

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building

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

New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO MARCH 31, 1911

No. 13



RIGHT IN YOUR LINE!

Don't let the druggist corner the big business
offering in

Robinson's Patent Barley

It is a food and right in your line, and it is an article
that is in daily use in thousands of Canadian homes. It
is equally efficient as a food for infants and invalids and a
generous display will invariably result in a quick sale.

Remember the name when next ordering—Robinson's

MAGOR, SON & CO.,

403 St. Paul
Street,

MONTREAL

Syrup That Satisfies! There's a steady demand in every
locality for a good syrup—a de-
mand which you can fill, and fill with profit to yourself by featuring

"CROWN BRAND" CORN SYRUP

This is a delicious syrup for table use, and is made from the finest selected
white corn.

A little persuasion will induce your customers to buy a trial tin, and you may
look forward with the utmost confidence to a regular succession of "repeats."

FOR SALE BY ALL JOBBERS IN CANADA

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world--Canadian Fruits--selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

Goods
explains
Salesman
within

All your
stock v

MON

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price from yourself or your clerks, for they are their own Silent Salesmen. They make a powerful appeal for trade by the known virtues which they hold within themselves.

All you have to do is to display them—think of the saving of energy you make when you stock with goods of spotless reputation! Two "Silent Salesmen" are printed below.

The "Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" brand of fish has brought credit and honor to the producers and why not money to you, friend? The Haddies never masquerade under the guise of inferior fish—the Herring and tomato sauce are ever true to their name.

Slime, dirt and uncleanness have no part in the preparation—the work is done where the fish are caught. They are "Silent Salesmen" because

They Sell
Themselves

Griffin & Skelley's Canned Asparagus

No greater harm could come to the packers, growers and shippers of the "Griffin" brand of canned asparagus than that someone sometime should somehow or some other discover a can that was less good than the delicate young stalks just as they are cut from the private garden of a connoisseur.

See how sure both you and your customers are that the quality will be maintained, year after year.

They Sell
Themselves

ARTHUR P. TIPPET & CO., Agents

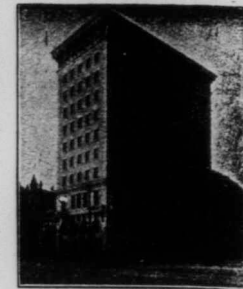
MONTREAL

TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

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

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

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

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

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

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish Trade.

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

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

White Beans
Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE
Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.
PRICES RIGHT
Lind Brokerage Company
73 Front St. East - TORONTO

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
236 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

A. Francols Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

THE CANADIAN GROCER

PAPER

J. F. EBY—President

HUGH BLAIN—Vice-Pres.

We are headquarters for all kinds of WRAPPING PAPERS
To be up-to-date you must use our

Broadstripe Sealing Paper---

All weights
LIGHT
MEDIUM
HEAVY

IN ROLLS—9, 12, 15, 18, 20, 24 and 30 inches

the finest and yet most economical paper you can use

Genuine Vegetable Parchment Paper

FINEST QUALITY GERMAN MAKE
Get our quotations on 5, 10, 25 and 50 ream lots

TOILET PAPERS---Square or Rolls

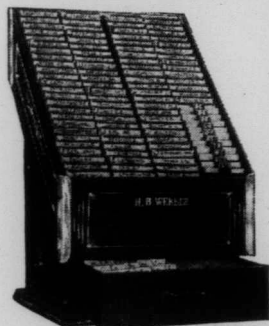
WE HANDLE THESE ON A VERY CLOSE MARGIN
YOU CAN SAVE MONEY BUYING TOILET PAPERS FROM US

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

Lock the Door Before the
Thief Gets In!!



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books.

THE KEITH SYSTEM

Has Been Tried by Actual Store Fires!!!



Cut of 100 book size, showing hood locked to cabinet.

We don't guess about this system being fire-proof, but we know. We have several affidavits on file from merchants who had fires destroying buildings and stocks of goods, and whose accounts were all saved through the KEITH SYSTEM.

In case of fire wouldn't it be a satisfaction if you had a KEITH SYSTEM and knew your records would be saved?

The Time to Lock the Door is Before the Thief Breaks In.

When you buy a KEITH you not only lock the door and bar it against fire, but also against the bugbear of posting accounts on the one hand, and of mixing accounts, bringing forward wrong past accounts, losing slips, and the manipulation of charges on the other hand.

It is the right system for you at the right price.

Let us send you full information at once without putting you under any obligations to buy.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street

...

...

...

...

...

...

FREMONT, OHIO

and Hartford, Conn., U.S.A.



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,
Cowan's Perfection Cocoa is unsurpassed.

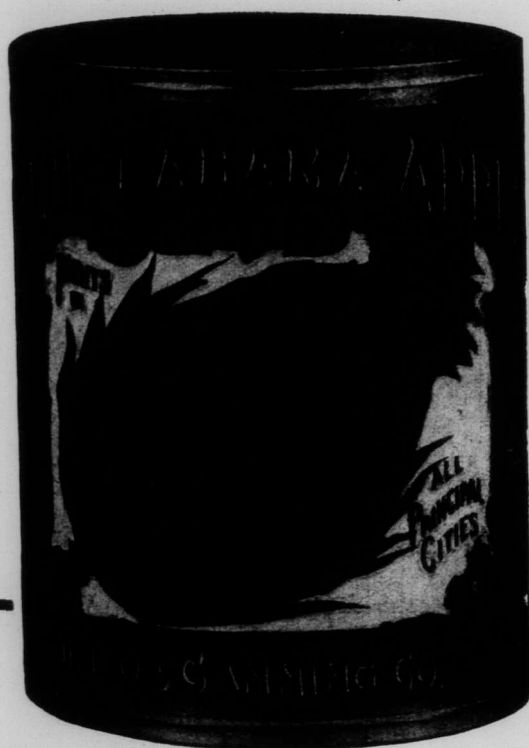
THE COWAN CO., LTD., TORONTO, ONT.

S

T

Emp
ed F
the :
them
rub
suga
and
appl
to a
a m
spre
by
egg
of I
to t
brov

**SIMCOE
BRAND**



**SHREDDED
PINEAPPLE**

A quality line of the greatest service to the cook in the preparation of novel and tasty dishes.

Why not acquaint the housewife, anxious to try a new dish, with the possibilities of Shredded Pineapple? Here are a couple of tried-out recipes to recommend to her, and we shall be glad to send you others on request.

Simcoe Shredded Pineapple is a perfectly pure form of this luscious fruit, being prepared solely from the choicest selected Bahama Pines with the best granulated sugar.

Try a can of Simcoe Shredded Pineapple yourself. It is the surest way of getting you enthusiastic about it. Put up in 2's tins.

Your wholesaler has a special price for quick delivery. Order to-day.

PINEAPPLE PIE.

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

**Dominion Cannery
Limited**

Hamilton

Ontario

**PINEAPPLE AND PEACH
GLACES.**

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stand for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-a-half of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.

TALK ABOUT

JAMS and PRESERVES

We have in stock 500 CASES, including all qualities Canadian make, the Best—such as AYLMER, WAGSTAFFE, E. D. SMITH. All packed in glass.

BRUSSON'S FRENCH PASTES

1,000 BOXES IN STORE, including Macaroni, Vermicelli, Pastes, etc. Packages and loose.

This manufacturer has attained the highest reputation and the proof is in the eating. All made with RUSSIA'S hard wheat, not AMERICAN.

CALIFORNIA FRUITS

One carload 3 crown LOOSE MUSCATELS and EVAPORATED APRICOTS, fine quality, Boxes 25 and 50 lbs.

CALIFORNIA ASPARAGUS

GRIFFIN BRAND—Mammoth White, 2½s. Green Tips, 1s.

LOBSTERS

They are again dearer, but can secure the best brand from us. 300 Cases PERCE ROCK Talls. Every tin lined inside with parchment.

EVERY TIN GUARANTEED

Canadian Canned Fruits and Vegetables

We have a large assorted stock.
All inquiries will be given special care.
Prices and samples sent with pleasure on application.

HERE IS A BARGAIN

90 CASES CABBAGE, CAULIFLOWER, CARROTS, GRAPES,
PARSNIPS, SQUASH.

SIMCOE BRAND

The Price, - 2s., 75c. doz. - 3s., \$1.00 doz.

ALL IN GOOD ORDER.

300 BOXES LEMON PEELS, 7 lbs. (1909) Morton's, 5c. lb.

MANY OTHER BARGAINS FOR NEXT WEEK.

L. CHAPUT, FILS & CIE., Montreal

Established in 1842.

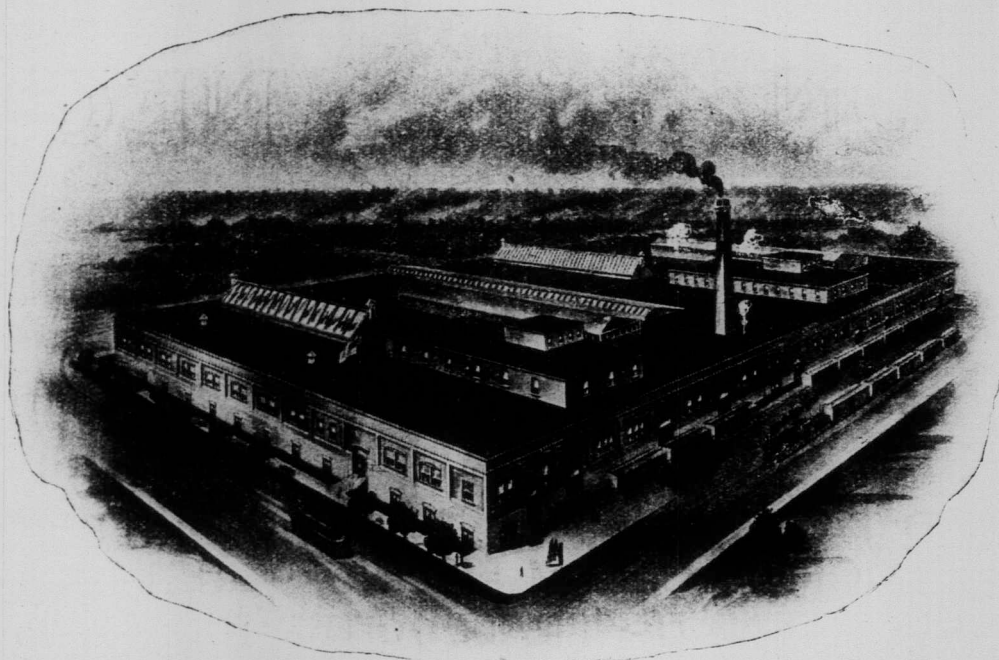
WHOLESALE GROCERS and WINE MERCHANTS

THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Below are a few of our lines that we manufacture :

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve,
Damson (English) Raspberry & Gooseberry Peach Cherry
Gooseberry Red Currant Jam. Green Plum Plum Pear Jam
Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers.

