front St. E., Toronto, have secured the Ontario agency for Kops' Breweries London, S.W., non-alcoholic ales, stout, and other high-class aerated mineral waters, non-alcoholic wines, cordials, etc. These beverages stand high in the estimation of the English public and are certified to by the highest medical authorities of the world, the London Lancet, the Family Doctor, etc., as possessing distinct tonic and invigorating properties. Kyle & Hooper feel that Canadians are especially a people that can appreciate these excellent beverages and expect to have a satisfactory season. The attention of the grocery trade is particularly directed to these lines as the grocery is the proper medium for getting the various lines into the household. Circulars and price lists will be supplied by Kyle & Hooper on application.

R. W. Hallinger, grocer, Clinton and Henderson Streets, Toronto, has sold out.

NEW BRUNSWICK GROCERY NEWS

St. John, N.B., April 1, 1907.

The past week has been uneventful in so far as prices are concerned. There has been practically no change in staples.

Barbadoes molasses has advanced 1½ to 2 cents a gallon on the island, but the wholesalers here have made no change in prices as yet.

In the produce line eggs are a little easier, being quoted at 24 to 27 cents, wholesale. The price of butter remains unchanged.

Although Easter came earlier than usual this year, there was a good display of early vegetables, fruits and meats, and the general report was that trade was fully up to other years.

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Because of the large increase in business, with limited facilities, causing delay in landing freight by the I.C.R. here, a meeting of St. John merchants was held in the Board of Trade rooms last Thursday afternoon to discuss with Supt. G. M. Jarvis and V. R. Ross, terminal agent of the I.C.R., the condition of affairs and to hear their views as to whether some increased facilities in the way of yard room could not be provided. It was shown that because of the great growth of business, more men, more shunting engines and much more yard room are required here.

Walter E. Foster, vice-president of the Board of Trade, occupied the chair during the first part of the meeting, and was succeeded by George E. Barbour. There were about thirty or forty merchants present. It was clearly shown that the great growth in business had not been met by a corresponding increase in the railway facilities. Both Mr. Jarvis and Mr. Ross admitted the need of improvement, and Mr. Ross said he had repeatedly made attempts to have the conditions bettered, and while some small improvements have been made, a great deal more was needed. After some general discussion it was decided that the matter should be taken up by the council of the Board of Trade at the first meeting, with a view of calling the attention of the Government to the unsatisfactory conditions.

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H. B. Schofield, of St. John; J. D. Allan, of Toronto, and A. E. Jones, of Halifax, arrived here Wednesday on the steamer Olenda, from the West Indies. As announced some time ago, these gentlemen formed a delegation to the islands for the purpose of inquiring into their commercial relations with this country and to ascertain the best means of increasing trade. They were there six weeks.

Mr. Schofield, talking of their mission, said that the delegation were everywhere most enthusiastically received. Meetings were held in Bermuda, St. Kitts, Antigua, Dominica, Barbadoes, Trinidad and Demerara. At each of these places they were met by representatives of the chambers of commerce, as well as by members of the various agricultural societies, who are all capitalists.

The delegation urged at all these meetings that a preference be granted to Canadian goods. They were told, in reply, that they were quite willing to grant the request, but two considerations

stood in the way. The first of these was that the merchants of the West Indies could buy goods on easier terms, though not necessarily cheaper, in New York than in Canada. The second was that, although New York has no better steamship connection with the islands than Canada, the delivery of goods is much more expeditious through the United States port.

Mr. Schofield, however, expressed the opinion that it is only a matter of time when Canada's trade with the West Indies will be largely increased. As an evidence of the real desire of the islanders for closer commercial relations he mentioned that the Government of the Leeward Islands has passed a resolution granting a preference to Canadian goods. He is convinced that if only Canadians display a sufficient amount of energy and foresight in bettering means of communication, an immense and lucrative trade can speedily be assured.

Mr. Schofield expects to have a complete report of his trip ready for the meeting of the local Board of Trade on Tuesday.

Arthur F. De Forest, representative for Geo. S. De Forest & Sons, has been ill with an attack of appendicitis, but has recovered and is again on the road.

The Eveleigh Dairy Company, in Kings county, will do a larger business than ever this year if present plans carry. N. W. Eveleigh, the manager of the company, recently closed a deal by which he secures control of the Rockville and Mount Middleton factories. The Jeffries Corner factory will be run as usual and the outlook from the company's standpoint is very bright.

A petition has been presented to Andrew Megarity, of Megarity & Kelly, retail grocers, City Road, asking him to become a candidate for aldermanic honors in Victoria ward at the coming elections. Mr. Megarity has the matter under consideration.

W. A. Craven, representing Chase & Sanborn, of Montreal, is calling on the trade here.

J. E. Angevine, representing the Pure Gold Manufacturing Company, left on a business trip to Sydney, C.B., last week.

It is reported that the Bank of Nova Scotia is negotiating for a lease of the property at Breeze's corner, King Square, now occupied by James Ryan, retail grocer and liquor dealer. The report is to the effect that an up-town branch will be established. Manager Easson refuses to discuss the matter.

A very interesting letter has been received here from T. S. Simms, head of the T. S. Simms Co. It describes his visit to Jerusalem, Bethlehem, and various points of interest in Palestine. Mr. Simms is now in India.

PERSONAL.

George Goldie, Goldie Milling Co., Ayr and Galt, was in Montreal this week.

Mr. Taillefero, representing the United States Peanut Co., was in Montreal recently.

W. W. Hutchison, of the Lake of the Woods Milling Company, Montreal, has gone west for a few holidays.

L. C. Sharman, who has for some time past been connected with the Can-

adian office of Hunt & Co., Japan, the tea men, has left that concern and has said good-bye to Montreal. Mr. Sharman left this week for Yokohama, where he will join the staff of the old firm of Barnard & Co. Mr. Sharman is a young man in the tea business and his many friends wish him abundant success in his new position.

VALUE OF BETTER WINDOW DRESSING.

To the Editor of The Canadian Grocer:—After reading the article "They Wanted to Know" in your issue of Feb. 15, I feel it my duty to add my tribute to the value of your work along the line of window dressing and its advantages to the grocers in general.

The present management of The Canadian Grocer certainly deserves great praise and the thanks of every grocer in the Dominion and elsewhere for the interest they have taken in the grocery salesmen, trying to inspire them with a desire to cultivate the beautiful in themselves and their surroundings and in this way add to their own value and to the bank account of their employer. When you show a thing is worth caring for it adds a value.

For some time grocery window dressing in the city seemed to have become almost a lost art, but to-day, through the work of The Canadian Grocer, I could point to dozens of salesmen who express a desire to become expert window-dressers. To have been able to inspire this must mean something to their employers, more, probably, than most can see at the moment, but let the employer encourage all such desires and it will not be long before he will be surprised at what his encouragement has produced, not only in his clerk, but in himself and his business.

Although we are often informed to the contrary, I know that there is plenty of good material, if we would try to make the best that can be made of the grocery salesmen of this city. The great trouble is that the employer and employe do not get close enough together for the employe to feel the potter's touch, because the employe can only become the employer's just in so far as he has fashioned himself after his own ideal.

The salesman who is pleased with keeping a tasty window will desire a tastily dressed store. This means that old corners will be swept out and old stock will become a thing of the past.

That there is a magnetism in a tastily dressed window we must admit. That in cleanness and brightness there is an atmosphere which not only draws custom but brings out the very best that is in us, we must admit. In other words there is a brightness, as it were, an attraction in a tastily dressed window and well kept store that is catching. I am sure if the management of The Canadian Grocer could see the efforts the grocery clerks put forth in order to attain the distinguished position of having won a prize, it would amply repay them for their efforts and expense.

Every article tastily displayed is given its proper chance to sell itself. All goods have a silent language of their own that appeals or repels. It is by being tastily displayed that they meet their affinity of taste.

Yours very truly,

AN OLD TIMER.

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## GROCERY TRADE NEWS FROM THE ATLANTIC PROVINCE

(By The Canadian Grocer's Special Correspondent.)

Halifax, N.S., April 2.

The Easter trade in the city was good, the markets being well supplied with all seasonable stock. Eggs were much higher than is usual at Easter, being quoted at 23 to 24 cents. There was no scarcity at these prices. The quality of the beef was very fine, the veal exceptionally good, and some splendid spring lambs, weighing 26 pounds each, were marketed. There was a scarcity of all kinds of poultry.

Sugar.—The market is steady, and no change is looked for in the immediate future. The prices quoted are:

Standard granulated, \$4.40; Austrian granulated, \$4.30; bright yellow, \$4.20; No. 1 yellow, \$3.90.

Beef and pork.—From now on there will be a good demand for both, as the fishing vessels fitting out for the banks take good supplies. Prices for beef are:

Extra plate (American), \$14.75 to \$15.25; good American, \$14.50; Canadian (best), \$13.

Quotations on pork follow:

Clear fat backs (American), \$23.50 to \$24; P. E. Island mess, \$22 to \$22.50; American bean, \$21.50; hams, 15c. to 16c.; side bacon, 17c.; roll bacon, 13½c.

Fish.—The Lunenburg fleet which will leave for the Banks this season is smaller than for years. Very little fish is being exported just now as the foreign markets are dull and the prices offering not very encouraging, there being a decline on codfish. One vessel arrived here last week from Newfoundland with a cargo of 3,000 quintals of dry fish for N. & M. Smith. There are no fresh lobsters on the local market at present, something most unusual for this season of the year. Quotations on the principal lines follow:

Ex-store—Dry shore cod, choice, \$8; medium shore cod, \$7.50; small cod, \$6.25; haddock, best shore, \$4.50 to \$5. Ex-vessel—Cod, shore, \$5 to \$5.50; Bank, \$5.75 to \$6; herring, C. B. No. 1, \$4.50; Bay of Islands, \$3.75.

There are no mackerel offering and fresh halibut is very scarce, being quoted at 20c. per pound retail.

Molasses will probably be high owing to the reported shortage of the new crops. The quotations here are as follows:

Fancy Trinidad, 39c.; fancy Porto Rico, 37c. to 38c.; extra choice Porto Rico, 37c.; choice Trinidad, 35c. to 36c.; fancy Barbadoes, 32c. to 33c.; Barbadoes, 29c.

W. J. Hopgood, grocer, and W. Stetson Rogers, commission merchant, have been appointed appraisers of the estate of the late E. W. Crease, grocer.

W. G. Stanfield, of Truro, has returned from a business trip to New York, Philadelphia and Boston, where

he made large purchases for the well-known house, the Stanfield-Smith Co.

Ludlow Jenkins, manager of the Hazel Brook dairying factory of Summerside, P.E.I., has been re-engaged for another year. The past year has been one of the most successful since the inauguration of the factory, the patrons receiving on an average 91½ cents per hundred pounds of milk for the season, after paying all expenses, which were exceedingly high during the past season owing to extensive repairs having to be made and new vats installed. The company, instead of paying a dividend directly to the shareholders during the past few years, have retained the dividend to pay off the mortgage on the plant. The liabilities of the company are reduced to the small sum of \$300.

James A. Ross has engaged with John Tobin & Co., grocers of this city, and will cover the same territory as he did for H. W. Wentzell & Co., of Halifax. Mr. Ross has been eminently successful as a commercial traveler, and it was natural to expect that the best firms would be anxious to secure his services when it was known that Mr. Wentzell had decided to withdraw his men from the field. Mr. Wentzell in a circular letter to his customers speaks in highest terms of Mr. Ross, who, through energy and perseverance, balanced by a studious regard for both his employer's and his customers' interests, was instrumental in building up such a large trade connection in the Island of Cape Breton.

A. C. Black, of Onslow, N.S., who has been in the employ of the I. C. R. for some time, has decided to go on the road for A. J. Matthews, meat packers, of this city, and he started out on April 1st. Mr. Black's route is the South-western Railway, the D. A. Railway, Halifax City and St. John.

The maple sugar season is now on, and it is expected to be a very productive one. Maple syrup is a ready seller in this market, and also the maple wax. One of the most up-to-date maple candy and sugar manufacturing plants in the provinces is that owned by Temple Lutz at the Gorge, New Brunswick. Mr. Lutz has a very large maple sugar place and there is probably no better in the Mountain district. Tapping has commenced, and Mr. Lutz will gather the sweet sap from fully 3,500 trees this season. His territory includes his own place and also the well known sugar place formerly owned by Ross Steeves. In Mr. Lutz's employ is Mr. Renwick Lutz, the first man to manufacture maple cream sugar in that section, and a specialty will be made of this product of the maple, as well as of the

syrup, for which first-class appliances have been provided. Mr. Lutz's equipment has a capacity of about forty gallons a day.

### EXHIBITION OF GROCERIES.

#### Much Interest Being Taken in the Food Fair Soon to be Held in Montreal.

As the time approaches for the opening of the exhibition of groceries in Montreal, interest in the affair becomes great. Nearly all the booths have been sold by the committee of management and a week from Monday work will begin putting the Arena in shape for the opening.

The fair opens April 16, and it is probable that some civic official, possibly the mayor, will be present to formally open it.

In Montreal much interest is being taken in the proceedings. Retailers recognize the manner in which they will be benefited through the holding of the exhibition. The manufacturers are



J. A. BEAUDRY

Secretary Retail Grocers' Association and Manager of the Exhibition of Groceries in Montreal.

spending in the neighborhood of \$10,000 to show the general public in a practical way just what are the qualities of the goods found on every grocer's shelves. Naturally, this advertising must benefit the retail seller of food-stuffs.

It is expected that there will be a large attendance of grocers from all parts of Quebec Province and from those districts in Ontario within reasonably easy reach of Montreal. The exhibition will be well worth attending as there is much that any grocer, no matter how experienced, can learn from seeing food-stuffs that he handles demonstrated by practical people in a practical manner. Every grocer that can make the trip should be on hand for part of the time the fair is in progress.

J. A. Beaudry, whose likeness is presented here, is working hard making final arrangements. Mr. Beaudry is well known among the grocery trade in Montreal as secretary of the Retail Grocers' Association.

# CEREALS AND CONFECTIONERY

**Trade Not Very Brisk—Demand for Feed Causing an Easy Tone in Market of Winter Wheat Flour.**

While the grain trade is not exactly at a standstill, business is slow, and dealers complain bitterly of the difficulty in securing shipments. They say it will take all summer to straighten out the congestion. The advance in export freight rates does not appear to be occasioning much concern at present. The high price of feed has tended to increase the quantity of winter wheat flour milled with a consequent easier feeling in the market.