Hamilton, Canada

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

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

BEYOND COMPARISON,
JUST THE GOODS



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Merchant—Clerk—Customer ALL Need the PROTECTION Which Only a RECEIPT Affords



Issuing a receipt with every purchase protects the merchant against carelessness, mistakes and dishonesty—against disputes with customers about purchases paid for, amounts paid on account, etc.

Putting a receipt in every parcel protects clerks against suspicion, against the mistakes or carelessness of other clerks, and against misunderstandings with customers.

Protects customers, too. That's why

Successful Merchants Put a Receipt in Every Parcel.

Why don't YOU?

How can you hope to make a success of your business by following the methods of unsuccessful merchants? The difference between success and failure is simply a difference in methods.

Are you being influenced by the wrong kind of business men?

Why Aren't You Influenced By Successful Men?

They give every customer a receipt with every purchase. Why don't you? We'll send you a booklet showing you the best system—FREE

This Register tells you: 1—Total cash sales made by each clerk; 2—Total of your credit sales; 3—Total amount of money received on account, and 4—Total amount of money paid out. Has separate cash drawer for each clerk. Also secret adding counter tells you total amount of all cash taken in. Built to stand on floor or counter.

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge Street, - - Toronto

YOUR DELIVERY

The Link Between Your Store and Your Customer

Can you afford to have this service anything but the best?

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

The only safe sure and sanitary egg delivery system.

It prevents breakage and miscounts, saves time and pleases your customers and still costs less to operate than the egg delivery you are using now. Start improving your business to-day by asking your jobber and writing for our booklet "NO BROKEN EGGS." We have a book of sample ads. for your STAR EGG TRAYS. Be the "Early Bird." Write to-day.

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

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

Made in one and two dozen sizes.

Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



**BORDEN'S
EVAP-
ORATED
MILK
PEERLESS BRAND**



**Makes
your
Customers
Satisfied**

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

Mason & Hickey, Agents, Winnipeg

WILLIAM H. DUNN, AGENT
Toronto

Montreal

Vancouver

ANNOUNCEMENT

To facilitate handling, and more fully develop our commission business at the Pacific Coast, we are opening a branch office at

Vancouver, B.C.

Our sales of **Borden's Milk Products** will be in charge of Mr. V. Creeden, who has had many years' experience selling to the B.C. grocery trade.

We will have a capable staff, and be fully equipped to handle consignments and a few select agencies for Food Products and Specialties.

Correspondence solicited.

27 Front St. E.
TORONTO

WILLIAM H. DUNN

396 St. Paul St.
MONTREAL

Save Time and Money!



YOU, Mr. Saskatchewan and Western Grocer, can save time and money dealing direct with us---time, because you get the promptest deliveries from our Regina and Prince Albert Houses; money, because you save considerably in freight charges, and obtain the benefit of car load rates.

Look into the proposition we have to offer you! We carry large and complete stocks of all lines, and are quoting the closest prices.

Write us To-day.

CAMERON & HEAP CO., Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. - Fort William, Ont. - Kenora, Ont. - Prince Albert, Sask.

Orsi's Concentrated Tomato Extract

SUN BRAND

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

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

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

Sample tin sent on request.

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

AGENTS FOR CANADA:

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

The Charles
Cicero
Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Enquiries from Ontario to our Toronto office.

LAST CALL FOR—



Taylor's

Soap Eggs

An Easter Novelty that will hatch you profits.

First quality soap, delicately perfumed, popular price. The seasonableness of this novelty appeals to your customers and it means brisk selling and a quick turnover.

| | |
|-------------------------|-------------------|
| Broken Gross, | \$5.40 |
| 1 Gross | \$5.00 |
| 5 Gross | \$4.80 per gross. |

Order quickly, either direct or through your wholesaler.

N.B.—Easter is only two weeks away

John Taylor & Co., Limited, Toronto, Ont.

Get Back Your Tea Trade

No reason why you should knock under to any tea peddler. "Maybell" Ceylon Tea, in 5 and 10 lb. decorated chests, will enable you to wipe out the competition of the most active peddler alive. That's because with "Maybell" Tea you can offer your customers a better tea proposition than the peddler can.

"Maybell" Ceylon Tea

is as good in quality as tea can be—and that's mighty good. And you can sell "Maybell" at a moderate price and still make a better profit than you can with any other line of tea on the market. The "Maybell" Decorated 5 and 10 lb. chests are just the convenient quantities that so many housekeepers prefer, packed in a manner that assures the preservation of full strength and flavor.

PRICES:

| | | |
|--------------------------------------|-------|-----|
| 5 lb. boxes (8 to a case) | 24c. | 1b. |
| 10 lb. boxes (4 to a case) | 23½c. | 1b. |
| 50 lb. half-chests | 20c. | 1b. |

Canada Brokerage Company

TORONTO

LIMITED

ONTARIO

ALL IN SEALED LEAD LINED PACKAGES

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

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



Ammonia Powder

has made a place for itself in every well-regulated home. Its ability to loosen dirt and yet leave the surface or fabric free from stain or injury makes it most valuable. You will please your customers by recommending

SNOWFLAKE AMMONIA

The value of SNOWFLAKE above others lies in its purity and strength. A little goes a long way.

5c. for a Giant Package.

S. F. LAWRASON & CO., LONDON, CANADA

GUARANTEE

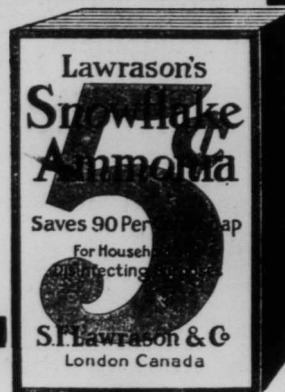
of \$500⁰⁰ that

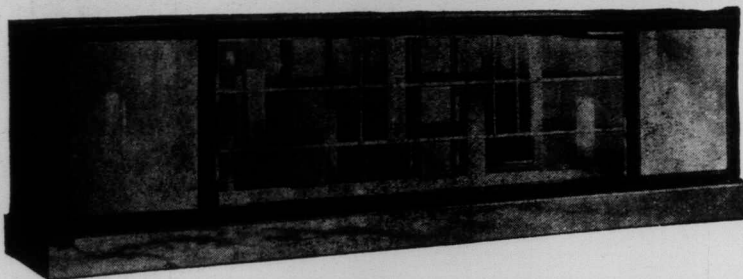
Lawrason's Snowflake

Ammonia

is fully equal to any similar compound selling for twice the price of

5c. Per Package





McCray Refrigerator Display Cases

Will Boost Your Trade!

We know this to be a fact because it has been thoroughly tested. Hundreds of grocers are enabled to attractively display their dairy and delicatessen articles, as well as to improve the general appearance of their stores, by using these handsome fixtures. *Not only that*, but nothing will spoil on your hands. Write to-day for our catalog No. 67, which shows McCray Refrigerators of all kinds adapted for the use of grocers.

We manufacture Refrigerators and Coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

McCray Refrigerator Company

Please address all correspondence
to the Factory, Kendallville, Ind.

231 LAKE ST., KENDALLVILLE, IND.

If you try to sell your customers the
"Just-as-good" brand, you will find them
crossing the street to get

Chase & Sanborn's HIGH GRADE COFFEE

from your competitor.

Is the experiment worth the risk?

CHASE & SANBORN, THE IMPORTERS
MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY

No Grocer has a customer who hasn't been told
"Let the Gold Dust Twins do your work"



There is nothing left for you to do but—hand it out and take your profit.

No washing powder has ever been
So Widely Advertised

No Washing Powder will
Do the Work as Well

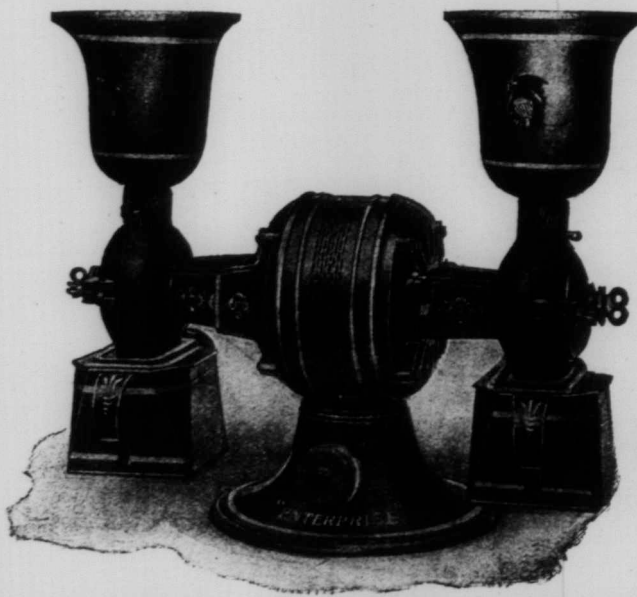
And there is no Washing Powder
Which Sells So Well

We Couldn't Say anything More interesting to You

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

MAPLE GOODS

Are Seasonable Goods At This Season

MAPLE SYRUP---Diamond Brand and Shanty Brand are the two leading brands. They insure you satisfied customers and a good margin of profit.