### Confectionery.

From all parts of the country come reports of a very active Easter trade. This means that a great quantity of Easter confectionery was sold. What part of that trade fell to the grocers? Not as much as should have gone, it is safe to venture. Once in a while an up-to-date grocer is met with who is making a feature of confectionery in his business and they all say there's money in it. The proportion of grocers who are handling confectionery as a high class specialty might be doubled, or trebled. Last week it was suggested here that ambitious grocers wishing to feature confectionery should write to a maker of high class goods and get his advice. It was a suggestion worth repeating.

### MONTREAL.

**FLOUR.**—A fair local trade is being done in flour, but outside of this the line is quiet. Export demand is limited.

Winter wheat patents.....	4 40	4 70
Straight rollers.....	4 00	4 30
Extra.....	4 10	4 40
Straight rollers, bags, 90 per cent.....	1 75	2 00
Royal Household.....	4 80	
Glenora.....	4 00	
Manitoba spring wheat patents.....	4 50	
"    strong bakers.....	4 00	
Buckwheat flour.....	2 25	2 30
Five Roses.....	4 60	

**ROLLED OATS.**—Nothing has developed in this market since last report.

Fine oatmeal, bags.....	2 45	
Standard oatmeal, bags.....	2 45	
Granulated.....	2 45	
Gold dust cornmeal, 98 lb bags.....	1 75	
Rolled oats, 80-lb. bags.....	2 15	2 30
"    80-lb. bags.....	1 90	2 05
"    bbls.....	4 70	4 85

**FEED.**—There has been no change in the situation since last week.

Ontario bran.....	22 50	23 50
Ontario shorts.....	23 00	24 00
Manitoba shorts.....	22 50	23 50
"    bran.....	23 00	25 00
Mouillie, milled.....	24 00	
"    straight grained.....	25 00	28 00
Feed flour.....	1 35	1 45

### TORONTO.

**FLOUR.**—The grain business is quiet. Winter wheat flours are a little easier, but prices are unchanged. There is some enquiry for export, but not much trade passing. Domestic trade is fair.

Manitoba Wheat.		
60 per cent. patents.....	4 40	4 60
85.....	4 10	
Strong bakers.....	3 80	3 90

Winter Wheat.		
Straight roller.....	3 60	3 70
Patents.....	3 50	4 00
Blended.....	4 00	

**CEREALS.**—Prices are firm and millers say they should be higher. Stocks of western oats east of the lakes are pretty low and the movement of freight is still very slow. Fair domestic business is passing.

Rolled wheat in barrels, 100 lbs.....	2 40	2 50
Rolled oats, in wood, per bbl.....	4 50	4 74
"    in bags, per bag 90 lbs.....	2 25	2 62
Oatmeal, standard and granulated, per bbl.....	5 00	5 50
"    in bags 98 lbs.....	4 02	2 00

### SALMON PACKING SUNDAY.

The salmon canners of British Columbia are sending to the Provincial Government a strong protest against the enforcement of the Sunday Observance Law. If the act is enforced, the salmon canners on the Fraser River in the northern part of the province will lose, they assert, millions of dollars through their inability to pack fish on Sundays. In the periods of heavy runs of fish the canners are frequently over-run on Saturday nights and owing to the perishable nature of the commodity, millions would be rendered unfit for canning if held for packing Monday.

### CANADIAN SALMON SUITS.

D. H. Ross, Canadian Commercial Agent at Melbourne, Australia, writes under date of Jan. 28: "The quality of last season's shipments of canned salmon from British Columbia has given every satisfaction to importers. Owing to the comparatively cool summer, the demand for salmon—and all kinds of canned fish—has been much below normal, and distributors carry large stocks."

Mr. Komada, of the Japan Tea Firing Co., for which firm Watt, Scott & Goodacre are agents, was in Montreal recently.

A Californian advice says: "Asparagus crop damaged 60 to 70 per cent. Apricots will be fully as short as last year. It is a trifle early to estimate prune crop damage, but 80,000,000 lbs. are now looked for. Some packers are quietly buying up spot prunes here."

**NAP. G. KIROUAC & CO., QUEBEC**

Receivers and Shippers of Oats.

Western Dealers will find it to their benefit to make us offers

SPRAGUE

**CANNING MACHINERY CO.,**

CHICAGO, ILL., U.S.A.

## Are You Content?

with the flour you are handling?

If not, get a shipment of

### Anchor Brand Flours

and see how pleased your trade will be

For prices and information write to

## LEITCH BROS. FLOUR MILLS

Oak Lake, Man., Canada

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

### EXPERIENCED ADVERTISEMENT WRITERS

who are open for a situation are requested to register their names with the MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

# GRAHAM FLOUR

Made from carefully selected wheat.

Send for trial lot

**A. A. McFALL**

**BOLTON, ONT.**

### BE CAREFUL!

Most grocers are because they feature our

### ROLLED OATS

First in quality, and then there is a comfortable profit. Strict attention to all orders.

**THE WOODSTOCK CEREAL CO., Ltd., Woodstock, Ont.**



**CANADA'S FLOUR TRADE WITH JAPAN**

The West Not Yet Ready to Take on the Business—Neither Wheat Nor Mills.

By Alexander MacLean, Canadian Commercial Agent.

Yokohama, February 15, 1907.

From time to time, and upon the evidence available, I have had to account for the smallness and the seeming inactivity of export trade from Canada to Japan by the statement, in substance, that Canada was not yet prepared to figure largely in the Oriental trade. This statement, applicable to recent years, may now be further considered in respect of its applicability to the present time, and to the year now being entered upon.

**Alberta Wheat.**

The fall wheat development in Alberta in 1905, greatly interested the market here. That crop, currently stated at 2,000,000 bushels, gave rise to expectations that came far short of being fully realized. Information received from Alberta official sources disclosed the chief reason why, by giving the actual quantity at 689,019 bushels, and describing the greater quantity as "a newspaper estimate." This less or actual quantity was mostly absorbed by the active home demand largely created by the influx of settlers who for a year or two cannot be self-supplying. In this way the quantity of flour available for export to the Orient, heretofore insufficient to attract the attention of this market, was but scantily, if at all, increased by the fall wheat crop of that year. Some specific quantities, however, did reach the Orient, and these gave the assurance that ultimately Western Canadian flour would become a capable competitor with that from the Western States. As to ultimate supply in this market from Canada, there needs to be no doubt now. The present ques-

tion is as to what we may expect from the crop of 1906.

**Canadian Flour Trade in Japan.**

At the present time, fully four months after the close of harvest, no remarkable tendency to push Canadian flour towards this market has been discoverable. What is the reason? The answer to this question must be found in the correspondence of interested parties.

A broker, operating between Canada and the Orient, who is a valued correspondent of this office, under date November 29, says:

"Flour.—It seems impossible to make any kind of a start in this season's business. I have cabled offers repeatedly to Kobe and Yokohama buyers, our people being particularly anxious for business, and to this end have made concessions in price, in order to get things started, but the gist of all our replies goes to show that our prices will not compete. Our connections at Kobe have been making every effort to get our goods started, and while their customers readily admit the superiority of the quality of our brands, they complain that prices preclude business being done, in other than a limited way. This makes it not a question of supplies, for our millers claim to be prepared to accept orders for regular shipments, but one of price altogether."

This is the general tenor of the commission merchant's complaint respecting this market. He is in a hurry, and it is this market that is at fault in that it does not rise to his prices. Clearly the broker in Canada does not offer his goods at a low price here, because he can get a higher price at home or elsewhere. His assurances that he has quantity will not impress the market, unless he can conform to its prices. His price shows that whatever quantity he may have, he has no surplus that he is obliged to market here at prices that

**A Name Isn't Everything**

although it amounts to a good deal more than the ancient proverb cobbler knew. When one lady helps another to

**Perfection Cream Sodas**

there's more in this particular name than some Grocers imagine.



are not only baked just as perfectly as biscuits can be baked—they are also perfectly packed—packed in such a way that their goodness is lasting.

The particular housewife will tell you there's a great deal in the name

**Perfection Cream Sodas**  
and most Grocers know it.

**THE Mooney Biscuit & Candy Company, LIMITED.**

Stratford, - Canada

**EPPS'S GRATEFUL COMFORTING**

IN 1/4-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal  
In Nova Scotia, E. B. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

**THE MOST NUTRITIOUS**

**COCOA**

**CRISP TASTY APPETIZING**

IF THEY ARE

**McLAUCHLAN'S Cream Soda Biscuits**

they are **THE BEST** soda biscuits on the market.  
TEST THEM AT OUR EXPENSE.

McLAUCHLAN & SONS CO., Limited - - - OWEN SOUND, ONT.

**WHEN ASKED FOR**



"some gelatine," your safest course is to supply

**COX'S**

It is so uniform in quality, so clear, so pure, strong and nourishing that it will be sure to give satisfaction in the kitchen, and on the table. Over 60 years since Cox's came on the market. Been the standard all the time, too.

Canadian Agents:

C. E. Colson & Son, Montreal  
D. Masson & Co., "  
A. P. Tippet & Co. "

**J. & G. COX**

Ltd  
Gorgie Mills,  
EDINBURGH

are acceptable to the exporter at Washington and Oregon ports.

#### Prices of Flour.

Another correspondent, interested in grain and flour, under date January 18, writes more reasonably, as follows:

"The prices for flour are of course dependent on the grades. Canadian mills are quoting \$3.60 per bbl., c.i.f., Japan, but this price is likely to be raised almost immediately. Seattle and Sound mills are quoting from \$3.47½ to \$3.57½ per bbl. for their flour, which seems to suit the trade better as far as Chinese ports are concerned. At present Canada tributary to the Pacific is, as far as flour is concerned, in rather a backward condition. In order to compete successfully in Japan a certain grade of flour has to be ground, and to make same in any quantities it is necessary to make a large percentage of "Patent." Excessive local competition makes the sale of this "Patent" difficult, and in consequence the small mills at present situated tributary to the coast find themselves unable to keep running steadily, their trade being necessarily of a somewhat spasmodic nature.

"When a firm with plenty of capital can get in here and build a large mill and run their own elevators so that they are able to export both wheat and flour and can force their patent flour on the local market so that mills from the east find it unprofitable to compete, they will in our opinion find a fine business accruing to them in the near future. They will be able to grind either hard or soft wheat and take full advantage of the larger production Alberta is expecting. We do not hide the fact that it needs capital and patience for a year or two."

#### Low Grade Flour Wanted.

This correspondent takes into account a point that is not generally thought of when referring to flour production. Canadian wheat is of a high degree of excellence; it therefore yields in the grinding a comparatively small percentage of low grade flour. This market takes mainly low grade flour; hence the small quantity of Canadian flour acceptable to this market, in proportion to the quantity of grain grown or the bulk of the flour ground. The correspondent does not state the percentage of "Patent" and lower grade flours that a given quantity of grain yields. No doubt something depends upon the degrees of quality in grain, but the percentage is placed somewhere between 60 and 70 of "Patent" or best. This leaves only between 30 and 40 per cent. of the grain to supply the two or three low grades suitable for sale here.

This will lead the interested reader to the reflection that when a comparatively small quantity of wheat is grown, and only between thirty and forty per cent. of the flour which it produces is available at a price acceptable to this market, assuming that it were all ready to come here, it would be a light factor in competition with the cargo quantities constantly ready for delivery at Washington and Oregon ports. But even of that limited percentage of low grade flour, only a small proportion is seriously offered here, since the quotations persistently rule higher than those of similar grades from the American Pacific ports.

#### The Outlook Promising.

It is not necessary to burden a report, which has limitations as to space, with quotations from correspondence and from other sources to the effect that the flour export capacity of British Columbia and Alberta is yet in its infancy. The information I have, from those interested, indicates that they are getting ready. Some are building mills, or enlarging old ones. And others are building elevators at the railway points to receive the grain from the farmers. But the whole tenor of this is inconsistent with the present readiness in quantity and facilities which, the commission operators complain, is not responded to in the Japanese market.

With all this lack of sufficient readiness to offer acceptable business to this market, it is most unfair to place the default here, in face of the fact that there was last year a sensible increase in the importation of flour from Canada, and that that increase was simply the immediate response of this market to the small but significant increase of wheat recently grown in Alberta.

At this date of writing I am informed by firms who have made inquiry for supplies, which would be on a large scale if the demand could be met, that in both wheat and flour the prices asked by Canada do not admit of present business. The opportunity, however, fortunately, offers one exception just in time to mention it, a leading importing house, having received acceptable quotations in wheat, from a Canadian firm, which on this side will involve a large deal, if on the other side the circumstances are equal.

There is reason to expect that this market will take up Alberta and British Columbia wheat and flour as rapidly as the increase of production will furnish it. But necessarily it must compete with wheat and flour from the United States. Should Canadian prices continue, as heretofore, above the competing level, the obvious implication will be that Canada, even to the Pacific, fortunately has a better market than this.

#### Wheat Market in Japan.

There is a marked revival of interest in wheat since the tariff increase upon flour. And right along with it comes the relative difficulties in the way of importation from Canada. The lack of elevator facilities at the coast is given by the trade here as a ground of uncertainty in shipping. Then there is doubt about the transportation facilities. Grain must come, if at all, in some approach to cargo quantities, and the export point must be Vancouver. The only regular liners available at that port are Canadian Pacific steamships. The rapid service of the Empress boats cuts the time in port too short to admit of grain cargo to way ports. This leaves the grain carrying to the smaller Tartar, and Athenian, with the Monteagle at present temporarily off the route. Therefore the merchants who are inquiring into wheat importation from Canada are at the outset impressed with an unreadiness in the matter of facilities, as well as in that of price, for export to this country.

#### 'TIS TIME TO GET BUSY.

House-cleaning time is almost here. Are you ready to push the sale of the necessary requisites for the all-important Spring cleaning? Have you laid your plans? If not, it is important that you gather yourself together and prepare for a general exhibition of such lines as brushes, brooms, woodenware and sundries.

The average retail dealer has to contend with pretty keen competition and is so situated that he cannot get even his legitimate share of the trade of his community without making a strong bid for it. Many fail to get the results they should out of their "Housecleaning Department," owing to the erroneous impression that people must have these goods and will therefore call for them, so tuck them away in obscure corners—nine chances out of ten entirely out of the customer's view—and, as a consequence, sales are light. Make a grand display, including paint brushes, varnish brushes, scrubbing brushes, waxing brushes, stove brushes, hair brooms, window brushes, window rubbers, cornice dusters, cobweb brushes, wall sweepers, feather dusters, plate brushes, brooms, pails, tubs, washboards, clothes pins, mops, wringers, step ladders, baskets, clothes lines, etc., a wide range of goods that surely will enable you to make a number of attractive displays, and then business is bound to come your way.

If bought right, displayed right, advertised right, and sold right, the profit will be a good one, which depends, however, upon carrying a standard line of goods, and the utmost care should be used in selecting only guaranteed goods with an undoubted reputation as to reliability.

#### PORTAGE LA PRAIRIE OPPORTUNITIES.

The Canadian Grocer has received from H. W. Baker, secretary of the Twenty Thousand Club of Portage La Prairie, Man., a handsome booklet setting forth the industrial and commercial advantages of "the Beautiful City of the Plains." Much information is compressed in small space and attention is drawn to the opportunities offered to canning, soap, biscuit and starch factories and other similar industries. Portage citizens are ambitious and there is no reason why the hopes of the Twenty Thousand Club should not be realized soon.

#### E. W. GILLETT CO. AND THE TEACHERS.

The trip arranged by Inspector Hughes of Toronto for an excursion of nearly 500 teachers from Toronto, Hamilton, Brantford, London and other places in Ontario, to Washington, Philadelphia, and New York, was a huge success. The only pre-arranged attractions were a visit to President Roosevelt, who received the teachers at the White House, and a performance at the New York Hippodrome. For the latter a complimentary ticket was supplied to each teacher by E. W. Gillett Co., Ltd., Toronto.

SEND IN YOUR ORDERS EARLY FOR

# LEA and PERRINS' SAUCE



THE ONLY ORIGINAL AND GENUINE WORCESTERSHIRE  
 "70 YEARS REPUTATION BEHIND IT" NO STOCK COMPLETE WITHOUT IT!

J. M. DOUGLAS & CO., (Est. 1857) Canadian Agents MONTREAL

## WHEN YOU WANT A SUPREME TEST

of high grade Patent Flour, ask yourself these questions—Is it superior for Bakers and Household use? Is it dependable in the Baking?

Judged by these tests

## PURITY FLOUR

which is produced by the latest improved methods in modern milling from the choicest Manitoba Hard Wheat, stands unequalled for Bakers' Trade and general Household use.

Western Canada Flour Mills Co., LIMITED



Mills at  
 WINNIPEG, GODERICH and BRANDON

Toronto Office

Long Distance Phone Main 8060

Phone in your Orders at our expense.

## Particular People Like Our Flour

They like it because it's made from the best wheat grown in Canada's best wheat growing district. If you can take care of the particular trade, the other trade can take care of itself. Take care of it with our brands.

"Premier Hungarian"  
 "White Rose" and  
 "Royal Patent" Brands

Put up in 24½-lb. and 49-lb. Sacks specially for the Grocery Trade.

Order direct or from our nearest agent.

THE ALEXANDER MILLING CO. LIMITED  
 BRANDON, MAN.

Agent Quebec and Maritime Provinces  
 O. N. FRECHETTE, 45 Bonsecours Street, MONTREAL  
 Agent Province of Ontario  
 ALEX. BUTLER, Board of Trade Building, TORONTO  
 Agent Alberta and British Columbia  
 WILL HILL, 1645 9th Avenue West, VANCOUVER, B.C.

A LINE THAT WILL PLEASE YOUR CUSTOMERS



LAMONT, CORLISS & CO., Sole Importers  
 27 COMMON ST, MONTREAL



## Good Business

demands that all live grocers stock

## Nicholson's Mince Meat

and that they do it now. Why? Because of its sterling quality and the demand of the people.

We also recommend

N. & B. Jelly Powder, N. & B. Icing Powder, N. & B. Pudding, N. & B. Veri-quick Tapioca, Brock's Bird Seed, etc.

NICHOLSON & BROCK, 9 Jarvis St., Toronto, Ont.

# Cailler's

GENUINE  
SWISS MILK  
CHOCOLATE

(Produced in Switzerland)

Winning its way into public favor  
as no Swiss Chocolate has ever done  
before is

## Cailler's

The genuine and truly the best, rich-  
est, smoothest and healthiest Milk  
Chocolate made.

*Place a trial order with your  
Jobber.*

General Agent for Canada

**William H. Dunn, - MONTREAL**

394-396 St. Paul Street

# COWAN'S COCOA

Maple Leaf Label Our Trade Mark

**Cowan's Chocolate,**

**Cake Icings,**

**Cream Bars, and**

**Cowan's famous Milk  
Chocolate**

are absolutely pure goods

**THE COWAN CO., LIMITED  
TORONTO**

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

This talk of foreign goods  
being better than Canadian-  
made goods is all moonshine.

We have just as good milk,  
buy the best cocoa bean,  
employ highest skilled labor,  
use finest machinery, and in

## Mott's

"Elite" and  
"Diamond" brands

turn out the best

## Chocolate

that can be produced.

**John P. Mott & Co.  
HALIFAX, N.S.**

SELLING AGENTS:

J. A. Taylor  
Montreal

R. S. McIndoe  
Toronto

Jos. E. Huxley  
Winnipeg

Arthur Nelson  
Vancouver

Write for

**Free Tasting Samples**

# LUCERNA

Swiss Milk

## CHOCOLATE

No Grocer, Druggist, or Confectioner should be  
without this most profitable and delicious  
confection.

Prices on application to the general agents for  
Ontario

**MacLaren Imperial Cheese Co.  
TORONTO**

Dominion Agents:

**JOHN BEARNS, LTD.**  
Winnipeg, Man.

## CANADA IS LOSING TRADE WITH NEWFOUNDLAND

By Mr. E. D. Arnaud, Canadian Commercial Agent.

The customs returns of Newfoundland for the year ended June 30, 1906, are now made public, and the figures they contain regarding Canadian trade with the colony seem worthy of consideration by manufacturers and exporters of the Dominion who desire to increase their trade in this market. The most noticeable feature in connection with these returns is the fact that while the exports from Newfoundland to Canada show an increase of \$641,321, the imports from Canada have fallen off \$583,630 in the same period.

### Island Takes Less Flour.

Of this total increase in the exports to Canada the item of dry codfish accounts for \$455,704, while the decrease

in the imports of flour from Canada amounts to 83,736 barrels, valued at \$536,863. The difference in the price between American and Canadian flour in favor of the former is sufficient to account for this large falling off, all the facts in connection with this trade being well understood both by the sellers as well as buyers.

There are still many articles of Newfoundland trade in which Canada might make a better showing with a little more attention to the requirements of this market, and an examination of the following comparative statement of some of the principal foodstuffs imports may be useful to show Canadian exporters what progress, if any, they are making to supply the demands of the trade of the colony:—

Article		From United Kingdom	From Canada	From United States
Aerated waters	1905	\$2,033	\$ 200	\$ 523
"	1906	2,400	138	68
Ale, porter, beer	1905	7,437	98	1,163
"	1906	7,365	53	2,164
Biscuits, sweet	1905	3,272	892	1,360
"	1906	3,269	3,776	1,419
Cabbage	1905		1,912	5,014
"	1906		1,970	7,238
China, earthenware	1905	34,831	2,395	697
"	1906	31,157	1,470	903
Confectionery	1905	11,382	1,080	5,331
"	1906	11,744	1,976	6,790
Glassware	1905	14,448	7,342	12,291
"	1906	9,186	5,831	10,824
Groceries, etc.	1905	68,434	24,829	50,515
"	1906	61,658	27,494	30,502
Jams, etc.	1905	7,105	59	50
"	1906	4,852	33	27
Knife brick, etc.	1905	6,273	2,874	11,622
"	1906	3,305	2,581	10,605
Meats, canned	1905	1,380	245	25,265
"	1906	97	144	24,527
" Bacon and hams	1905	5,312	4,563	11,307
"	1906	4,256	1,444	16,166
" Beef	1905		20,343	220,280
"	1906	407	21,910	296,826
" Pork	1905	1,082	44,397	305,701
"	1906	974	29,664	418,661
Soaps, etc.	1905	21,286	3,650	5,703
"	1906	23,211	3,251	6,178
Sugars, etc.	1905	29,711	3,766	94,871
"	1906	21,325	3,650	139,999
Vegetables	1905	8,438	1,307	1,340
"	1906	5,735	1,870	1,490
Vinegar	1905	1,247	56	59
"	1906	1,212	219	36
FREE IMPORTS.				
Lines and twines	1905	6,808	9,176	36,771
"	1906	18,105	8,478	40,670
Lard	1905		1,126	42,914
"	1906			65,729

### DRIED FRUIT FROM AUSTRALIA.

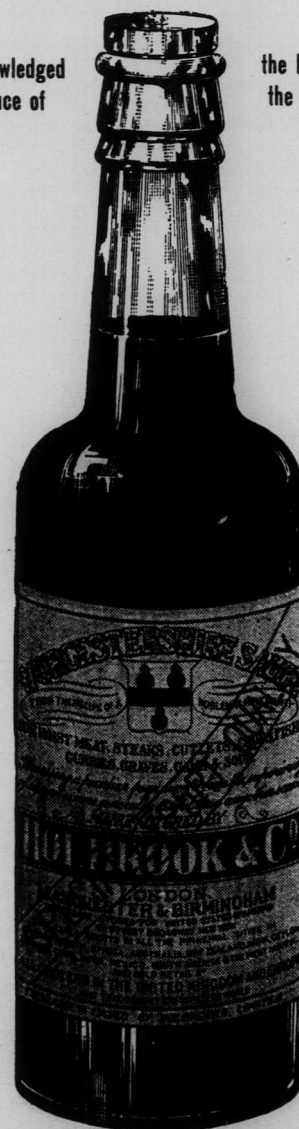
D. H. Ross, Canadian Commercial Agent at Melbourne, Australia, writes: "Some three years ago, at my instance samples of Victorian dried fruits were forwarded to Vancouver and Winnipeg wholesale grocery houses, but the prices were not sufficiently attractive to cause business. The conditions promise to be better this year, as the growth of fruit at the Mildura irrigation district is said to be phenomenal. Early in April it is

estimated that there will be a large surplus of choice clean lexia raisins—packed in 56-lb. boxes—available for export at a f.o.b. Melbourne price of about (2½ to 2¾.) 4½ to 4¾ cents per lb. Mildura fruit is well packed and much cleaner than European. Other lines, such as dried apricots, peaches and currants, are being for the present absorbed locally, but at times Vancouver importers of dried fruits should find this market worth their attention.

The Genuine  
**HOLBROOK'S**  
WORCESTERSHIRE  
SAUCE

Acknowledged  
Sauce of

the Premier  
the World



**Holbrooks Limited**

Canadian Branch:

25 FRONT ST. E., TORONTO

Canadian Manager, H. GILBERT NOBBS

FRUITS, VEGETABLES AND FISH

Lemons Still Soaring—Apples Quiet—Oranges Firmer — First shipment of Egyptian Onions on the Way from Liverpool—Fish Dropping Out.

The lemon market this week has taken another jump and there seems to be every prospect of a further rise before long. Taking the American duty into consideration, however, the prices here are lower in proportion than those at present obtaining in New York, and this for the reason that most of the larger importers have been receiving direct shipments, thus cutting out the customs charges and giving the retailers the benefit of them.

Grape-fruit, so far as the first-class stuff is concerned, is about exhausted. For some reason not easily determined, a large portion of the Florida shipments are spotting up, and most of the later consignments have been unsatisfactory. Dealers, however, cannot complain, as the season has been an exceptionally good one for this line. A noticeable feature has been that while in former years the demand was confined almost exclusively to the richer classes, this season the consumption has been practically universal, with the result that trade has been almost tripled.

Apples seem to be dead. There is little demand for anything except the extra fancy varieties, and even these are difficult to move on anything like a profitable basis.

The strawberry market was practically bare at Easter, much the same situation being reported in Buffalo and Chicago. The recent drouth in the Charleston section has rendered the outlook for an early movement somewhat unfavorable, as it has greatly retarded the growth of the vines.

The California oranges are averaging larger this season than has been the case for many years past, and although big sizes are not just what the dealers want, the trade is gradually awakening to the fact that they have got to take them, and the result will probably be a better and freer movement for the remainder of the season. The car shortage in California still continues to affect the Canadian market, but better conditions are slowly prevailing and the general outlook has taken on a much brighter aspect.

The first shipments of Egyptian onions will be on their way by the time this is in print, and will arrive in about three weeks. They will bring \$2.75 to \$3 a case. Domestic onions are a little easier, but practically the entire stock is coming from the United States.

Fish received its quietus as soon as the Good Friday market was satisfied. A few lines are making a last struggle but these will soon subside to the general quiet level. Some dealers, with an optimism which, however ill-founded, is surely commendable, are trying to convince themselves that winter is not yet over and that there will be another cold spell or two to usher in the spring, but the majority have accepted the situation as cheerfully as may be, and are returning thanks for an exceptionally active and profitable season.

MONTREAL.

GREEN FRUITS.—Oranges are selling fairly well at prices which are high-

er than those quoted last week. Mexicans are not arriving now, the season being over. Recently a few lots of this class were received from Toronto, and these are going at \$2.75 a case. Valencias are now quoted and are selling freely. Lemons are now selling at \$3, and higher figures are expected. Bananas have been advanced. The demand for this line is very strong and supplies are short.