MAPLE SUGAR SPECIALTIES---We are headquarters for the following lines:---

Dainty and delicious **Maple Cream Hearts**, put up in 18-lb. pails, at \$2.25 per pail.

Maple Buttons, put up in 20-lb. pails, at \$2.40 per pail.

Maple Cream Blocks packed 30 blocks to case, at \$2.00 per case.

Walnutine Blocks put up same way and at same price as Maple Cream Blocks.

Also that well-known and staple line **Twin Block Maple Sugar**, packed 48 blocks to case, at \$3.60 per case.

ORDER THROUGH YOUR JOBBER

Sugars & Cannery Limited
MONTREAL

Tartan BRAND

THE SIGN OF PURITY

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

Phone 3595.

Exchange to all departments.

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

THREE OF
**CANADA'S PERFECT FOOD
PRODUCTS**



ST. GEORGE EVAPORATED MILK
PRINCESS CONDENSED MILK
BANNER CONDENSED MILK



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

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



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

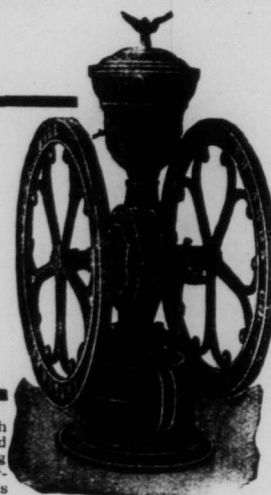
ASK YOUR WHOLESALER
FOR SAMPLE ORDER AND
PROVE OUR STATEMENTS

J. MALCOLM & SON
ST. GEORGE, ONT.

The Finishing Touch

to the appearance of your store is given by the installation of an

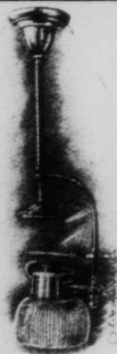
ELGIN National Coffee Mill



The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles they sell at a very moderate price. Ask any of the following jobbers for our Catalogue.

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Snye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

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



THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

Maclaren & Co.
Merrickville, - - Ont.

This lamp is trouble proof, it is absolutely perfect, and cannot give you any trouble.

McLean's Cocoanut

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

The
Canadian
Cocoanut
Co'y



Sole Makers,
Montreal,
Quebec

CENTURY

Ho!
Mr. Grocer.

The Salt your Customers will call for again and again--if you'll just stock it--is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT

NO UP-TO-DATE GROCER

Can Afford to be Without Our
Self Measuring Coal Oil Pump

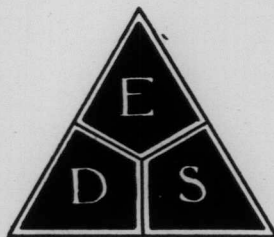


It stamps him as a progressive, honest and cleanly dealer and pays as an advertisement. Saves time, slops, waste and other goods, and increases your sales. We make a first class pump only and save you 30% to 50% in price.

Made in Store and Cellar Outfits.

Send for Catalogue and Prices

SELF MEASURING PUMPS, Ltd.
53 Richmond Street East, TORONTO



“E.D.S.”

Brand

Tomato Catsup

LIKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the “pressing-out” process—a specialty of our own. “E.D.S.” Catsup is entirely free from peelings, contains no apples, and it is not overcooked.

Feature “E.D.S.” Catsup along with a full range of “E.D.S.” Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

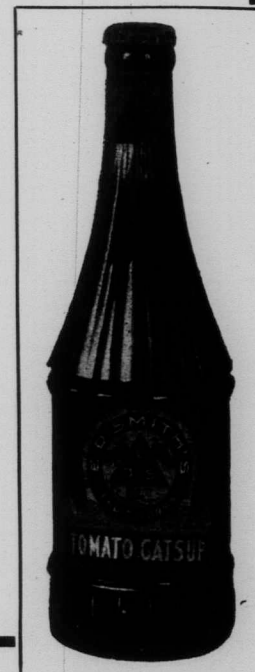
Made only by

**E. D.
Smith**

at his own
Fruit Farms,

Winona, - Ont.

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



If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Dont TRY to do without

H.P.

SAUCE

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



Is Your Coffee Trade
 Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR
 CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
 Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

WE are issuing a very attractive Cook Book containing a number of recipes which will be found very useful to the housewife. These are being placed in the cases of Molasses now being sent out, and we would ask the merchants to kindly see that they are placed to the best advantage. This will assist the dealer to increase his sales of the now popular GINGER-BREAD BRAND MOLASSES.

The Dominion Molasses Co.

LIMITED

HALIFAX, NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

Canada First Evaporated Milk

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

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

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

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The
 Aylmer
 Condensed
 Milk Co., Ltd.

Aylmer,
 Ont.

Head Offices:
 Hamilton, Ont.

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

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

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

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

Donald says : Quaker Brand Baking Powder

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

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360. **MONTREAL**

PROGRESS IN THE MAKING OF HOUSEHOLD CHEMICALS

THE PRODUCTS OF THE WORKS OF

The Alpha Chemical Co. Ltd.

Berlin, Canada

are milestones of progress in domestic cleansing and sanitary science. They include

ROYAL BLUE

RELIABLE BORAX

ANTY DRUDGE

ROYAL MEDICATED CHLORIDE OF LIME

HALF TIME SHOE POLISH

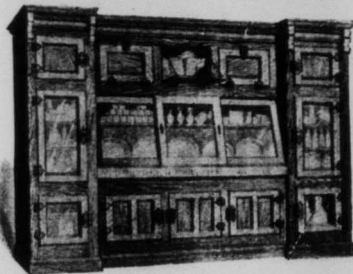
QUICK SHINE STOVE POLISH

KLENZINE AMMONIA POWDER

—GOOD AS ITS REPUTATION—

KLENZINE IS MADE WITH EXTREME CARE AND YOU WILL FIND IT A VERY QUICK SELLING AND SATISFACTORY LINE

Aubin's Patent CABINET REFRIGERATOR



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

Dry Air Ventilating System

Best of insulation.

Made in 10 sizes.

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

C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

KOKOBUT

OFFICIAL ANALYSIS

COPY OF CERTIFICATE. Montreal, Feb. 13th, 1911

This is to certify that we have tested a sample of "Kokobut," manufactured by the Cocoa-Nut Butters Ltd., Montreal, and find it to be a product of pure Cocoa Nut Oil, of the consistency of butter. It is a perfectly neutral vegetable fat free from other ingredients, and gives no odor or flavor to food when used in cooking. It will remain sweet and free from rancidity for an indefinite time, and is as digestible and nutritious as butter or lard. Contains no water. (Signed) MILTON HERSEY CO., LTD. MILTON L. HERSEY, President.

COPY CERTIFICATE OF ANALYSIS.

| | |
|--------------------------------------|--------|
| Saponification Value | 257 |
| Specific gravity at 140 deg. F. | 897 |
| Acidity | None |
| Melting point, 76.3 deg. F | 1.4475 |
| Water | Nil |

These physical constants correspond with those of pure cocoa nut oil. (Signed) MILSON HERSEY CO. LTD. MILTON L. HERSEY, President.

Packed in 1, 5, 10, 20 and 50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - Montreal

ECONOMICAL—EFFECTIVE

These are two leading features that should make you stock and recommend

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

Asepto is honest soap, of guaranteed purity, and retails at a moderate price, which leaves you a good profit margin.

For every household cleaning purpose it is unequalled and makes fast friends wherever introduced.

A Line to Feature and Recommend.

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

ONE PACKAGE MAKES SIX FULL QUARTS

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

MINUTE TAPIOCA

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

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

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



BAIRD'S WORCESTERSHIRE SAUCE

is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price High in Quality



Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto
—604 Lindsay Building, Montreal W. L. McKensie & Co., Winnipeg: R. Robertson & Co., Vancouver and Victoria.



A Triumph of Roasting and Blending

No trouble or expense has been spared to make

RIDEAU HALL COFFEE

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

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

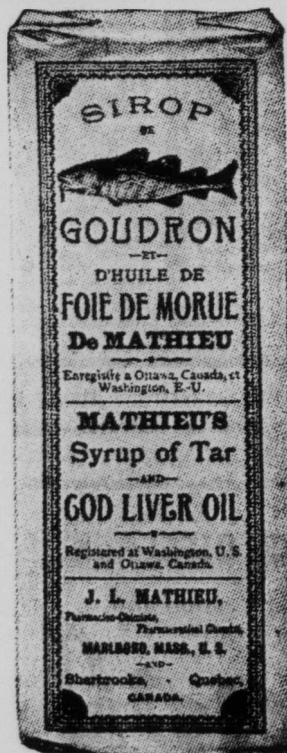
Gorman, Eckert & Co., Ltd, London,

IT MUST MEAN something to you to know
absolutely that

ST. LAWRENCE GRANULATED

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

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

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

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada:

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

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

The Only Account Register



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

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES

Send Us a Postal for Full Information.

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

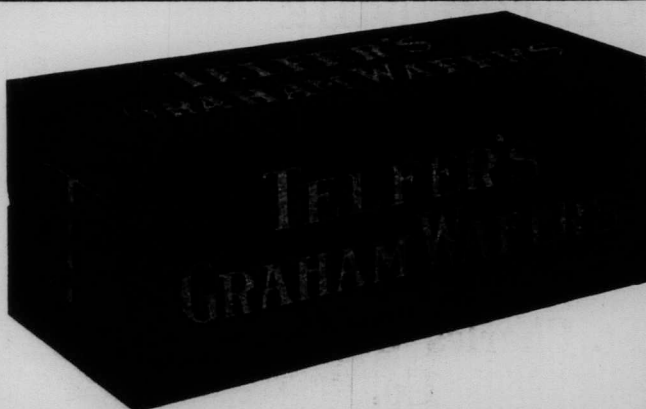
The Package of Quality!

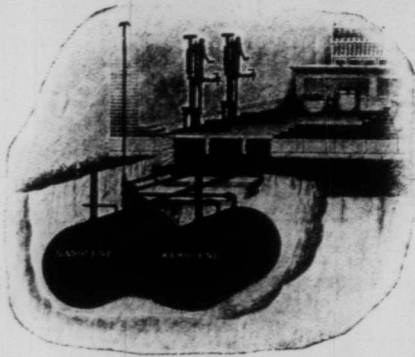
You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS.

Telfer Bros., Limited, Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FORT WILLIAM





A Clean Store

A Sure Profit

A Safe Method

A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

S. F. BOWSER & CO., Limited

66-68 Fraser Ave.,

TORONTO, ONT.

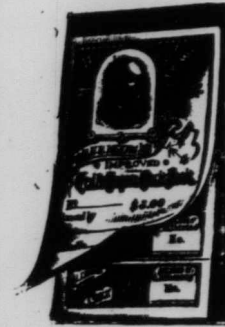
Mr. Grocer! The coin that's getting away will make you rich!

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

Allison Coupon Books

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

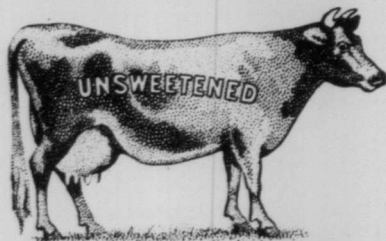
HOW THEY WORK



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

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

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



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



THE KIND THAT IS DIFFERENT!

You can bank on giving satisfaction and assure yourself of a liberal profit margin if you are featuring

Sterling BRAND

CATSUP

Made solely from the choicest fresh fruit and purest spices, it retains in a remarkable degree the natural fruit flavors, and the greatest care, skill and attention to cleanliness is given to its entire preparation. Sell the brand the public like—"Sterling" Catsup.

GET OUR PRICES.

THE T. A. LYTTLE CO., Limited

STERLING ROAD, TORONTO

THE CANADIAN GROCER

JAPAN TEAS

are the best value on the market to-day.

Write to

S. T. NISHIMURA & CO.

for samples of the balance of their last season's stock.

There may be housewives

to whom all goods in cans appear to be exactly the same. This kind of woman is more to be pitied than blamed. She is certainly deficient in what is known as "Horse-sense."

But if the dealer will take a can of syrup bearing the name of the



**Imperial Syrup Co., Limited, Montreal,
The "Cabinet" Maple Syrup People,**

and call her attention to the intrinsic value of the goods she will leave his store a happier and wiser woman. And the dealer—he'll be happy too.

**Imperial Syrup Co., Limited
MONTREAL**

GOLDEN

PUFF

BISCUITS

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

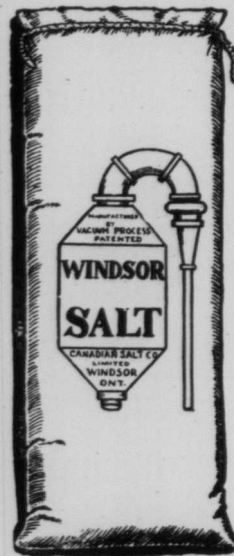
Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath



Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

**WINDSOR
SALT?**

Are the other low-selling brands worth the room they take up in your store?

**The Canadian Salt Co.
LIMITED**
Windsor - - - Ontario

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

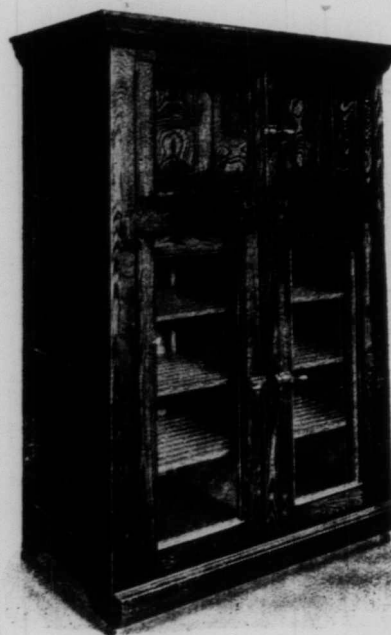
**SUGARS
MOLASSES**

and all West Indian Produce

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

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

West India Co., Limited



**Eureka
Refrigerators**

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

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

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

is nothing made that will keep your goods as well

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.
56 Noble Street, Toronto

THE CANADIAN GROCER



By Special royal permission.

Quality — Good Packing — Attractive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

“King Oscar” Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in “King Oscar” Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

**John W. Bickle
& Greening**

(J. A. Henderson)

**HAMILTON,
ONT.**

A Combination that's Sure to Please

Quality of the best.

Flavors that charm the palate are to be found perfectly united in

**Queen Quality
Pickles**

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.



MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

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

Hundreds of thousands sold already in Canada.

Retails 2 for 5c.

THE “FLYSAC” FLYCATCHER

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

HODGSON, SUMNER CO., LIMITED

345-351 St. Paul Street, Montreal

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

“THE BURNING QUESTION”

This can be quickly and satisfactorily answered by you to every user of Stove Polish.

JAMES DOME BLACK LEAD

supplies a lasting, brilliant polish that does not burn off. Creates no dirt or dust.

IT PAYS A GOOD PROFIT.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Your reputation and profit call for purity in the goods you handle!

**WHITE DOVE
COCOANUT**



is the line for you to stock because of its unvarying purity and quality.

**W. P. DOWNEY,
MONTREAL**

THE PEOPLE OF
JAMAICA

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

**KINGSTON
"GLEANER"**

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited

**SALT
MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

WINDSOR SALT

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

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

A. C. LANDRY

JOBBER

STE. FLAVIE STATION

Making specialty of wholesale in Groceries, Flour, Grain, Provisions, Etc.

MAPLE SUGAR

We handle only Pure Unadulterated Maple Sugar. Write us.

WOODMAN & MCKEE

Coaticook - - - Quebec.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.



It dries them up **Common Sense KILLS** (Roaches and Bed-Bugs, Rats and Mice)

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

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

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO., Montreal Agents

JELLIES! JELLIES!

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

"Double Event"

"Double Event"

"Double Event"

**Club Jelly
Powder**

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

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

S. H. EWING & SONS

Montreal and Toronto



**CHINESE
STARCH**

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

**OCEAN MILLS
MONTREAL**

TRY A BOX

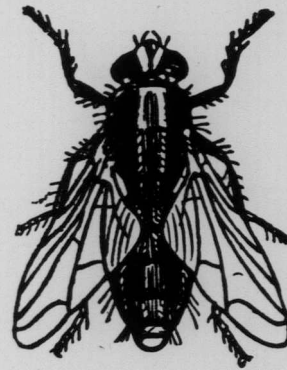
Use this for Every
Purpose with Cold
Warm or Hot Water



Softens the Water
Goes Further and
Does Better Work
Save the Wrappers

Give your Order to any Wholesale
Traveller or send it to Woodstock

WILSON'S FLY PADS



By far the best fly killers made.

By far the best advertised fly
killers.

By far the most profitable well ad-
vertised goods sold by Grocers.

Has Cut Out all the 'Kicks'

OUR No. 8
Improved

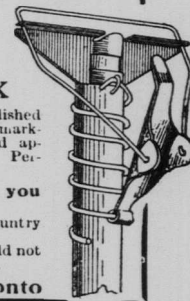
MOP STICK

positively will not scratch polished
floors, and combines in a remark-
able degree durability, good ap-
pearance and effectiveness. Per-
fect in every detail.

Retailing at 15c. leaves you
50% profit.

Many will sell in the country
towns at 25c.
We guarantee nothing—could not
unless we controlled the use.

Tarbox Bros., Toronto



ROYAL POLISHES

for every kind of metal surface
are the polishes 'par excellence.'

They produce a brilliant, last-
ing shine that comes quickly
and goes slowly, and are a pro-
fitable line to handle!

How's stock? Look into this
TO-DAY.

ROYAL POLISHES COMPANY
MONTREAL



Spices, and How to Know Them

By W. M. GIBBS

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

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

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada



**PRIDE
OF
C
A
N
A
D
A**

DO YOU KNOW

the facts about the lines of maple syrup and maple sugar which we offer you?

Perhaps you do. Maybe you do not.

Let us tell you.

To start with, we require from each and every producer from whom we purchase, a signed statement to the effect that every gallon maple syrup we buy from him is absolutely pure; that it is made from the sap of the maple tree only.

We operate in Quebec Province, the largest producing district in the world. We are right in the heart of the maple forests. This is a significant fact. Adulteration is unnecessary. We can secure the pure article right at our doors. We have no temptation.

Besides, you have our absolute guarantee that the goods offered you are not adulterated in any respect. They are pure after Government analysis.

Therefore, you are assured of quality.

Our lines are labelled most attractively, put up in glass or tin, as illustrated.

They sell on sight because they are of better appearance than any other line on the market.

Write us if you are not handling our lines.

ASK FOR

PRIDE OF CANADA

Sugars and Syrups

MAPLE TREE PRODUCERS' ASSOCIATION, Limited

WATERLOO, QUE.

TORONTO OFFICE:
512 Dundas Street

MONTREAL OFFICE:
58 Wellington Street



MONTREAL
Quebec

American Can Company,

HAMILTON
Ontario

Tin Cans of all kinds for all purposes

FRUIT and VEGETABLE CANS,
SYRUP and OIL CANS,
BAKING POWDER CANS,
SPICE CANS, COFFEE CANS,
MEAT CANS, TEA CANS,
LARD PAILS, JAM PAILS,
ETC., ETC.