New dates, per lb	0 05	0 07
Bananas, fine stalk	1 65	2 00
" jumbo	2 00	2 50
Cocoanuts, per bag	3 50	5 50
Pineapple, crate	3 00	5 00
Apples, bbl	3 00	5 00
Lemons	3 00	3 00
Mexican oranges, box	3 50	3 75
California oranges, new navels	4 75	5 00
Jamaica oranges, per bbl	4 75	5 00
Jamaica oranges, per box	3 10	4 50
Florida oranges, box	0 08	0 12
Valencia oranges, case	8 00	11 00
New figs, per lb	7 50	8 50
Canadian, bbl	4 03	5 00
" frozen, bbl	6 00	6 00
Florida grape fruit, box	3 00	3 25
Jamaica grape fruit, box	10 00	10 00
Almeria grapes, per bbl		

VEGETABLES.—Business is limited in vegetables, Easter demand having fallen off with the passing of the holidays. The trade being transacted now is of a hand to mouth character. Florida celery is a new line on the market this week. It is quoted \$3.50 a crate. California celery has been advanced, \$7 a crate being asked. New potatoes are lower, owing to increased receipts. Rhubarb is up to \$1.25.

Parsley, per doz. bunches	0 75	0 75
Sage, per doz	0 60	0 60
Savory, per doz	0 50	0 50
New cabbage, crate	0 75	0 75
Montreal cabbage, per doz	0 50	0 75
American cabbage, bbl	1 75	1 75
Florida tomatoes, crate	5 50	5 50
Turnips, bag	0 75	0 75
Water cress, large bun. hes, per doz	0 40	0 60
Lettuce, per doz	1 00	1 50
Boston lettuce, per doz	0 25	0 80
Celery, per doz	7 00	7 00
California celery, crate	3 50	3 50
Florida celery, case	10 00	10 00
Asparagus, doz. bunches	0 75	0 75
Radi hes, doz	4 50	4 50
Spinach, per bbl	2 50	2 50
Cucumbers, per doz	0 90	0 90
Potatoes, per bag	0 05	0 05
New potatoes, lb	9 00	9 00
Jersey sweet potatoes basket	3 00	3 25
Spanish onions, crate	1 75	1 75
Red onions, bbl	1 00	1 25
" bag	1 00	1 10
Beets bag	0 75	0 75
Carrots, bag	0 15	0 15
Mushrooms, lb	1 25	1 25
Horseradish, lb	0 08	0 08
Rhubarb, doz. bunches	0 08	0 08
New Orleans shallots, doz	0 08	0 08

FISH.—Since the close of Lent there has been very little doing in the fish business. Dealers report having experienced a particularly good season's trade, demand all through the Lenten period having been wonderfully well sustained. Fresh haddock, lake trout and new haddies are among the lines which are lower this week. Frozen cod and grass pike are also obtainable at easier figures. Some new lines are quoted.

Fresh and Frozen Fish.

Halibut, express, per lb	0 14	0 14
Grass pike, express	0 05	0 07
Mac'erel, small	0 02	0 02
Frozen cod	0 01	0 01
Dore	0 08	0 08
Smelts	0 08	0 10
New tomcods, bbl	1 00	1 00
Steak cod, lb	0 07	0 07
Pike, lb	0 08	0 08

With Bright, Warm Weather

Your customers will be enquiring for

EARLY VEGETABLES

WE HAVE THEM.

Cabbage, Asparagus, Celery, Tomatoes, Cucumbers, &c., also

Finest Strawberries and Pineapples

McWILLIAM

Mc. AND E.

EVERIST

25-27 Church St., TORONTO

ORANGES

Navels, Mexicans, Bahamas, Valencias, Bloods, Ovals.

LEMONS

Extra Fancy, Extra Choice.

GRAPE FRUIT

Bahama, Florida.

Also everything in the Fruit line an up-to-date Fruit House should carry.

FOR

EXTRA FANCY HIGH COLORED HEAVY, SMOOTH, JUICY,

and

Deliciously Flavored California Navels

buy

"GOLDEN FLOWER"

Grown and packed by

REDLANDS GOLDEN ORANGE ASSN.

Redlands, California

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Dressed  
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Haddock  
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Dressed bullheads, lb.	0 10
Shadd, ea h.	0 25
Haddock fresh, lb.	0 05
Lake trout, lb.	0 10
White fish, lb.	0 07
Smoked and Salted—	
New haddies, box-s per lb.	0 09
Kippered herring, half boxes	1 10
Smoked herring, per small box	0 10
Yarmouth claspers, box.	1 09
Prepared and dried—	
Skinless cod, 100 lb. cases	5 50
Boneless cod, 20 lb. boxes	0 05
Boneless fish, 20-lb. boxes, bricks	0 05
Boneless fish, 25 lb. boxes, per lb.	0 04
Dry cod in bundles	6 50
Shredded cod, 2 doz., per case.	1 80
Oysters—	
Standards, bulk, per imp. gal.	1 40
Selects, bulk, per gal.	1 60
Oyster pails, pints, per 100.	1 00
quarts, " "	1 25
Pickled fish—	
No. 1 Labrador herring, per bbl.	5 00
per half bbl.	3 00
No. 1 N.S. herring, half bbls.	2 75
No. 1 S. a trout, bbls.	10 50
No. 1 Sea trout, kegs.	5 75
Labrador salmon in bbls.	12 00
Large green cod, 200 lb. bbls.	8 00
No. 1 green cod, in bbls. of 200 lbs.	6 50
Small.	4 50
No. 1 Mackerel, pail	1 75
No. 1 green haddock, bbl.	6 00

TORONTO.

FRUIT.—Lemons are again on the forward move, a raise of 25c. a case confirming our prophecy of last week. Bananas are firmer, with an excellent demand and a somewhat light supply. The pineapple season is opening up in good shape, and the stock so far this year is more plentiful than usual. Cranberries continue at \$9 a barrel, but that is chiefly because there is no one to take them away at that or any other price, and some dealers who laid in not wisely but too well, are at a loss to know how to dispose of their surplus stock.

Oranges	3 00	3 25
Ordinary Valencias, 420's		4 00
Large 420's		4 75
Extra choice navels, 96's, 112's, 20's	2 75	3 10
150's, 176's, 20's, 216's	3 10	3 75
Palermo bloods in 4-b boxes, 80's, 100's		2 25
in 3-boxes, 100's, 180's		2 50
Extra fancy navels, 96's, 100's, 176's, 200's, 250's	3 25	3 50
marmalade, 160's, 200's, 210's, per box.	2 25	2 10
Bahamas, 126's, 160's, 176's, 20's		2 75
Mexicans 150's, 176's, 200's, 216's, 250's		2 50

SHIP TO US

We pay highest market prices for

DRIED APPLES

and wish to do business with you. We will be pleased to mail you our weekly quotations. Drop us a card if same is desired.

THE W. A. GIBB CO.

Packers and Exporters

7 and 9 Market Street,  
HAMILTON

DRIED APPLES

BRIGHT, DRY STOCK

WANTED

O. E. ROBINSON & CO.  
INGERSOLL

ESTABLISHED 1886

"FLORIDA TOMATOES"

1ST OF SEASON

Car 30213 containing 500 crates—arrives to-morrow.

Extra Fancy Hard Ripe Tomatoes—all one cutting.

Price — \$4.50 per crate. Can be retailed at 20c. lb.  
Price now within reach of all.

FLORIDA CELERY

FRESH CAR—Quality very fine—Sizes 3 1/2, 4, 4 1/2 and 5 doz.

\$3.25 per crate.

SPRING VEGETABLES

A full assortment of finest goods in Large Variety.

Branch at  
HAMILTON

White & Co., Limited

TORONTO  
Phone Main 4106

The B. L. O. E. are

"St. Nicholas"  
"Home Guard"

"Kicking"  
"Puck"

W. B. STRINGER & CO. - SOLE AGENTS - TORONTO

FLORIDA CELERY. Extra Fine, \$3.25 per crate.

THE DAWSON COMMISSION CO., Limited, TORONTO

Cor. West Market and Colborne Sts.

We want your consignments of fresh killed Poultry, Butter, Eggs, Apples, Etc.

The Celebrated "GOLDEN ORANGE" brand NAVELS

Grown and Packed at ARLINGTON HEIGHTS, California

Are in a class by themselves, beyond comparison, delicious and fine as silk, without a doubt THE MOST PERFECT ORANGE GROWN. CAR JUST RECEIVED.

Send us your orders.

HUGH WALKER & SON GUELPH, ONT.

OUR CUSTOMERS ARE HAPPY

since we started shipping Signal and Warrior brands California Seedless Oranges from Redlands and Chase & Co.'s Florida Celery from Sanford, also Grape Fruit from Dunedin (the real silky kind). Special prices for large lots. Give us your orders.

MONTREAL FRUIT EXCHANGE

195 MCGILL STREET, - - - MONTREAL

BANANAS

exclusively the year around.

Best fruit Properly crated Lowest prices

JOSEPH BROWN & SONS

29 and 31 Youville Square  
Montreal



DON'T FAIL  
To send for catalog showing our line of

PEANUT ROASTERS,  
CORN POPPERS, &c.

LIBERAL TERMS.

KINGERY MFG. CO., 106 108 E. Pearl St., Cincinnati, O.

Our statements regarding our  
**Jams and Jellies**

are verified by scores of grocers and thousands of people every week. Once you know the deliciousness of our

**Pure Apple Juice**

you'll recommend it all the time to the customer whose trade you want to keep.

The Belleville Fruit and Vinegar Co., Ltd.  
Belleville, Ont.

**J. & R. McLEA**

Wholesale Fish Dealers

23 Common St. MONTREAL

No. 1 Lab. Salmon	11.00 ½	5.70
" Labrador Herring		4.50
" Nfld. Herring		4.00
" Gaspe "		3.50
" Green Cod		7.10
" Green Haddock		5.50
" Green Pollock		5.00
Frozen Smelts No. 1	6 ½	a lb.
" " No. 2,	4c.	a lb.

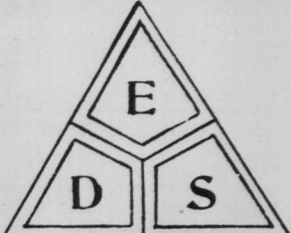
You can make money as well as oblige your customers if you handle our

**BASKETS**

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

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

The Oakville Basket Co.,  
OAKVILLE ONT.



Can you afford to sell any product which may cause business to decline? If not, you'd best line up with shrewd grocers and push

**"E.D.S." BRAND  
Jams and Jellies**

Not because I say they are the purest and the best, but because the Dominion Government declares that brand superior to all others manufactured in Canada. Write for particulars.



Agents: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; W. A. Simonds, St. John, N.B.; A. & N. Smith, Halifax, N.S.

**E. D. SMITH'S FRUIT FARMS,  
Winona, Ont.**



**20th Century  
Account  
Keeping.**

Don't think because your grandfather made money 50 years ago with old style keeping of accounts, YOU can do so. Times have changed, and if you would be successful you must watch your credits. Why use the old style pass book with your credit customers? Be modern. See here—

**IF A MAN WANTS CREDIT**

or \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. NO PASS BOOK. NO WRITING. NO TIME LOST. NO KICKING. There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

For Sale in Canada by  
**THE EBY BLAIN CO., Limited, TORONTO.  
C. O. BEAUCHEMIN & FILS, MONTREAL.  
WM. T. SLOANE, WINNIPEG, MAN.**

**ALLISON COUPON CO.,**  
Manufacturers  
Indianapolis, Indiana.

We are now booking orders for 1907 pack lobsters. Golden Crown and Golden Key brands; choice goods fully guaranteed. Flats, ¼, ½, ¾ and 1-lb. tins; talls, ½, ¾ and 1.

Write for our quotations

**W. S. LOGGIE CO., LIMITED  
CHATHAM, N.B.**

Packers and Exporters of Canned Lobsters  
—Wholesale only

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

**SALT** **SALT**

No trouble to give figures and information.

**VERRET, STEWART & CO.**  
Limited  
**MONTREAL**

**SALT** **SALT**



Grape fruit, Floridas, 80's, 96's	4 00	5 00
" " 48's, 64's	4 50	5 00
" " Bahamas, 51's, 61's	4 25	5 00
" " 80's, 96's	3 75	5 00
Lemons, No. 1's 300, 360	3 25	3 25
" " 2's 300, 360	4 75	5 50
Pineapples, Florida and Cuban, 30s and 24s	2 00	3 00
Apples, snows	3 25	4 25
" " Spies, No. 2 and fancy No. 1	3 00	3 00
Other varie ies, per hbl	1 75	2 00
Bananas, Jamaica firsts, per bunch	2 00	2 50
Bananas, jumbo bunches	7 50	9 00
Cranberries, per barrel	2 75	3 00
Strawberries, Floridas, per qt.	0 18	0 20
" " Louisiana, per pint.	0 18	0 20

VEGETABLES.—Potatoes remain quiet, though at the same time last year eastern stock was selling readily at from 15c. to 20c. above the present prices and Ontario was not to be had at any price. The feeling as to the possibility of easier prices is divided, but the probabilities are that another week or two will see the stock at rock bottom. By the middle of April prices will again be on a normal basis and any movement after that will be in an upward direction.

Tomatoes this week are a little lower and asparagus is easier.

Potatoes, Delaware, per bag	0 95	1 05
" " Ontario	0 75	0 85
Sweet potatoes, per hamper	2 00	2 25
New potatoes, per bush basket	3 25	3 50
Onions, Spanish, per large case	3 25	3 50
" " small case	1 15	1 25
" " Red Globe, per bag	1 75	1 75
" " Yellow Danvers, per bag of 75 lbs.	2 00	2 00
" " Green onions, per doz.	0 15	0 15
" " Dutch sett, per lb.	0 07 1/2	0 07 1/2
Cabbage, new Canadian, per case	3 50	4 50
" " old, per hbl.	2 00	2 25
" " per doz. bunches	0 80	1 00
Beets, new, per doz. bunches	0 80	1 00
Carrots, Canadian, per doz. bunches	0 80	1 00
Lettuce, Canadian leaf, per doz. bunches	1 10	1 25
Radishes, Roseland, per doz.	0 50	0 50
Cucumbers, hot house, per doz., fancy Boston	1 75	2 25
" " Floridas, per doz.	1 00	1 25
Beans, white, prime, bush	1 40	1 40
" " hand-picked, bush	1 50	1 50
" " Lima, per lb.	0 08	0 08
Tomatoes, fancy, per crate	4 50	5 00
Tomatoes Florida, per crate	4 50	5 00
Parsley, per doz.	0 25	0 25
Celery, California, per crate, 6's, 7, 7 1/2, 8 doz.	6 00	6 00
" " Florida, 4 and 6 doz., per case	3 25	3 25
Asparagus, fancy California large, per bunch	0 75	0 75
" " per doz.	2 00	2 25
Fancy Baltimore spinach, per hamper	1 00	1 50
Rhubarb, per doz. bunches	0 90	1 25

FISH.—Compared with the enormous

business which was done during the last few days of Lent, the fish market is motionless. There is still, however, a fairly brisk trade in some few lines, and, if the hot weather holds off for a little while, a few others may yet revive their former activity. Smelts, tubiles and Digby herrings are all lower.