Plain Tin or Decorated Tin

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

CORRESPOND WITH FACTORY NEAREST YOU.

ITALIAN MACARONI

Another Car of our well-known LION BRAND just arrived. QUALITY "By Test" the finest offered on the Canadian Market. Why not give your customers the benefit of QUALITY when price is no more than inferior brands? They will appreciate it.

Our business has been built up on QUALITY. Retailers are reaping the benefit of our long experience and our intimate connection with the leading producers and manufacturers of our special lines.

VINEGAR

As Manufactured by Midland Vinegar Company of Birmingham, England. QUALITY is the essential point.

Every gallon guaranteed matured 12 months before shipping.

The British Government awarded the Midland Vinegar Company the contract for supplying the British Navy on Test of QUALITY of sample submitted.

PACKED AS FOLLOWS:

In casks containing 6 dozen Reputed Pints and Quarts.

In casks containing 4 dozen Imperial Pints.

In casks containing 4 dozen Imperial Quarts.

In casks containing 12½ Gallons.

In half barrels containing 25 Gallons.

Ask Your Wholesaler
or Write Direct

W. G. Patrick and Company

IMPORTERS

77 York Street
TORONTO

454 St. Paul Street
MONTREAL

H. P. SAUCE

Not contented with the enormous increase of last year's sales we are starting another Advertising Campaign from Coast to Coast. Why not participate in the benefit of this campaign? This is Sauce Time, replenish your stock now.

Quality Right. Prices Right. Ask Your Wholesaler

DRIED FRUITS

This is the season of the year when all kinds of Dried Fruits are in demand, and this is more pronounced than ever this year on account of the extremely short crop of apples last Fall. Green apples are now nearly all used up, and what are left are held at fancy prices. Another thing, an unusual condition prevailed last year in that crops of nearly all fruits in all countries were very short, and in consequence of all these conditions stocks are getting very shy, and the time of heavy demand is only commencing. Some of the lines we quote are yet quite low in price, and it might be well to hook on to some of them before the scarcity of most kinds haul the balance up to a higher level.

| | |
|--|---------|
| ARANDAS SELECT VALENCIAS | 7 |
| MAPLE LEAF SELECT " | 7½ |
| ROWLEY'S SELECT " | 8 |
| WOLF CHOICE APRICOTS | 50s 14½ |
| G. & S. FANCY BLENHEIM APRICOTS | 25s 18 |
| CHOICE CALIFORNIA PEACHES | 25s 9⅝ |
| CHOICE CALIFORNIA " | 50s 9⅝ |
| CHOICE EVAPORATED APPLES | 50s 13 |
| CHOICE NATURAL FIGS, Bags | 28s 3¾ |
| FANCY NATURAL FIGS, " | 28s 4½ |
| FANCY PACKED NATURAL FIGS, Boxes | 28s 6½ |
| ELEME, 6 CROWN FIGS, Boxes | 12s 6½ |
| ELEME, 8 CROWN FIGS, " | 28s 8½ |
| COMADRE FIGS IN SERONS | 3½ |
| CHOICE CALIFORNIA SEEDED RAISINS | 1s 7⅜ |
| FANCY " " " GRIFFIN BRAND | 1s 8 |
| CHOICE HALLOWEE DATES | 4⅝ |

Quaker Canned Goods

We are now booking orders for Quaker Canned Fruits and Vegetables at 2½ cents per dozen less than we will be able to book after June 1st. Get in at the lowest prices by favoring us with orders for your future requirements now.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets,

TORONTO

SA
Tea D
Our sa
lbs. ov

Adams
Allan, E
Allison
Alpha C
Americ
Americ
Aspeto
Aylmer

Balfour
Benedic
Bickie,
Borden
Bowser
Buchan

Camery
Cana is
Canada
Canada
Canada
Cane &
Chapu
Chase
Cloer
Clark,
Cocoon
Colwell
Comm
Comm
Comm
Comm
Comm

Dalby
Distri
Dom
Dom
Dom
Dom
Dunn

Edw-1
Edwa
Edwa
Edwa
Edwa
Edwa
Edwa
Edwa

Fab

SALADA'S increases this year so far are the largest in our nineteen years' trade. Why? Because we serve the Tea Drinker with finer flavored tea than any other firm ever attempted to.

Our sales for the first 12 weeks of 1911 show a total increase of 208,474 lbs. over same period of 1910---as follows:

| | | | |
|--------------------|-----------|--------|----------------------|
| Week ending Jan. 7 | increase, | 14,774 | lbs. |
| 14 | " | 28,016 | " |
| 21 | " | 21,414 | " |
| 28 | " | 5,953 | " |
| Feb. 4 | | | decrease, 2,910 lbs. |
| 11 | " | 33,483 | " |
| 18 | " | 6,980 | " |
| 25 | " | 4,086 | " |
| Mar. 4 | " | 1,692 | " |
| 11 | " | 46,956 | " |
| 18 | " | 23,563 | " |
| 25 | " | 24,467 | " |

Branches in Toronto, Montreal, New York, Boston, Buffalo, Pittsburg, Philadelphia, Cleveland, Detroit and Chicago.

INDEX TO ADVERTISERS

| | | | | | | | | | |
|----------|---------------------------|----|--------------------------|---------------------------|------------------------------|--------------------------------|---------------------|----------------------------------|--------------------|
| A | Adamson, J. T., & Co. | 2 | Fairbank Co, N. K. | 16 | McGray Refrigerator Co. | 15 | S | St. Charles Condensing Co. | 24 |
| | Allan, Robt., Co. | 24 | Fearman, F. W. Co. | 50 | McDougal, D. & Co. | 66 | | St. Lawrence Sugar Refining Co. | 23 |
| | Allison Coupon Co. | 24 | Foster-Clark Ltd. | 52 | McLaren, W. D. | 49 | | Salada Tea. | 33 |
| | Alpha Chemical Co. | 30 | Freeman & Co., The W. A. | 59 | MacLaren & Co. | 18 | | Sanitary Can Co. | 3 |
| | American Cash Co. | 21 | | | MacLaren Imperial Cheese Co. | 2 | | Self-Measuring Oil Pumps Ltd. | 19 |
| | American Tobacco Co. | 66 | G | Galesburg Cornice Works. | 52 | McLeod & Clarkson | 44 | Simple Account Books Co. | 3 |
| | American Soap Co. | 22 | | Gillard, W. H., & Co. | 25 | McVitie & Price | 54 | Smith, E. D. | 19 |
| | Aspeto Soap Ltd. | 22 | | Gillett, E. W., Co., Ltd. | 53 | McWilliam & Everist | 60 | Snap Co., Ltd. | inside back cover |
| | Aylmer Condensed Milk Co. | 20 | | Gorham, J. W., & Co. | 2 | M | | Sprague Canning Machinery Co. | 66 |
| B | Balfour-Smye & Co. | 18 | | Gorman, Eckert & Co. | 24 | Magor, Son & Co. | outside front cover | Spurgeon, H. G. | 2 |
| | Benedict, F. L. | 28 | | Gossage & Sons, Ltd. | 10 | Malcolm, Jno., & Son. | 18 | Star Egg Carrier & Tray Mfg Co. | 10 |
| | Bloke, J. W., & Greening. | 27 | | Gray, Young & Sparling. | 28 | Maple Tree Producers. | 30 | St. ele Briggs Seed Co. | 47 |
| | Borden Condensed Milk Co. | 11 | | Guelph Soap Co. | 45 | Marshall Brokerage Co., The | 2 | Stevens-Hesper Co. | 67 |
| | Bowser, S. F. & Co. | 11 | | Gunns, Ltd. | 50 | Mason & Co., Geo. | 49 | Stewart, I. C. | 28 |
| | Buchanan & Ahern. | 24 | H | | | Masons Ltd. | 21 | Stringer, W. H. | 61 |
| | | | | Halifax Cold Storage Co. | 63 | Mathewson's Sons. | 23 | Sugars & Cannery. | 17 |
| | | | | Hamilton Cotton Co. | 71 | Mathieu, J. L. Co. | 45 | T | |
| | | | | Hillock & Co., Ltd. John | 70 | Millman, W. H., & Son. | 2 | Tanglefoot. | 66 |
| | | | | Hills Bros. | 46 | Minto Bros. | 27 | Tarbox Bros. | 29 |
| | | | | Hodgson, Sumner Co. | 27 | Minute Tapioca Co. | 22 | Taylor & Co., John | 13 |
| | | | | Holbrook, Ltd. | 57 | Mooney Biscuit and Candy Co. | 55 | Taylor & Pringle | 27 |
| | | | | Horne, Harry, Co. | 2 | Morse Bros. | 70 | Telfer Bros. | 23 |
| | | | | H. P. Sance | 20 | Mott, John P. & Co. | 54 | Tippet, Arthur P. & Co. | 1 |
| | | | | Hudon, Hebert & Co. | 59 | N | | Toronto Salt Works. | 28 |
| | | | | | | National Cash Register Co. | 9 | Truro Condensed Milk Co., Ltd. | 50 |
| | | | | | | Nelson, Dunc & Co. | 48 | Tuckett, Geo. E., & Son Co. | 67 |
| | | | | | | New Brunswick Pulp & Paper Co. | 70 | Turootte, A. F. | 2 |
| | | | | | | Nicholson & Bau. | 49 | U | |
| | | | | | | Nickel Plate Store Polish. | 71 | Upton, T. Co. | inside front cover |
| | | | | | | Nishimura, S. T. & Co. | 25 | V | |
| | | | | | | I | | Verret, Stewart Co. | outside back cover |
| | | | | | | Imperial Syrup Co. | 25 | Victoria Fruit Exchange. | 46 |
| | | | | | | Imperial Tobacco Co. | 66 | W | |
| | | | | | | Irish Grocer. | 2 | Wagstaffe Ltd. | 1 |
| | | | | | | Island Lead Mills Co. | 70 | Walker Bin and Store Fixture Co. | 46 |
| | | | | | | J | | Walker, Hugh, & Son. | 61 |
| | | | | | | James, F. T. Co. | 65 | Warren, G. O. | 3 |
| | | | | | | James Dome Black Lead. | 27 | Wats n Co., Angus | 21 |
| | | | | | | Jameson Coffee Co. | 46 | Watson & Truesdale. | 2 |
| | | | | | | Johnston, Ralrd & Co. | 22 | West India Co. | 26 |
| | | | | | | Jutten Boat Works. | 28 | Western Distributors, Ltd. | 2 |
| | | | | | | K | | Wetley, J. H. | outside back cover |
| | | | | | | Kit Coffee. | 70 | White & Co. | 61 |
| | | | | | | L | | White Swan Spice & Cereals, Ltd. | 23 |
| | | | | | | Lambe, W. G. A. | 2 | Whitlock & Marlett. | 2 |
| | | | | | | Landry, A. O. | 28 | Wilson, Archdale. | 29 |
| | | | | | | Lascelles de Merced & Co. | inside back cover | Winn & Hollard. | inside back cover |
| | | | | | | M | | Woodman & M. Kee | 28 |
| | | | | | | Lawson, S. F. & Co. | 14 | Woodruff & Edwards. | 18 |
| | | | | | | Letch Bros. | 57 | Woods & Co., Walter. | 71 |
| | | | | | | Lemon Bros. | 65 | Y | |
| | | | | | | Lind Brokerage Co. | 2 | Young Co., The. | 72 |
| | | | | | | Lynch's Ltd. | 45 | | |
| | | | | | | Lytle Co., T. A. | 24 | | |
| | | | | | | Mc | | | |
| | | | | | | MacNab, T. A., & Co. | 2 | | |
| | | | | | | McCabe, J. J. | 60 | | |

Maple Syrup---The Genuine and False

Dealer Who Was Not Posted Sells Cheap Syrup Because He Could Not Explain Why Real Product Was More Expensive—The Selling Power of Quality—Why Syrup is Becoming Lighter in Color—Eastern House Makes Large Purchase in Eastern Townships—The Merchants' Problem.

Staff Correspondence.

Montreal, Mar. 30.—In a Winnipeg store recently a woman was purchasing maple syrup. At least she thought she was. The grocer placed on the counter before her two bottles, which to all external appearances contained the maple product she had asked for. The grocer had stated that there was a difference in price, which naturally prompted her to ask the difference between the two varieties. The grocer blankly admitted that he did not know and his customer bought the cheaper article.

This incident was witnessed by a friend of a local firm who handle and bottle the maple syrup which was refused by the customer on account of its price. The article that was sold is claimed to be "maple" in name only. The other carries a guarantee as to its purity, but the grocer was not sufficiently acquainted with his own stock to explain how the difference in price was accounted for. In all probability that woman was lost as a future purchaser of maple syrup. Her order could scarcely be expected to repeat for the reason that the stuff she had taken home was maple syrup only in as much as the label on the bottle included the word. To the mixture itself there may have been a ghost of the genuine maple flavor.

The Power of Quality.

And now in passing it may be of interest to point out that a certain grocery store in Toronto is selling this season's maple syrup at \$1 a quart bottle. According to a report received here there is an interesting history behind this syrup and a reputation that lends it a strong selling power. One of the Queen City's prominent public men, who has large farm holdings outside the city, commenced tapping his maple bush some years ago. Care was taken to maintain the purity of the syrup and a reputation was quickly won for it. Hence, the reason that among those who can afford the money, such prices as \$1 a bottle should be paid.

These two cases illustrate two extremes in the quality of syrup. The one was a cheap adulterated article, not

worth even the low price asked for it. The other was the genuine article, with the reputation of a particular party behind it. Hence, the grocer could confidently vouch for its purity.

This then is one of the principal features to remember in connection with the handling of maple syrup in a grocery store. If the grocer is a good judge and puts a particular sample to the taste test, he knows, to a certain extent, what he is offering his customers. But otherwise—well there is the Winnipeg grocer for example. If a syrup is guaranteed as pure and if on enquiry—should the grocer think that step necessary—it is found that a reliable firm is behind it, then he can safely offer his trade this syrup as a genuine article. The first question to be solved is that of quality and points by which a clerk can talk it to purchasers.

Differing Opinions.

In the small country towns where, for a few weeks in the spring, farmers bring in new crop syrup, an opinion prevails that unless it is thick and dark in color it is not genuine. The writer has held this opinion for years and was inclined to look with suspicion upon the light brown thinner variety that is quite common now. It is explained that the new system of evaporators and the present ideas and methods of boiling are much in advance over the old time plan of the open pot with the smoke wreathing above it. The new evaporators are said to be responsible for the elimination of the pronounced dark color, but they have not in any way affected the quality of the syrup.

A customer who might buy syrup next November would probably ask how it could be genuine maple syrup with the sap season so long passed. In explanation of this natural question it may be said that one local firm is preparing to purchase 100,000 gals. of syrup in the Eastern Townships. They expect to sell considerable of this during the time of the new demand, but the rest will be held in cold storage for future trade.

Fake Syrups.

The subject of fake syrups would require a whole volume in the explanation of how these mixtures are manufactured. White sugar and maple sugar are said to be responsible for much of the syrup that is found on the market. This variety will at least have a slight maple taste, thanks to the maple sugar used.

But there are some that do not contain one ingredient that can be traced to the maple tree. There is a maple flavor which is "prepared" especially for flavoring purposes.

What it really contains is a question, but it is not of particular concern. It is a fact that to people who have not tasted the real maple syrup, the faked article may appeal, because they know no different. The price, with others, makes up for the far-away taste that might be maple.

Up to the Dealer.

The dealer, therefore, is presented with a problem that he must solve for himself. Is he going to carry only what he is sure is a genuine maple syrup—something that he can hand out to his customers with confidence as to its quality? Is he, on the other hand, going to carry a questionable line that has no guarantee as to its quality, or again is he going to carry simply maple-flavored goods or those that are syrups, but without claim to the word maple.

The Toronto store, it is said, receives \$1 for a bottle, perhaps about a quart, of its guaranteed syrup. The varieties under suspicion can be had for about 75 cents a gallon, perhaps less. In the one case the grocer is selling a genuine maple syrup and can get his price for it. In the other he does not know just what he is selling, and with such an article it is difficult to see how he can hope to look for anything but an intermittent demand and a light one. A Montreal dealer claims that the presence of the adulterated, and therefore cheaper article, on the market, is having a baneful effect, not only on the sale of the genuine article, but even on the sale of all those that lay claim to the word maple.

Carry Only Best.

The individual grocer will likely follow his general policy in the selection of his maple sugar stocks. He can stick hard and fast to his principle of carrying only the best, or if he should be that kind, he may include the cheaper for those who will be attracted by its price. It is hardly necessary to point out that the former is the ideal plan not only in regard to this one article of maple syrup but in all the goods carried on the shelves.

Maple syrup is always a favorite, but to bring a good demand during all seasons of the year its quality should be unquestionable and the grocer should take advantage of that fact.

TH

Toront
jolly con
ties of
round th
Retail C
Charles
was mor
ly of me
during b
enough i
winds a
with any
way be
eloquent
among t
is to b
the good
er and
ence of
sale hou
In the
who are
due ac
proved
euchre
antly a
that po
ment i
part an
vided d

B

W. C
ciation,
the me
houses
up the
meeting
were b
more v

The
posed
and sit

J. S
ing to
a stat
such a
done j
that e
wise,
this c
ficent
past a
ahead

The
pound
grocer
Mr. l
that
part
count
abuse
of bus
"By
Bailey

"Th
are n
public
of to
large
gethe
tions
ter r
son
keep
in th

The Toronto Retail Grocers Annual

One Hundred Members of Association Pass Pleasant Evening at St. Charles Hotel—Cards, Speeches and Music—Representatives of Wholesale Houses Deliver Congratulatory Addresses—Incidents of the Dinner Table.

Toronto, March 30.—It was indeed a jolly company, exhibiting all the qualities of good fellowship that gathered round the banquet board of the Toronto Retail Grocers' Association at the St. Charles Hotel. The attendance which was more than 100, was composed largely of men who are in keen competition during business hours but who are broad enough in mind to throw this to the winds and not to allow it to interfere with any organization which will in any way be a benefit to the trade. Such an eloquent expression of good fellowship among the grocers of any town or city, is to be highly commended as is also the good feeling existing between retailer and wholesaler, denoted by the presence of many representatives of wholesale houses at this banquet.

In the early part of the evening, those who are so accustomed to shuffling past-due accounts of delinquent customers proved adepts at the same act with the euchre deck and two hours passed pleasantly away. Following this there was that portion of the evening's entertainment in which all took an energetic part and each course of the dinner provided disappeared with great rapidity.

Benefit of Such Gatherings.

W. C. Miller, president of the Association, extended a hearty welcome to the members of the different business houses in the city which helped to make up the grocery trade, and commended meetings of this nature in which all were brought together and hoped that more would be held in the future.

The toast to "Our King" was proposed and responded to by all rising and singing the National Anthem.

J. S. Bond, retail grocer, in responding to the toast "Our Country," made a statesman's address. He said that such an important subject could not be done justice to in a short speech, but that every citizen, native born or otherwise, could not help but be proud of this country. He outlined the magnificent record that Canada has had in the past and the great possibilities that are ahead for the future.

The toast to "The Trade," was responded to by Phil. Brown, wholesale grocer, and Neil Carmichael, retailer. Mr. Brown was of the decided opinion that the grocers formed an important part in the commercial wheel of the country but were as a rule the most abused and least appreciated of any line of business.