Haddock, fresh caught, per lb.	0 17
Whitefish, winter caught, per lb.	0 07 1/2
Trout, per lb.	0 10
Osages, per basket	1 30
Mild cured bloaters, per box of 50	1 25

I offer for prompt shipment:  
**2,000 boxes (60 lbs.) Sair Dates**  
**1,000 bags French Peanuts**  
 Prices and samples on application.  
**ANDREW WATSON**  
 PRODUCE BROKER  
 91 Place d'Youville, MONTREAL  
 Phone Main 4409

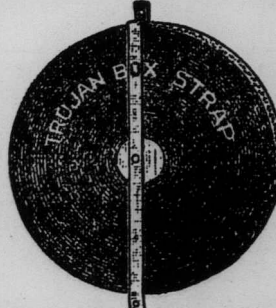
**CHARLES C. BRYCE & CO.**  
 43 and 45 Great Tower Street  
 LONDON, E.C. - - - ENGLAND

Calcium Acid Phosphate, Phosphoric Acid, Malt Extract, Yeafu Bread Improver, Butter Flavour, Essences and Harmless Colours, Ice Cream Powders, Etc.

WRITE FOR PRICE LIST

We can supply some good recipes to buyers for making several grocery lines, including Baking Powder, Self-Raising Flour, Jelly Squares and Powders, Custard Powder, etc.

CORRESPONDENCE SOLICITED



**IMPROVED TROJAN STRAPPING**

On individual hangers of 300 feet each. Packed in cases of 20 reels each, made in 1/2 in., 3/8 in., 1/2 in., 1 in. widths. Very handy in the Shipping Room. Dealers should stock it.

**J. N. WARMINTON**  
 43 Scott St., Toronto, Ont. 207 St. James St., Montreal.



**NEW PACK BRUNSWICK BRAND SCALLOPS CLAMS**

First orders in have preference. Freight prepaid on all shipments of canned goods. Price lists and information on goods cheerfully furnished. Wholesale trade only.

Yours respectfully,  
**Connors Bros., Limited**  
 Black's Harbour, N. B.



**The Best Waggon**

That's the only kind we manufacture. We make a specialty of Fancy Waggons. Whatever kind of waggon you want we'll build for you. It pays to have our catalogue handy.

**H. G. Abbott & Co. London, Ont.**

Finnan haddock, per lb.—fresh cured.....	0 30
Oysters, per gal.....	1 00
Labrador herring, per half bbl.....	3 00
“ “ “ bol.....	4 75
Red salmon, per lb. sea.....	0 12
Smelts, No. 1, per lb.....	0 08
“ ext as, per lb.....	0 12 1/2
Cod, fresh caught, per lb.....	0 08
Haitut.....	0 12
Yellow pickerel, winter caught, per lb.....	0 18
Tubinees, per lb.....	0 16
Shredded cod per lb.....	0 08
Shredded cod per doz.....	0 10
Figu uers, per lb.....	0 05
Digby herrings per bundle.....	0 60
Bluenose cod, per lb.....	0 06
Halifax fish cakes, case.....	2 40

### FAIR DEALINGS IN THE FRUIT TRADE.

J. Albert Hand, B.S.A., writing from Winnipeg last December to the Canadian Horticulturist, says:

That many citizens in Winnipeg do not know one variety of apples from another is very apparent. That the dealers take advantage of the consumers' ignorance regarding this somewhat minor detail is even more apparent. The wholesale fruit houses, and through them the retail dealers, allow large quantities of fruit to reach the consuming public altogether out of season.

What does a lover of fruit want with Golden Russet apples at this season? What demand is there for pears in December? What does a trained taste for Snow apples think when Ben Davis are put up instead? These and kindred games are played on the consumers of this city every day. Golden Russets appear in every fruit collection. A wholesale house has several hundred barrels of Kieffer pears. Any apple that resembles the kind required is given and the purchaser is so disgusted in many cases that he wants no more fruit for some time.

The other night, as I was going home, I saw some nice apples in a window. As they looked like good Snows, I decided to buy some. A lady waited on me and as she began to bag them I noticed they were not Snows. I called her attention to the fact, but she insisted they were "real Snow apples." When I laughed she was haughtily indignant, because I doubted her veracity, or perhaps her knowledge of varieties. The apples were small Ben Davis. I called at the next store to see if they had anything to suit. There were some large dark red apples. On enquiry I learned that these were "Alexanders." I do not know what they really were.

The retailer innocently plays these tricks. Names of varieties most generally asked for are attached to any apple that has the color. Golden Russets and Roxbury Russets are all the same. It is known by most of them that a Snow apple is red and that it sells well; so, any red apple must be sold as a Snow until its season is far past.

The wholesaler is the man to be blamed for a part of this deception. He should be thoroughly acquainted with almost every variety. In the interests of the apple trade, he should see that no variety is put in retail stores out of season. Every time a consumer gets an inferior, tasteless apple the trade is hurt. Every time a consumer gets a superior, tasty apple the trade is given a boost. A Snow or a Spy or a Russet in season, makes the consumer want more. It is safe guessing that if wholesale houses and retailers knew the varieties and put only the best up for sale

and in proper season, the demand would be doubled.

Kieffer pears are a drug on the market when fall or winter comes. They will keep, but they are fit for preserves only. What housewife wants to start preserving at this season? She has done her preserving in summer and nothing but a profitless low price will induce a purchase for that purpose later.

The wholesale houses report a heavy business for the past two weeks. This will continue until Xmas. R. A. Rogers has worked night and day for several days. This firm sends carloads to points west. Their own representatives accompany the car to make delivery and prevent freezing. Everybody wants Spies. Greenings and Russets are also asked for. Any Snows that have been kept in good condition are readily picked up at high prices.

A great improvement has been noted in the stock sent here from Ontario. There is not one-third as much inferior fruit as came last year. A great part of the improvement is credited to the eagle eye and careful work of Dominion Fruit Inspector Philp. Good honest packing by the producer and shipper, and attention to varieties by the salesmen, will increase the sales wonderfully throughout the west.

### GRADING POTATOES IN AUSTRALIA.

A prize of £50 was recently offered by the Victoria (Australia) Department of Agriculture for a machine which would most effectively, cheaply and rapidly perform the work of grading potatoes and onions without bruising or damaging them, and which would leave each grade separated and ready for bagging. The trial took place in Melbourne, and a dozen machines were tried, with the result that the judges recommended that the prize should be withheld for the present and that the competition should be extended for a few months.

### AUSTRALIAN ONIONS.

The State of Victoria, Australia, writes D. H. Ross, Canadian Commercial Agent at Melbourne, produces the bulk of the onions grown in Australia. Some early varieties are already on the market, and a few small shipments were made by the Miowera, which sailed on January 21 for Vancouver. Brown Spanish onions will be available a few weeks hence, and numerous enquiries have been received in Melbourne from Canadian produce importers for shipments to be made in February, March and April for points as far east as Winnipeg. Present indications point to a crop of between 20,000 and 25,000 tons in Victoria, of which some 5,000 tons have been sold for forward delivery.

### NEW SCALE HERRING PRICES.

The recently organized union of weir owners, at a meeting in St. Andrew's, N.B., attended by some sixty members from various parts of Charlotte county, adopted a scale of prices at which the members of the union will sell the output of their herring weirs to the American packers. The prices fixed are eight

dollars a hoghead from the opening of the season until July 31, and six dollars a hoghead from then until the close of the season. A motion to make the price seven dollars for the whole season was defeated. The prices do not apply to Canadian canners, they being given the preference. Last year the fishermen received about four dollars a hoghead from the American packers.

At the meeting was adopted also as a standard of measurement a tub holding fourteen imperial gallons, ten tubs to a hoghead. It was decided that the price of herring for smoking be regulated by the market, but that if packers buy for smoking and then use the fish for sardines, they be penalized by having their supply cut off for two weeks. The bulk of the Charlotte county herring are sold each year to the packers at Lube and Eastport.

### TRINIDAD'S FRUIT.

Edgar E. Tripp, Canadian Commercial Agent in Trinidad, writes: "The new industry—fruit—is progressing slowly, but I think surely. Shipments of bananas and oranges are now made regularly to the United Kingdom, and arrive in good order, although the voyage is a fortnight. This is very little under the time occupied from here to Halifax or St. John by the Pickford & Black steamers, and suggests that a similar trade with Canada might be developed to mutual advantage in the near future."

### FISHED FOR A GROCER.

Garrett Tracy, of Hartford, proprietor of a grocery store, has received a letter from William Miller Collier, United States Ambassador at Madrid, exposing an old swindle.

Some months ago Tracy received word from "Don Ramon Montilla, curate of the Church of St. John the Baptist," in Madrid, that William Burns, a boyhood friend of his, had left him a fortune of \$15,000, and had made him also the guardian of the deceased's daughter. Papers and court records were forwarded to substantiate the claim, and Mr. Tracy was asked to pay court fees of \$1,900 and come to Spain and get his fortune and the daughter. Tracy could not remember Burns, so instead of sending the money he wrote, asking Ambassador Collier's advice. In his reply Mr. Collier says:

"The whole matter is a swindle. There are on file at this legation hundreds of communications from people in the United States to whom letters similar to the one you received have been sent. There has been in existence in this country for 30 years a well-organized band of swindlers who work upon the same lines."

Sixty of the largest Cape Cod cranberry growers have organized a selling company under the title of the New England Cranberry Sales Co., with headquarters at Middleboro. A. V. Chaney was elected sales agent.

Merton W. Plunkett, formerly with T. B. Cramp of Orillia, has bought out Neil Jamieson, Orillia, who has gone west.

# PURE CODFISH

The finest food in the world for the man who works, whether with his brains or his hands. The tastiest food, too, when you get it in packages labelled

**"Halifax" "Acadia" "Atlantic" "Bluenose"**

All the people of Canada are talking about these brands of codfish to-day. They must think a good deal about them or they would not talk so much. Are you an interested party?



**Atlantic Fish Companies, Limited**

**LUNENBURG, NOVA SCOTIA**



A. H. BRITAIN & CO., General Agents for Quebec and Ontario, Board of Trade Building, MONTREAL

## Your Interests Are Our Interests

Our association's attitude is one of friendliness to manufacturer and consumer alike, hence

## WESTERN CANADA'S BIG PURE FOOD SHOW

Winnipeg, July 1 to 13, '07.

is designed to introduce manufacturer and consumer to the benefit of all.

### HAVE YOU AN ARTICLE OF MERIT?

Do you want

**60,000 Western Consumers to Know it?**

We will help you to this end.

Address :

**W. A. COULSON, Secretary**

Retail Merchants' Association of Western Canada

**53 Scott Block, - Winnipeg, Man.**

## SPRING FISHING STARTED IN BRITISH COLUMBIA RIVERS

(Special correspondence of The Canadian Grocer.)

Vancouver, B.C., March 22, 1907.

The fish hatcheries of the Fraser River have found that owing to the unusually cold winter the ova have been over a month later than usual in hatching. The young fish, however, do not seem to be injured at all by the slowness of the maturing process. It is anticipated that they will be turned out in as good condition as in other seasons. The Bon Accord hatchery will have some eight or nine million fry, while the Harrison Lake plant will turn out sixteen million. Usually the total output of the two is about thirty million fry. Last fall, however, the washing out of some of the pens in which the salmon are held for spawning caused a loss which could not be replaced.

Spring salmon are now running fairly well in the Fraser River. The prices agreed upon between the fishermen and buyers are: Red salmon, 8c. per lb.; white salmon, 5c. per lb.; steelheads, 6 cents per lb. These prices will be in effect until April 20, after which red springs will be 6c. and white springs 3c. per lb.

The halibut fishing steamers have been making good catches on the northern banks, some of the vessels coming in with good cargoes. The steamer Flamingo which some few weeks ago tried a cruise on the western coast of Vancouver Island found that there were no halibut there to be caught. The banks of Queen Charlotte Sound and even the Gulf of Georgia are reliable places to secure this fish, and no fear of a shortage in the catch is entertained. There are more than half a dozen large fishing steamers in the halibut trade, and all are doing good business. The market in the east seems to be practically unlimited.

The Blue Funnel liner Titan, which sailed from B. C. ports last week, took out a consignment of 20,000 cases of canned salmon, practically the last of the season's pack. All the pack of the coast canneries, both in B.C. and the United States, is now shipped to the Old Country in these steamers, the days when sailing vessels were chartered to take a cargo of salmon from Fraser River having long gone by. The cost of freight by these steamers is not very much in excess of the charge by a sailing vessel.

The Australian liner Aorangi, which reached port on Saturday last, brought a consignment of 4,000 carcasses of frozen mutton as well as a lot of 1,500 boxes of Australian butter. For this season the butter importations are now over.

Another item of the Aorangi's cargo was a consignment of 1,200 tons of raw sugar from the B. C. Sugar Refinery Co.'s plantations in Fiji. This will be the second last consignment of sugar from the present crop. The steamer Moana, the next of the line to arrive in Vancouver, will bring the last shipment of the season's crop.

Large consignments of salt herring are being shipped to Japan at this season from Nanaimo. The Japanese are good customers for fish at all times, and with the herring run of Nanaimo at its largest the little brown men are not slow to take every advantage. They are born fishermen and are doing their share to exploit the fish of B. C. waters. Over eighty tons of salt herring were shipped out on the steamer Athenian alone, being consigned to Japanese firms.

Market quotations show but trifling changes from last figures given. Following are some leading lines:

Dairy produce: Butter, local fresh creamery, 35c.; local fresh dairy, Australian creamery, 30c.; eggs, fresh local, 25c. per doz.

Fruits: Apples,—Fancy table, \$2.50 per box; cooking apples, lower mainland product, \$1.25 and \$1.50 per box; oranges, \$2.75 to \$3 per box; lemons, \$3.75 and \$4.