"By the wholesalers," interjected Bailey Snow, amid laughter.

Plea for Shorter Hours.

"The continual efforts of the grocers are made to accommodate and please the public," he continued, "with long days of toil and financial results none too large. The grocers should work together for the improvement of conditions, including shorter hours, and better returns. There ought to be no reason why a merchant should have to keep his place of business open from 7 in the morning until 10 o'clock at night.

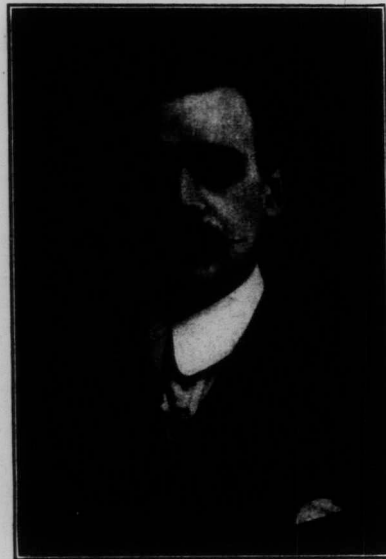
The public should be educated to shop earlier, which could be done without inconvenience to themselves and would improve conditions greatly for the merchants."

Mr. Brown added that unnecessary price cutting should be stopped, and he also championed the cash system, reminding the merchants that at present they were the greatest charitable institution in the country.

Remove the Petty Jealousies.

Neil Carmichael spoke of the great progress in the grocery business during the past ten or fifteen years.

"Methods employed fifteen years ago," he declared, "have been greatly improved, much to the grocer's advantage. Many of the reforms when first instituted were regarded as injurious, but in most cases turned out favorably. But conditions even now are not by any means ideal; yet if the trade will stand shoulder to shoulder, getting



W. C. MILLER, President,

Who Wielded the Chairman's Baton During the Post-Prandial Speeches.

away from the petty jealousies that sometimes exist, much can be done to mould better conditions in the trade.

"One of the things that should be improved is the hours in the grocery business. A man should be able to do a day's work from seven in the morning until six at night and business could be confined to these hours if the merchants only decided on this course and educated their customers along the same line."

Mr. Carmichael continued that he had been following the early closing rule and would not keep open after six o'clock for any money. He pointed out that the grocery trade at the present covers numerous lines and that the genuine merchant must apply careful study to this work.

Grocers as City Builders.

Ex.-Alderman D. Spence, in responding to the toast "Our City," credited the retail merchants and especially the grocers in doing much to build up the city, and with making it attractive by keeping their store fronts and property in good condition. He thought that the merchants did not get enough recognition from the civic officials or from either the provincial or federal governments. In order to do so it would be necessary, he considered, to appoint a strong legislative committee that would carefully look after matters at the city hall, at Ottawa and at the Ontario house. One matter in which he thought beneficial legislation should be secured was that of the collecting of accounts—a matter in which not only the grocers are interested, but the business men at large.

Alderman Alf. McGuire in response to the same toast said that the retail merchants were responsible to a large extent, for the present progressiveness of the city. They were a class of men who were up and doing, always putting forth efforts for something better. Mr. McGuire went into several municipal questions regarding the general advantages to the city and health of the citizens.

Power of the Dealer.

The next toast "Our Association" was responded to by past-president D. McLean, who referred to the many reforms that have been undertaken by the association since formation. One was the early closing issue, which, although not altogether successful, had nevertheless its educative value. He said that the grocers were a mighty power in the country and were gradually becoming recognized as such.

Treat the Traveler Courteously.

Frank Johnston in proposing "The Drummers," pointed out that a courteous welcome should be extended to the representatives of every wholesale house. During his business life he had never turned a traveler away discourteously as he felt that every man should at least have a chance to present his goods.

Herb Moore in responding said he was pleased to have the grocers remember the drummer in this way. Travelers do appreciate a courteous reception and it is a good paying investment as the wholesaler should be the retailer's friend and were generally found to be ready to help him.

Did Not Forget the Ladies.

The ladies were not forgotten in the hour of pleasure and when the toast to "The Ladies" was sounded, one hundred glasses glimmered from the outstretched hands of one hundred men, and three hearty cheers were given in feminine behalf. This important toast was ably responded to by J. F. Howitt and J. S. Bond in complimentary terms.

The last toast of the evening, "The Fruit Trade," was championed by T. Vance, who spoke of the wisdom of retailers giving every traveler a patient hearing. He was more pleased to know the grocers because most of them had started at the bottom rung of the ladder and worked their ways upward.

These features of the evening were interspersed by musical numbers. Messrs. Howitt and Gorrie were heard in a duet; T. F. Sylvestre and Mr. Gorrie in songs; West Williams in his own

words "tooted his own horn," in a parody on "Put on your old Grey Bonnet," while J. F. Howitt told some very interesting and catchy stories.

Sparks From the Banquet Board.

A neat menu and program card decorated the tables and under the toast to the ladies was an inscription:

God made the world and rested.
God made man and rested.
Then God made woman;
Since then neither God nor man has rested.

It was noticeable that several of the speakers during the evening complained that, "this speechmaking has been forced upon me." J. F. Howitt introduced a little story along that line: "A bridegroom who had not developed the art of oratory, as is the custom at the wedding feast was called upon to reply to the toast to the bride. Getting to his feet, one hand was placed on the bride's shoulder as he commenced, "I might say that this thing has been forced upon me."

"On account of the lateness of the hour" was an excuse for many of the orators to cut down their prepared orations.

W. C. Miller with his genial smile and newly starched vest made an attractive as well as an efficient chairman.

D. Spence remarked that "the whims of the faddists get more recognition from our legislators than the business reasoning of retail merchants." Copies to be sent to Sir Wilfrid Laurier and Sir James Pliny Whitney.

As much applause greeted the parliamentary address of J. S. Bond on "Our Country" than would greet the oration of any "big gun" from Ottawa or Queen's Park.

Did anybody see Bailey Snow refuse one of the supper courses? There was an evident shortage of eatables in that section of the table.

Everybody expected listening to an appeal on behalf of the ladies from David Bell. It is said he prefers entertainments where the feminine sex is represented.

Fred Thorne and Frank Johnston kept order at the lower ends of the tables, while the comfort and ease of the guests were attended to by J. C. Beaumont and R. Davies.

effect on prices, and nothing but a further increase in demand is expected. The increase in the sale of olive oil has been induced to some extent by physicians recommending it for its medicinal properties. Still, while a great deal of it is taken as a medicine, there is a steady increase in its use for cooking, as it is said to be highly nutritive, and regarded by some as more wholesome than animal fats.

Some History.

The olive has but recently come into its own, yet its history dates back to the Flood. Those who are familiar with the Bible will recall how Noah sent a dove out from the Ark, and how it finally returned bearing an olive branch. Ancient history of the other kind tells us that the Romans taught its cultivation. It was extended through Italy, and beyond into the south of France. There it has attained its best growth, although it is produced quite extensively in Italy. Then there are the Spanish olives.

For many hundreds of years, the inhabitants of the town of Grasse on the slopes of Roquevignon, have devoted the winter months to garnering the olives and in preparing the oil, which is now used so extensively, all over the world.

Care of Tree.

Great care is taken of the trees during the spring and summer months. The ground about them is well loosened, and they are frequently and judiciously pruned. It has been found, strange to say, that woolen rags make the best fertilizers. But in spite of every care, the harvest depends upon the weather. The olive tree is subjected to different sicknesses, one of which is the "muffa," caused by the heavy humidity produced by lack of sun and winds.

The Harvest.

The harvest lasts many weeks, and is carried on in some districts in the primitive fashions of hundreds of years ago. The inhabitants sally forth with long poles and beat the trees till all the ripe berries are off. Those that are not yet matured remain on the boughs, and the oil obtained from them in the spring is of a much finer quality, and is greater in quantity than those gathered during the winter.

Nice is now the chief market for French olive oil, though Grasse remains the centre of the olive factory district of France.

Italy's Olive Yards.

The olive season in Italy is also an important institution and lasts from November till February. Olive trees grow all over the Tuscan plains and valleys and the slopes of the hills are covered with olive yards, built one above the other in stone-banked terraces many hundreds of years old. The work of picking is tedious and every man, woman and child is engaged in the occupation during the season. The men climb the trees and gather the berries from the branches, while the others pick those that strew the ground. The olives are stored for a time and are then crushed to extract the oil. The amount of oil contained differs according to the species, but averages 10 to 12 per cent., as it is estimated that 240 litres of

Olive Oil Scarcer with Greater Demand

Peculiar Situation Engaging Attention of all Handlers of the Oil—Output Smaller Than for Many Years—Some Information as to the Manner of Growth of Olive and Perils That Encompass it.

By J. W. Bryans.

Reports recently received from Europe on the olive oil situation says that the output this year will not be sufficient to supply even the home demand. While this may be an exaggeration, still it goes to show that the position is of such a nature as to engage the attention of all handlers of olive oil. It is generally agreed by dealers that not for many years has the output of oil been so small as this season, and, with the growing demand, it is indeed lamentable.

The opening prices for this season's shipments were about twenty per cent. over those of last year. But the prices of last year's output have been gradually rising, the result of the knowledge becoming general that the new crop would be a partial failure. The increase in price, therefore, has only been about 5 per cent. over the price of the old crop in December last. The result will be that the retailer will have to charge thirty cents for the six and a half ounce bottle which he has been selling at twenty-five cents, while the retail price of the larger sizes will increase in proportion.

Subject to Fluctuations.

The olive oil market is subject to fluctuations, the same as many other articles that the grocer handles. "Almost as unstable as wheat," was the way one dealer described it.

About one and a half years ago, prices were high. About one year ago there came a slight reduction. Then as this year's crop began to develop and un-

favorable reports about it were handed down, the prices began to strengthen until the present time quotations are fully twenty per cent. higher than one year ago.