Vegetables: Potatoes—Ashcroft, \$35 and \$40 per ton; lower mainland

Miss Stevenson was very popular with every member of the T. H. Estabrooks Ontario staff, and on Good Friday evening Manager Geo. H. Campbell and several of the travelers waited upon her at her uncle's home, 35 Rosedale Ave., Toronto, and presented her with a silver deposit Brown Betty teapot set. Rupert Prat, as senior traveler, made the presentation and conveyed the kindly feelings and good wishes of the staff very fittingly and well. Manager Campbell spoke for the higher powers and stated very pleasantly Mr. Estabrooks' and his own appreciation of Miss Stevenson's work and their regret at her departure, which was far outweighed by their wishes for her future happiness.

Miss Stevenson was pardonably pleased and promised to remember them all often over the Cobalted Brown Betty and the Red Rose.

The wedding took place on Tuesday and on Wednesday Mr. and Mrs. Bowslaugh started for Saskatoon, where Mr. Bowslaugh has started a merchant tailoring business.

### ADVERTISING A VILLAGE STORE.

R. J. Thomas, of B. W. Thomas', Hartford, furnishes a rather novel idea this week relative to rural advertising. His



A New Wrinkle in Advertising.

potatoes, \$28 to \$30 per ton; onions, \$1.50 per cwt.; fresh lettuce, \$1.75 per crate; cabbage, 3¼ to 3½c. per lb.; cauliflower, \$1.60 per dozen; celery, 85c. per doz.

Cured meats: Hams, 19 to 20c. per lb.; bacon, 18 to 21c.; lard, in 3's, 5's and 10's, 14¼ to 14½c., 14c. in tierces.

Flour: Ogilvie's Royal Household, \$5.40 per bbl.; Lake of the Woods, Five Roses, \$5.40; Columbia Flouring Mills, Enderby, Hungarian, \$5.30; Okanagan Flour Mills, Armstrong, Hungarian, \$5 per bbl. Rolled oats, 90's, \$3.25; 45's, \$3.35; in 22½'s, \$3.55; in 10-7's, \$2.85; oats, \$26 per ton; bran and shorts, \$24 per ton; hay, \$16 per ton.

### RED ROSE DEMONSTRATOR WEDDED.

Miss E. L. Stevenson, demonstrator for Red Rose Tea, with the Toronto branch, after a year of exceptionally capable service has resigned to enter the state of wedlock with Leo Bowslaugh, a merchant tailor.

letter and the accompanying illustration state the matter clearly. He says:

"I have enclosed a photo showing how we do advertising in the country. It is a problem sometimes to know how to get rid of all the soap boxes, packing cases, etc., at a profit, but I think it is solved, as the picture will show.

"If it pays the city advertisers to put up billboards along the railroads and public highways, why is it not to our advantage to do the same?"

"You will notice the name Hartford is not on the boards, but they are not placed far enough away from the village to make that necessary. It does not need a professional sign painter to do the work as anyone with a little practice can do it. I hope this will be a hint to some brother country storekeeper."

Canada is now selling more soap in Trinidad than the United States and in this regard is second only to Great Britain.

# Business Management

By HOWARD R. WELLINGTON.

The Cost of Doing Business

In the special Spring number of The Review—which, by the way, is filled with interesting reading—an article appeared under the head of "The Cost of Doing Business," which should prove of inestimable value to the merchant who has not already installed some system enabling him to arrive at what his goods cost him "net," what his total sales are "net," and what each individual expense amounts to in each department of his business.

There seems to be some difference of opinion as to whether the proprietor's remuneration should be a fixed charge against the profits, the advance on cost including this charge, as well as all other charges, to arrive at the selling value of goods. It would be only fair to the business to charge in with the other salaries a certain fixed amount for the proprietor, just the same as it would be necessary to charge salary for a manager if one were employed. The gross profits, then, less the "overhead" expenses, the selling expense, salaries, etc., would show the net profit which the merchant earns.

The percentage to advance on cost depends largely on the cost of doing business and the amount of business done. When a business is thoroughly organized, and a system installed which will obviate all unnecessary detail work, a turn-over of \$50,000 may be made almost as readily as \$25,000, with but very little extra expense, thus increasing the net profit by a very substantial amount, as the "overhead" expenses, such as rent, taxes, manager's salary, etc., remain practically the same under both conditions.

A merchant must learn from an experience of two or three years, or perhaps more, what percentage must be added to cost to net a fair margin of profit. Few retail businesses, in those days of increased cost of doing business, can be managed successfully on a less margin than 33 1-3 per cent.

In a business which could be departmentized we would suggest a purchase journal, in which all purchase invoices should be entered monthly, the totals only being posted at the end of each month. A columnar book may be procured at a nominal cost, and the various columns used as found necessary, as follows:

Purchase Journal—Jan. 31, 1907.

How settled	Terms	Seller	Amount	Dept. A	Dept. B	Dept. C	Dept. D	Dept. E.
Dft. 15, 1, 07	5, 30	J. Brown	\$550 50		\$550.50			
Ch. 15, 2, 07	2½, 30	J. Smith	420 25			\$420.25		
Note 15, 3, 07	3, 30	J. Jones	375 20	\$375.20				
Dft. 20, 1, 07	5, 30	J. Thomas	150 40				\$150.40	
Dft. 1, 6, 07	3, 30	J. Ames	260 50					\$260.50

Each department column may be further subdivided to provide for expenses, such as stationery, insurance, light and heat. This same idea may be carried out in the cash book, sales record and journal.

At the end of the period, then, we have a set of accounts for each department collected as follows:

Dept. A.			
Jan. 1, 1906—Stock on hand	.....	\$2,500	
Purchases	.....	6,000	
Sales	.....		\$8,500
Rent or taxes	.....	225	
Salaries	.....	950	
Insurance	.....	65	
Light and heat	.....	55	
Advertising	.....	65	
Fright and packing	....	200	
Office expense	.....	275	
Interest	.....	155	
Depreciation	....	75	
Jan. 1, 1907—Stock on hand	.....		2,600
Net profit in department		535	
			\$11,100 \$11,100

I will be noticed that such items as rent and taxes, insurance, office expenses, interest, depreciation, heat and light, etc., all appear as a charge against the department. There are various methods of arriving at the proportion chargeable to each: first, by the amount of the sales; second, by the situation of the department in the store; and third, by the ratio of expense in maintaining the department. It is hardly fair to base the proportion on the total sales, as the department having the largest sales might be working on the closest margin of profit, and, again, it might cost a great deal more for office expense or light and heat in one department than in another.

The only practical method is to collect these general expense items, take each individually and apportion what may seem a fair amount over each department.

Of course some expenses, such as insurance and sundry items of expense for the department may be charged direct, and the remarks above only refer to general charges.

In the illustration above, the goods cost \$2,500 plus \$6,000, or \$8,500, less stock on hand, \$2,600 or a net cost

of goods sold of \$5,900, an advance of 44 per cent, on cost, and yet the merchant only makes a net percentage of 9 per cent. Evidently expense accounts require careful inspection.

# A Twentieth Century Business Plan

Even suppose I marketed my cigars in the old way—the way all my competitors market theirs—Grocers couldn't possibly make a mistake in stocking my

## PHARAOH and PEBBLE

because their superiority to all other cigars as trade winners is admitted by a big majority of the Grocers in Canada. They say that my plan of doing business is not only a surety of the goodness of my cigars, but it also safeguards their profits absolutely and completely. Do you know the advantages of my plan to you? A post card brings particulars.

**J. BRUCE PAYNE, Limited, GRANBY, QUEBEC**

**Mr. Grocer!** You *must* sell tobacco. *You can not afford* to sell ordinary tobacco, because the man who pays the bills argues: "If his tobacco is no good I've no faith to place in the purity and wholesomeness of his provisions." Eliminate all doubt from that man's mind by stocking

# T. & B.

the best pipe tobacco ever placed on the Canadian market. Ask any dozen pipe lovers you know which tobacco you should stock and their decision will please and pay us both.

**T. & B. Sells more than Tobacco.**

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

**HAMILTON, CANADA**

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**A NEW ERA IN SPICE GRINDING**

The National Pure Food Law of the United States has wrought a remarkable transformation in the spice trade of New York, and spice grinders are complaining that for the present their business is at a standstill, paralyzed by the uncertainty which exists in the trade consequent upon the new conditions, says the New York Journal of Commerce. As one well known grinder expressed it:

"We have been brought up all standing by this new law, and the revelation that it has brought to us of how far away we have drifted into the field of fraud and adulteration quite surprises us. For the present we have not been able to find out just where we are at. Still, I want to be quoted as saying that we welcome the Pure Food Law and I believe it will be a great benefit to the trade once we are adjusted to the new conditions. Just now everything is at a standstill, both in the raw materials and the box goods market, such as exists in the retail trade. In a few weeks, especially when the preserving season comes along, we shall look for an even better trade than we had before. The law is certainly a good thing.

"We had no idea how rank the adulteration had become. Competition had forced us along from one little fraud to another until we were a lot of pretty bad liars and the trade demanded that we remain such. Scarcely anything was actually pure spice. True, we did put up some genuine goods, but it was so little as compared with the whole that it amounted to nothing. People would not pay the price for pure goods. Why, we had to put out pepper for four cents a pound, all ready for putting in boxes, when everyone knew that the whole pepper was costing us at wholesale 10 cents a pound. We could make up the difference by grinding in burned cocoanut shells for the black part and cracker crumbs and browned grain for the rest. True, we labelled it 'compound pepper,' but people supposed it meant extra strong pepper, and it all went. Now the law compels us to call it 'imitation pepper' or 'pepper compound,' and to put our formula on the package. Of course that kills the sale of such goods and we have to put up pure goods. Because the trade has always supposed these were pure goods, the retailer must put out the new package at the same price as the old, and someone's profit is shrinking. It isn't ours, for we knew what we were selling all along, and so did the jobber.

"Of course this has made a big difference in the business. First of all we have to use more real spice than before and that increases the importation end of the business. To-day there is a scarce supply of materials in the market and the whole list of raw materials is up, in some cases double what it was a year ago. But on the other hand, the consumption of spices will not be as great as formerly, for the consumer will not need to use so much of a given spice in its pure state as was needed of the adulterated article. I suspect there will be trouble this fall when the women attempt to put up preserves by their old recipes. If they use the customary amounts of spices, the stuff will be so hot no one can eat it.

"The whole trouble at present is the

uncertainty of the trade as to what they do want, and their indisposition to buy till confidence is restored. Customers who used to order twenty cases at a time are now ordering from hand to mouth, say five cases or so. This is especially true of the West, where the abuses of adulteration have been more flagrant than elsewhere. The retailers find it hard to believe that prices should jump as they have and they hesitate to lay in large stocks till they know how the consumer is going to act toward pure goods. We used to put out an article labelled mace for 15 cents. To-day it costs 46 cents. And that's the way it goes all along the line. But when people buy spices hereafter they will be pure spices; you can bank on that. In the past from a half to three-quarters of the stuff sold as pure was adulterant."

**LORD LANSDOWNE A GROCER.**

Canada's Former Governor-General in Illustrious Company.

The Marquis of Lansdowne went to the hall of the Grocers' Company in London City, on the 27th ult., to receive the honorary freedom of that influential guild, upon whose roll are inscribed the names of many illustrious men. Gen. Monk was a member, and Charles II. was pleased to accept the title of sovereign master, as was also William III. Among the many statesmen, soldiers and diplomatists associated with it must be included the Pitts, father and son; the Marquis Cornwallis, the Earl of Liverpool, Canning, Peel, Lord Raglan, Lord Lyons, Lord Clyde, Lord Napier of Magdala, Lord Lawrence and the late Duke of Cambridge. King Edward VII. was admitted when Prince of Wales, and the roll further holds the names of the Right Hon. A. J. Balfour, the Right Hon. Jos. Chamberlain, Viscount Kitchener and Viscount Milner.

**SWEET CAPORAL**



**CIGARETTES**

**STANDARD OF THE WORLD**

Sold by all the Wholesale trade

**CLAY PIPES**

Those made by **McDOUGALL** are peerless. Insist upon having them.

**D. McDOUGALL & CO., Glasgow, Scot.**

Merchants from all parts of the Dominion are welcome at

**JOS. COTE'S**

IMPORTER AND WHOLESALE TOBACCONIST

Specialty—Leaf Tobacco Biscuits. Confectionery Moderate Prices. Prompt Delivery

Office and Sample Room, 188 St. Paul St. Warehouse, 119 St. Andrew Street Phone 1272

Branch: 179 St. Joseph St. Phone 2097 **QUEBEC**

**All First-Class Grocers**

Handle

**OLD CHUM**

**Cut Plug Smoking Tobacco**

**It's a Trade Bringer.**

## PRIMER FOR BOWSER SALESMEN

An Alphabet of Rhymes from the Bowser Business Boomer, and was written for Men who Sell Equipments for Retailing Oil, but Looks Good Enough for any Kind of Salesman.

<b>A</b>	for "Approach," and it wins half the battle ; Be cheerful, and then you will be hard to rattle.	<b>N</b>	stands for "Now," when your man should be signing, To-morrow you'll find him more firmly declining.
<b>B</b>	for the name that we sell under, "Bowser's," It means that we always have coin in our trousers.	<b>O</b>	stands for "Orders" we lose by postponement, Our sorrow because of them is our atonement.
<b>C</b>	stands for what we love best, our "Commissions;" They bring to our bank accounts handsome additions.	<b>P</b>	means the "Patient and also the "Plucky;" They don't get their orders because they are lucky.
<b>D</b>	stands for "Drive" on a cold day in winter, When the horse that you have is by no means a sprinter.	<b>Q</b>	stands for "Quitters" of all men the meanest ! Why shouldn't their pocket books always be leanest ?
<b>E</b>	stands for "Effort" and "Enthusiasm;" Between these and indolence yawns a great chasm.	<b>R</b>	stands for "Rivals." May Fortune ne'er bless them ! We'll take every chance we can get to suppress them !
<b>F</b>	stands for "Faith" in ourselves and our outfits ; If anyone has it, he can't talk without hits.	<b>S</b>	for "Success" which we all of us covet, And when we achieve it, I tell you, we love it !
<b>G</b>	stands for "Grit" that keeps going on grinding, Rebuffs and annoyances not at all minding.	<b>T</b>	stands for "Tact" which we use, if we're clever, It stands, too, for "Tanks" that will last one forever.
<b>H</b>	is the "Harvest" we're every year reaping, Which piles up the profits for "rainy day's" keeping.	<b>U</b>	stands for "Users" who swear by our system ; If we took out their tanks they would say that they missed 'em !
<b>I</b>	stands for "Idlers" who fall down so sadly, Who love ease and loafing and hate work so badly.	<b>V</b>	for "Vexations" that often annoy us, But if we seem worried, they surely destroy us
<b>J</b>	stands for "Joy" in our hearts ever thrilling, When we take out our pens for a good order filling.	<b>W</b>	means that we're all to be "Winners;" The best of us now were once only beginners.
<b>K</b>	is for "Knowledge" that gives us all power ; It helps us in many a difficult hour.	<b>X</b>	stands for "eXcellence," hard to acquire ; Applied to a salesman, it ends in a buyer !
<b>L</b>	is for "Laziness" known to be turning Lives of success to rank failures, unearning.	<b>Y</b>	for this "Year." May the orders be many ! So just whoop 'em up, if you've not taken any !
<b>M</b>	stands for "Money" for which we're all working ; A prize that keeps all of the salesmen from shirking.	<b>Z</b>	stands for "Zest" that's the salt of all selling. And this is the end of our lesson in spelling !



### CIGAR SATISFACTION

Cigars to sell must be cigars that will satisfy the particular smoker. Our lines are incomparably better than anything else on the market. A smoker must have the best cigar, and when he buys

#### Royal Sport and Hogen-Mogen Cigars

he purchases the best made. Are you selling these cigars? The kind that build up your trade and increase your profits. If not, let us hear from you to-day. It's to your advantage!

**THE SHERBROOKE CIGAR COMPANY**  
SHERBROOKE, QUEBEC

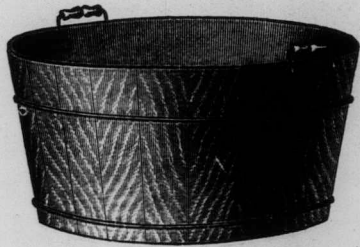


# A "Cane Made" Tub Remains a Tub

There's the rub because that sort of tub isn't so easily made as some suppose. The life of most tubs is years too short.

## A "CANE MADE" TUB

does not just happen.



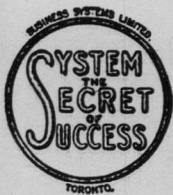
The material is carefully selected and thoroughly kiln-dried. Every Tub is carefully scrutinized by our inspectors. Tubs which would damage our reputation cannot leave our factories.

Also—A "Cane-Made" Pail Remains a Pail.

### UNITED FACTORIES, LIMITED

TORONTO, CANADA

## The Cost of Installing Business Systems.



The cost of installing Business Systems is in proportion to the size of the business.

A small business requires a more or less simple system of accounting the expense is almost nothing compared to a big business whose arrangements are more complex.

Our Monthly Account System is especially adapted to the retail business.

Our Monthly Account System does it all in one operation—makes the entries in your books and prepares your bills at the same time.

Our Monthly Account System stops the work from piling up at the end of the month

and enables you to have each customer's bill ready at a moment's notice.

.....

Let us tell you how Business Systems can be adapted to your business.

It costs you one cent to know.

A post card will bring you the information.

# BUSINESS SYSTEMS LIMITED

85 SPADINA AVE.  
TORONTO, CANADA

## CONVENIENCE, ACCURACY ECONOMY

Are three strong arguments in favor of Loose Leaf Systems of Book-keeping which should enlist you among the thousands of users of

# The Crain Continuous Systems

Did you ever lose time and patience hunting through a card index drawer for an important record that has been taken out and put back in the wrong place?

**In the Crain Continuous Systems** every record is in its proper place, entries can be made without removing sheets, in half the time. It is absolutely safe, and from an economical standpoint it is without a rival.

**The Crain Monthly Account System** or the retail trade will pay for itself in a very short time.

Write for Catalogue G which will give you full information.



## The Rolla L. Crain Co., Limited Ottawa, Canada

**Toronto:**  
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**Montreal:**  
Alliance Building, 107 St. James St.

**Winnipeg:**  
11 Nanton Block

## Loose Leaf Ledgers

Start the New Year Right

Our Monthly Statement and Charge Systems are the very latest.

Special Prices: \$10.00, \$12.50 and \$15.00

Send for Catalogue

The Ontario Office Specialties Co.,

126 Adelaide E., TORONTO



The Finest  
Family Polish  
on the Market.

## BLACK JACK

AT YOUR JOBBERS'

## COLES Electrically Driven Coffee Mills

Single and Double Grinder

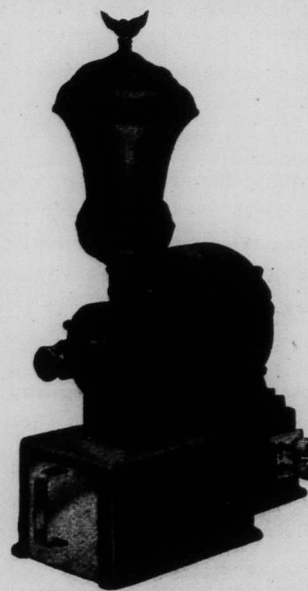
Pulverizing and Granulating

Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders and saving current.

Our Grinders  
Wear Longest

Grinding  
Capacity

Granulating 2 lbs.  
per minute.



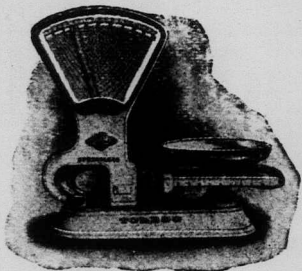
COLES MANUFACTURING CO.  
Nos. 1615-1635 North 23rd St. PHILADELPHIA, PENN., U.S.A.

AGENTS:  
Todhunter, Mitchell & Co., Toronto.  
Dearborn & Co., St. John, N.B.

Forbes Bros., Montreal.  
Gorman Eckert & Co., London, Ont.

## TOLEDO COMPUTING SCALES

Automatic but Springless.  
 The "Toledo" is a money saver because it positively stops the giving of overweight.  
 A time saver because it is Automatic.  
 A labor saver because there are no weights to lift, no poises to slide, or prices to set.  
 A trade bringer because it indicates to the customer in plain figures the correct weight of the article he buying.  
 It is honest both to the merchant and customer.  
 The Toledo system costs you nothing because it paid for with the money you are now losing.  
 For Catalogue and information apply,



**THE TOLEDO COMPUTING SCALE CO., Hamilton, Ont.**

*The Arctic Refrigerator, made for all lines of business. We have just what the grocer needs. The best on the market. Write for our new catalog.*  
**JOHN HILLOCK & CO., LIMITED** TORONTO, ONT.

### TRADE WITH ENGLAND

Every Canadian who wishes to trade successfully with the Old Country should read

### "Commercial Intelligence"

(The address is 163 Fleet St., London, England)

The cost is only 6c. per week. (Annual subscription, including postage, \$4.80). Moreover, regular subscribers are allowed to advertise without charge in the paper. See the rules.

## Modern Store Equipment

is essential to the grocer who aims at securing the best results in his business.

### Walker Bin Fixtures



insure:

A clean and attractive interior  
 Fresh stock temptingly displayed  
 Prompt and efficient service  
 Satisfied and permanent customers  
 A larger volume of business and

### INCREASED PROFITS

**WALKER BIN FIXTURES** are within the range of the purchasing power of the smallest merchant, while they represent a permanent investment. They are made for a lifetime's service.

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

**THE WALKER BIN & STORE FIXTURE CO., LIMITED**

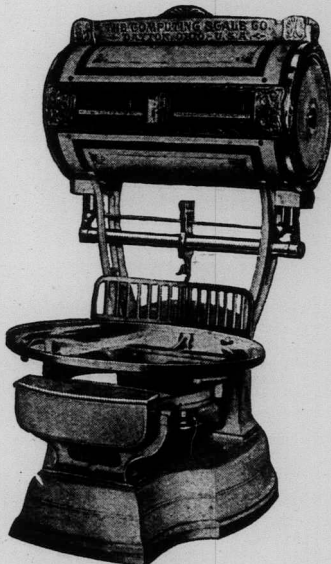
**BERLIN, ONT.**

Representatives

Manitoba: Stuart Watson, Winnipeg, Saskatchewan and Alberta:—H. W. Laird Co., Limited, Regina, Sask.

## Boston Special

*Absolutely Automatic*



**The Dayton**

Over 210,000 Scales sold. Are you one of the users?

All that is necessary to get the value of a piece of merchandise at any price per pound shown on the chart, and at any weight up to and including the full capacity of the scale is to put the merchandise on the platform of the scale.

Plate glass platform. Full jewelled Siberian agate and ball-bearings.

**Plain Figures Show Value**

No mistakes or errors are possible. Down weight not possible.

**Pays for itself**

**The Computing Scale Co. of Canada, Limited**  
**Toronto, Ont.**

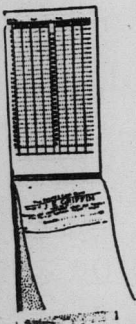
### Eliminate Loss

If we didn't know how you could, we wouldn't make the suggestion.

Instal our

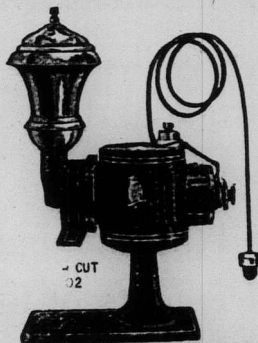
### "Duplex" Counter Check Book

and if that does not make the balance healthier at the end of the year, it will be up to us.



**The Carter-Crume Company, Limited**  
 Toronto

## ELECTRIC POWER COFFEE MILLS



This small cut illustrates another of the designs we make.

Furnished for direct or alternating current. Fitted with strong brass heavily nicked hopper.

Stands 30 inches high, operates off your lighting line. Most convenient and up-to-date mill on the market.

Granulates 2-lb per minute and cuts fine 1-lb per minute.

Write for Catalog and prices

**THE A. D. FISHER CO., LIMITED, - TORONTO**

# Upton's Compound Jams

## A Word to Grocers About This Well-Known Product

In the first place, it is a perfectly wholesome food, prepared from fresh fruits and sugar.

It is labelled compound to conform with the pure food regulations of the Canadian Government, and the department has approved of the label we are using.

A certain percentage of apple jelly is used in the making of these jams to bring the cost within the reach of a large proportion of the consuming public, although many prefer the taste and texture of the compound article, regardless of cost of same.

It is much more suitable than the pure article as a pie or tart filler, and for general table use it cannot be excelled, and every grocer should carry it in stock.

## Upton's Pure Jams

Upton's Pure Jams, Jellies and Orange Marmalade are absolutely pure fruit, as labelled, and granulated sugar, and for appearance and flavor cannot be excelled by anything on the market.

Guaranteed by the maker to be absolutely pure, and to fill the requirements of the most fastidious.

Q  
Quotati  
The fo  
responsib  
Grocer, at ou

Baki  
Cook's Friend—  
Size 1, in 2 and 4  
" 10, in 4 doz, be  
" 2, in 6  
" 12, in 6  
" 3, in 4  
Pound tins, 2 doz.  
12-oz. tins, 1  
5-lb. " 1

W. H.  
Diamond—  
1-lb. tins, 2 doz. in  
1-lb. tins, 3  
1-lb. tins, 4

IMPERIAL  
Cases.  
4-doz. ....  
3-doz. ....  
1-doz. ....  
3-doz. ....  
1-doz. ....

OC  
Ocean Baking Po  
" "  
" "  
Borax, 1/2 lb  
Cornstarch  
Freight pa



ROYAL  
Size.  
Royal-Dime ...  
" 1/2 lb. ....  
" 6 oz. ....  
" 1 lb. ....  
" 1 1/2 lb. ....  
" 1 lb. ....  
" 3 lb. ....  
" 5 lb. ....

Barrels—When  
cent. discour

CLEVELAND  
Size  
Cleveland's—Dir  
" 1/2 lb  
" 6 oz  
" 1 lb  
" 1 1/2 lb  
" 1 lb  
" 3 lb  
" 5 lb

Barrels—When  
cent. discour

T. K.  
Crown Brand—  
1-lb. tins, 2 doz.  
1-lb. " 3  
1-lb. " 4

Keen's Oxford, 1  
In 10-box lot  
Beckitt's Square  
Gillett's Mamma  
Nixey's "Ceryu  
" "  
" according



A Guarantee that is Worth Something

**RISING  
SUN  
STOVE POLISH  
IN CAKES**



**SUN  
&  
PASTE  
STOVE POLISH  
IN TINS**

is printed and packed in every box of SUN PASTE Stove Polish. Our guarantee stands at par because all you have to do is to notify us if any of our SUN PASTE is found defective in any way and we do the rest. It is no surprise to us, however, that so many thousands of storekeepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**CANADA'S TERMINAL WAREHOUSE**



**FIRE AND FROSTPROOF  
STORAGE**

**FREE OR IN BOND  
Customs Bond No. 5  
Excise Bond Q.**

**LOWEST INSURANCE RATES**

**PERISHABLE GOODS** receive special attention. The temperature of the different sections is regulated to suit the class of goods stored therein. **Goods Prompt-**

**ly Delivered** to merchants throughout the city and suburbs.

**WE SOLICIT YOUR STORAGE ACCOUNT**

**TERMINAL WAREHOUSE & CARTAGE CO., LTD.**

**12-38 Grey Nun Street, MONTREAL**

On every grocer's shelves where the best brands are sold you will find



**Borden's Brands**

"Eagle" Brand  
Condensed Milk

The Public Ask for  
**BORDEN'S**

"Peerless" Brand  
Evaporated Cream



**WILLIAM H. DUNN, Montreal and Toronto**  
Scott, Bathgate & Co., Winnipeg, Man.      Shalcross, Macguy & Co., Vancouver and Victoria, B.C.

(Unsweetened)

Allies  
\$1 00 to \$5 00  
5 00 books ..  
10 00 " ..  
15 00 " ..  
20 00 " ..  
25 00 " ..  
50 00 " ..

**BRUNSWICK  
EASY**  
Historical  
Custams

The Davison  
E:  
LAPORTE  
"Vita" Pasteur

Bottles 1-oz.  
" 2 "  
" 4 "  
" 20 "  
" 20 "

In  
Robinron's pate  
" "  
" "

Jan  
SOU:  
Frank l  
range marmal  
Clear jelly mar  
Strawberry W.  
Raspberry "  
Apricot "  
Black currant  
Other jams.....  
Red currant jell

Compound Fru  
12-oz. glass jars,  
2-lb. tins, 3 doz.  
5 and 7-lb. tin p  
crate.....  
7 and 14-lb. woo  
30-lb. wood pails  
Compound Fruit  
12-oz. glass jars,  
2-lb. tins, 3 doz.  
7 and 14-lb. woo

**WM. BRAID & CO.,** Importers of **TEAS, COFFEES and SPICES**

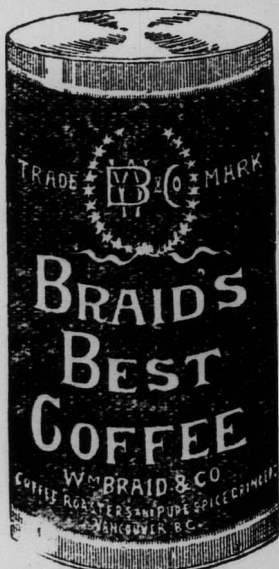
**THE GROCER**

who is looking into the future, and has given the best interest of his business careful consideration lays its foundation with a really superior stock of Coffee and Tea—

**BRAID'S BEST COFFEE and CHALLENGE CUP TEA**

for quality and delicious flavor are unexcelled. Coffee in 1, 2, 5, 10, 25 and 50-lb. air tight tins; also in fancy drums and barrels. Tea in ½ and 1-lb. air tight lead packages, also in 3, 5 and 10-lb. fancy tins.

WRITE FOR SAMPLES



**WM. BRAID & CO., Vancouver, B.C. BRAID'S BEST COFFEE and CHALLENGE CUP TEA ARE THE BEST.**

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Allison's Coupon Pass Book.

\$1 00 to \$3 00 books	3 cents each
5 00 books	4 "
10 00 "	5 "
15 00 "	6 "
20 00 "	7 "
25 00 "	8 "
30 00 "	9 "
35 00 "	10 "
40 00 "	11 "
45 00 "	12 "

**Brunswick's EASYBRIGHT**  
WASHING CLEANERS  
CLEANS & DISINFECTS

Per doz.  
4-oz. cans \$ 0 90  
6-oz. " 1 35  
10-oz. " 1 85  
Quart " 3 75  
Gallon " 10 00

Wholesale Agent,  
The Davidson & Hay, Limited, Toronto

**Extract of Beef.**  
LAPORTE, MARTIN & CIE, LTD.  
"Vita" Pasteurized Extract of Beef.

Bottles 1-oz., case of 2 doz	\$3 20
" " " 1 " " " 1 " "	3 40
" " " 2 " " " 2 " "	4 50
" " " 5 " " " 5 " "	4 75
" " " 10 " " " 10 " "	9 00

**Infants' Food.**  
Robinson's patent barley 1-lb. tins \$1 25  
" " " " 3-lb. tins 3 25  
" " " " 10-lb. tins 1 25  
" " " " 20-lb. tins 2 25

**Jams and Jellies.**  
SOUTHWELL'S GOODS. Per doz.

Frank Magor & Co., Agents.

Orange marmalade	\$1 50
Clear jelly marmalade	1 80
Strawberry W. F. jam	2 00
Raspberry " " "	2 00
Apricot " " "	1 75
Black currant " " "	1 75
Other jams	\$1 55
Red currant jelly	2 75

**T. UPTON & CO.**

Compound Fruit Jams— 12-oz. glass jars, 2 doz. in case, per doz.	\$1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7-lb. tin pails, 5 and 9 pails in crate, " " " " " "	0 07
7 and 14-lb. wood pails, per lb.	0 07
30-lb. wood pails, " " "	0 07
Compound Fruit Jellies— 12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 and 14-lb. wood pails, 6 pails in crate	

30-lb. wood pails	per lb.	0 07
" "		0 06½
Home Made Jams—absolutely pure— 1-lb. glass jars (16-oz. gem) 2 doz. in case		\$1 60
5, 7, 14 and 30-lb. pails, per lb.		0 12

**Lard.**  
THE N. K. FAIRBANK CO. BOAR'S HEAD  
LARD COMPOUND.

**Licorice.**  
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	\$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
" " " " " " " " " "	1 35
" " " " " " " " " "	1 40
" " " " " " " " " "	2 00
" " " " " " " " " "	1 50
" " " " " " " " " "	2 00
" " " " " " " " " "	1 75
" " " " " " " " " "	1 50
" " " " " " " " " "	1 45
" " " " " " " " " "	0 75
" " " " " " " " " "	

**Lye (Concentrated).**  
GILLET'S PERFUMED. Per case.

1 case of 4 doz.	\$3 60
3 cases of 4 doz.	\$3 50
5 cases or more	3 40

**Mince Meat.**

Wetley's condensed, per gross net	\$12 00
per case of doz. net	3 00

**Mustard.**  
COOLMAN'S OR KEEN'S.

D.S.F., 1-lb. tins	per doz. \$ 1 40
" " " " 2-lb. tins	5 00
" " " " 3-lb. tins	5 00
Durham 4-lb. jar	per jar. 0 75
" " " " 1-lb. jar	0 25
F. D., 1-lb. tins	per doz. 0 25
" " " " 1-lb. tins	" " 1 45

**E. D. MARCEAU, Montreal.**  
"Condor," 12-lb. boxes—

1-lb. tins	per lb. \$ 0 35
2-lb. tins	" " 0 35
4-lb. tins	" " 0 35
8-lb. jars	per jar 1 20
" " " " 1-lb. jars	0 35

Old Crow, 12-lb. boxes—

1-lb. tins	per lb. 25
2-lb. tins	" " 0 23
4-lb. tins	" " 0 22½
8-lb. jars	per jar 0 70
1-lb. jars	" " 0 25

**Olive Oil.**  
LAPORTE, MARTIN & CIE, LTD

Minerva Brand— 12-oz. glass jars, 2 doz. case	\$5 75
" " " " 24's	6 50
" " " " 24's	4 25

**Orange Marmalade.**  
LAPORTE & CO.

12-oz. glass jars, 2 doz. case	\$ 1 00
Home-made, in 1-lb. glass jars	1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb.	0 07
Golden shred marmalade, 2 doz. case, per doz.	1 75

**Sauces.**

Worcestershire, Holbrook's, small, per doz.	\$2 15
Worcestershire, Holbrook's, large, per doz.	3 00
Less than case lots, 10c. and 15c. doz. extra	

**Soda.**  
COW BRAND.

Case of 1-lb. contain-  
ing 60 packages per  
box, \$3 00.  
Case of 4-lb. (con-  
taining 120 pkgs.,  
per box, \$3 00.  
Case of 1-lb. and 4-  
lb. (containing 30  
1-lb. and 60 4-lb.  
pkgs.) per box, \$3 00.  
Case of 50 pkgs. containing 96 pkgs., per  
box, \$3 00.

**MAGIC BRAND**

No. 1, cases, 60 1-lb. packages	\$ 2 75
No. 2, " " 150 1-lb. " "	2 75
No. 3, " " 30 1-lb. " "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 85
5 cases	2 75

**Soap and Washing Powders**  
GUELPH SOAP CO.

Royal City Soap (bar)	1 case.	5 case.
Peerless Soap (bar)	2 50	2 40
Standard Soap (cake)	2 50	2 40
Crystall Soap Chips, per lb.	2 40	2 30

JOHN TAYLOR & COMPANY, TORONTO.

**TAYLOR'S BEST BORAX SOAP**

1-case 5-cas- 10-cas

Taylor's best borax soap	\$1 00	\$ 85	\$3 75
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A. P. TIPPET & Co., Agents.

Maypole soap, colors	per gross \$10 25
" " " " black	15 50
Oricle soap	10 20
Gloriola soap	12 00
Straw hat polish	16 25

**Starch**  
EDWARDSBURG STARCH CO., LIMITED

Laundry Starches— No. 1 White or blue, 4-lb. carton	\$ 0 06½
No. 1 " " 5-lb. " "	0 06½
Canada laundry	0 05½
Silver gloss, 8-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 07½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 07½
Canada White Gloss, 1-lb. pkgs.	0 07½
Benson's enamel	per box 1 25 to 2 50

**Oulinary Starch—**  
Benson & Co.'s Prepared Corn..... 0 07  
Canada Pure Corn ..... 0 06½

**Rice Starch—**  
Edwardsburg No. 1 white, 1-lb. car. 0 10

**AMERICAN PURE FOOD COMPANY.**

Japanese Starch	Case
1 case, 5 doz.	\$5 00
5 " " "	4 85

Lot 5 cases, freight paid.  
**CORN STARCH "ROYALTY."**  
12-oz. case, 4 doz ..... 0 50  
Lot 10 cases, freight paid.





1. Whole Fruit
2. Delicious Flavor
3. Attractive Glass Jar

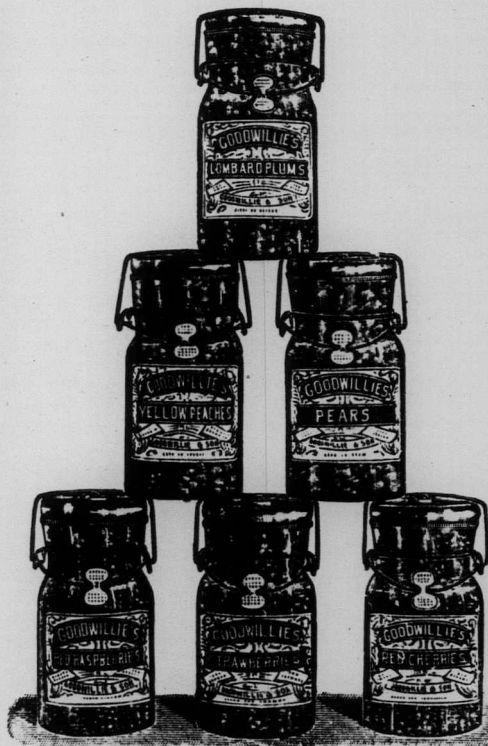
## "Batger's"

Strawberry Jam has all these, and other points, also, that have made it so popular with the GROCER and the CONSUMER alike.

Try a case of 4 doz.

# Strawberry Jam

Agents:  
ROSE & LAFLAMME  
Montreal and Toronto



The Fresh Fruits are carefully selected  
.....  
Their delicious flavor appeals to everybody

You should have them in stock.

Agents:  
ROSE & LAFLAMME, - - - MONTREAL

We want you to drop us a post card for our price list of

# MATCHES

This small investment of **one cent** will bring you news of value, —will make money for you. You can risk **one cent** for a prompt reply.

Remember, once you find out what profit you will make you'll bless that **one cent**.

## The Improved Match Co., *Limited*

Head Office:  
BOARD OF TRADE,  
MONTREAL.

Factory:  
DRUMMONDVILLE,  
P. Q.

## 150,000 Cans a Day

Just stop a moment and consider what this means—150,000 Cans a Day!

That's what our factory turns out every day; and each one of these cans guaranteed not only flawless in material and workmanship, but **absolutely the best on the market.**

Isn't it worth something to deal with the leaders?

You are sure to obtain the best goods because no expense is spared to turn out cans that stand on the market without parallel.

You cannot place an order too large for us to handle—we're fully equipped to handle the business of the largest firms in need of cans.

**Acme Can Works**  
MONTREAL

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INDEX TO ADVERTISERS.

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of  
every  
description  
and  
size.

Special  
shapes  
to  
order.

**The TORONTO POTTERY CO.**  
Toronto, Canada **LIMITED**  
*Write for Catalogue.*



**"GLOBE," with Percolator.**

This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

**R. CAMPBELL'S SONS**  
HAMILTON POTTERY  
HAMILTON, ONTARIO

## THE PEOPLE OF JAMAICA

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

## KINGSTON

## "GLENER"

might bring inquiries. Some write for rates to

**J. S. STEWART, Halifax.**

## OAKEY'S 'WELLINGTON' KNIFE POLISH

The original and only Genuine Preparation for Cleaning Cutlery, 64, 126 St. Catherine

**JOHN OAKEY & SONS, Limited**  
Manufacturers of

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

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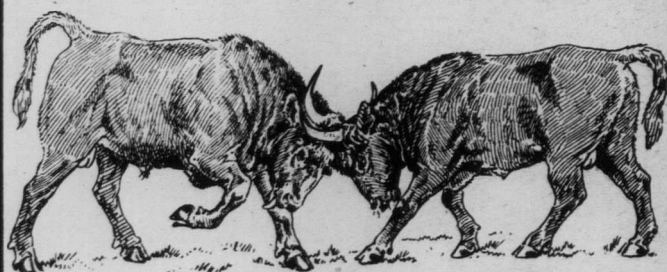
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Is Honest Goods and  
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The Best Grocers make  
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always in Stock.



**STRENGTHEN YOUR HOLD**

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is the BEST fluid beef to  
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be relied upon.

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Mince Meat**

(In Cartons)

has been recognized as the standard of  
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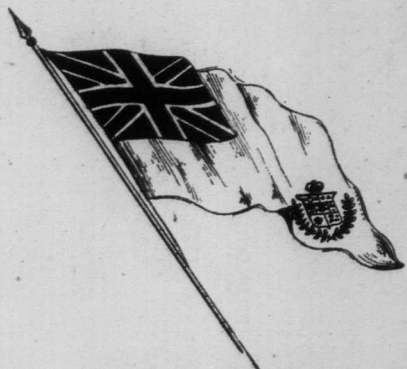
**PURE                      WHOLESOME                      RICH**

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If your jobber cannot give it to you  
please write us direct.

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**ST. CATHARINES,                      -                      -                      CANADA**



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**A Table Syrup like “EMPIRE” brand**

is an ad. for your store — just now syrup  
will sell well. Order “Empire” brand;  
sizes of tins from 2lb. up to 20lb.

**DIAMOND CRYSTAL SALT**

**“The Salt that's All Salt.”**

Canada's finest, whitest, and freest  
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