The failure of the last crop of olives has been occasioned by heavy rains in the olive producing section during the growing season. And, besides the climatic conditions, the olives were attacked by insects which destroyed a large part of the yield. The result of the failure of the olive crop and the greatly decreased output of the oil, will mean an extreme scarcity of this article, especially the finest grades. There seems to be no doubt that higher prices will be seen as the season advances and supplies become smaller.

One dealer in speaking of the situation said: "It is not only higher prices that I am taking into account, but the fact that the oil will almost be unobtainable at the end of the season." Another dealer admitted that conditions pointed to higher prices but added that as the next season's crop began to grow, it might have some effect on prices. However, with supplies now extremely small, and next season's crop several months off, everything points to a stronger market.

Increase in Demand.

The increase in the demand for olive oil within the past few years, has been wonderful and nowhere have sales been larger than in America. This continent uses more olive oil at present than any other part of the world. This increased consumption has also had its

good b oil.

At o was co now it all the by phy medicu argume in mak has be ally co can bu the be in this drawin the oil should purcha

A ci stated: always Much cotton the science

THE CANADIAN GROCER

good berries produce 24 litres of purest oil.

The Handling.

At one time the handling of olive oil was confined wholly to druggists, but now it can be found on the shelves of all the leading grocers. Recommended by physicians, and possessing excellent medicinal qualities, the dealer has an argument that should be most valuable in making sales. And once a customer has been induced to purchase, she generally continues buying. The store which can build up a reputation for handling the best grade, will not only get trade in this line but it acts as a magnet in drawing other business. The quality of the oil is an important factor and this should be kept in mind by dealers in purchasing.

Some Substitutes.

A circular on olive oil recently issued, stated: "Olive oil on the label doesn't always mean pure olive oil in the bottle. Much of it is cotton seed oil. You see, cotton seed oil is very much cheaper, so the manufacturer with an elastic conscience mixes a generous quantity in

with his olive oil. That gives him a greater profit, but it also gives you a mighty poor, ill-tasting, bad odored oil. Yet this manufacturer calls his products pure. So it is, pure cotton seed oil. It's astonishing what a great quantity there is of cotton seed oil masquerading as olive oil."

There is a great deal of adulterated olive oil, no doubt, but Canada seems to be generally free from it, as was shown by a recent government report. But, the dealer in order to protect himself should buy reliable brands, and see that it is marked "Pure olive oil," when pure olive oil is wanted. Next in importance to purity is the flavor of the oil. This has a good deal to do with the sale. Another feature to be considered is brilliancy. Olive oil may be pure and have a good flavor but if it is not brilliant, it will not sell as easily. The container also plays an important part.

Oil Peculiarities.

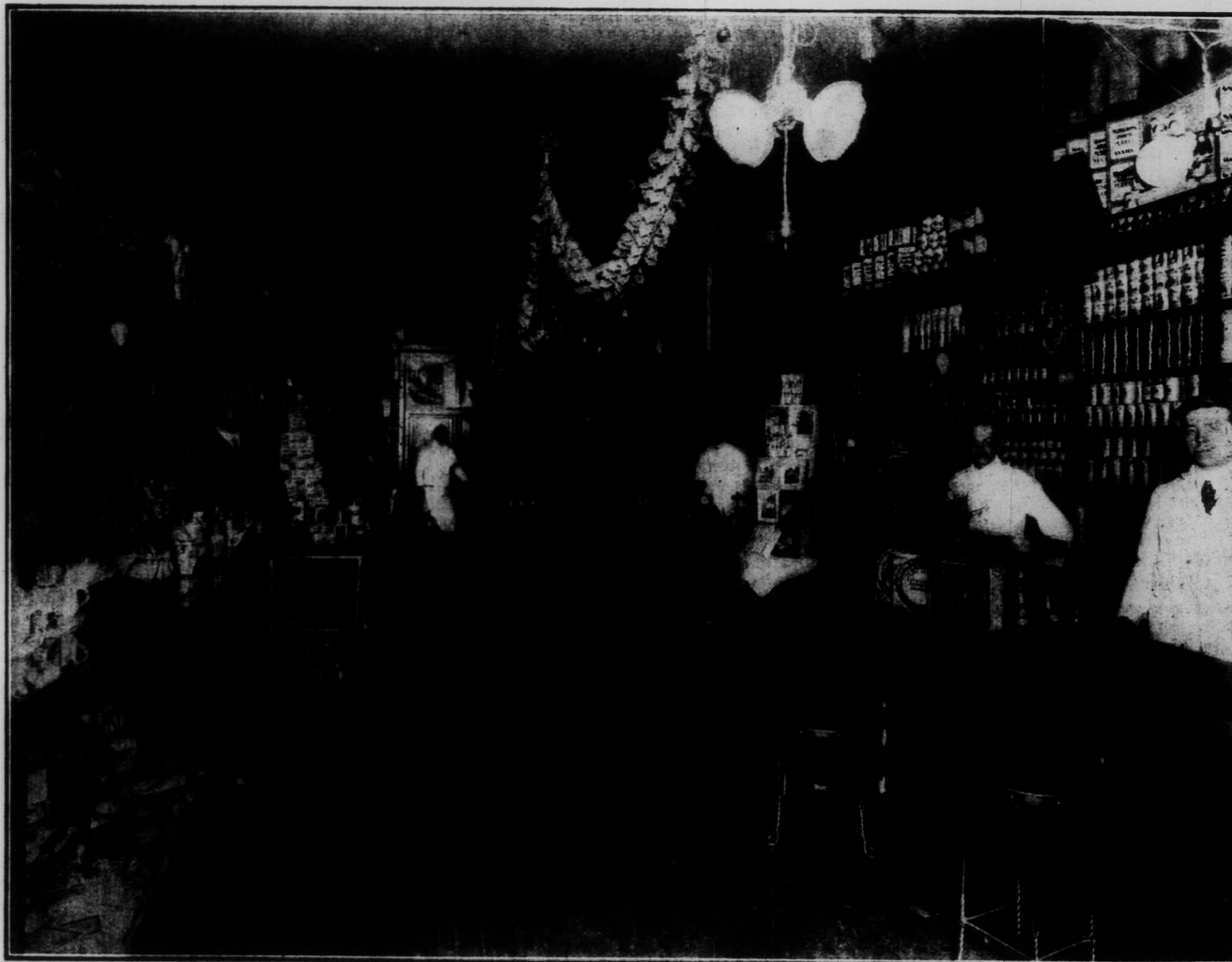
When the oil is subjected to the cold, it thickens and becomes almost solid, somewhat resembling lard in appearance. This does not affect the quality for when the temperature changes it goes

back to its former state. The frost, however, affects its brilliancy and the dealer should attempt to keep it at an even temperature. It should not be exposed to the sun as this also affects its color. Dealers should advise customers to wipe the mouth of bottle after using as the oil on the outside will turn rancid. The oil will keep for any reasonable length of time, if the bottle is kept securely sealed up.

Dealers should therefore get behind this line with confidence as it may be made an important item in every grocer's business.

The clerks should be thoroughly instructed in regard to its merits, so that they may be able to talk intelligently to customers in regard to it. Displays should be made on the counter and when the salesman has completed his sale, he may introduce this line to the customer.

People generally, and especially ladies, are always very interested in anything that will benefit their health, and olive oil can be made a strong feature in your advertising with good results.



A STORE IN TORONTO, RESIDENTIAL DISTRICT.

An interior view of the grocery store of H. G. Macdonald, Toronto. In the foreground, will be seen the two silent salesmen, containing confectionery, with a decorative palm, and pot flowers upon their tops. The comfortable-looking shopping chairs may be noticed at the right hand side. Note also the handsome cash register, on the counter to the right, and the large refrigerator at the rear.

Where Country Dealer Pointed Way

Striking Contrast in Financial History of Three Men Once Travelers for One Wholesale House—The Lesson Taught by Obscure Country Merchant Who Saved While in Debt—Punctuality Talks.

By Henry Johnson, Jr.

SAVE MONEY—

This does not mean that you will buy closer and save money on your purchases, nor that you will cut expenses and save money, nor yet that you will live more frugally and save the difference. It means that you will begin now and put aside, out of your business, into some savings institution where you can get from 3 per cent. to 4 per cent. interest on it, \$50, \$75, \$100 or any other sum over these. The only stipulation is that YOU MUST DO THIS EVERY MONTH.

There it is in a nutshell; but while the simplest, most direct way to do things is the easiest and most obvious, that way is seldom followed because its following admits of no discussion. The thing is, simply: do this and you will unconsciously build up a competence; and the time is NOW.

The Objections.

I know objection will be made on many hands about as follows:

"I have too many debts to pay."

"I need all my money to run my business."

"So many people fail to pay me that I can never get \$50 ahead."

"I can take better care of my own money than any savings institution."

"What do I want with 4 per cent. when I can make 30 per cent. in my business?"

I have to say, in reply to all this, that you can find the answer in your own present condition. Have you made money? Can you show dollars laid aside where you can reach them in case of need? Are you of a saving, careful, frugal disposition, or do the pennies get away easily? Find the need in your own nature and seek the answer in what you have failed to accomplish.

I'll tell you a true story.

One day last summer three men sat at lunch in one of the down town restaurants in Montreal.

They were friends of long standing. Years before they had worked together for a large wholesale grocery house. One was still a salesman for that house; another was a broker "on the street;" the third was now a country grocer. They were glad to meet again and were having a jolly good time during the 30 minutes they spent together, the first meeting in over five years. They swapped stories of mutual progress and each told the others how he was getting along.

Not a Red Cent.

It developed during the conversation that the salesman and the broker had each enjoyed good incomes. The salesman had averaged \$2,000 per year; the broker had run from \$2,500 to \$2,700 during the same time. But the only man who had a "red cent" to show for his life up to that time was the coun-

try grocer; and he showed something like \$16,000 actual possessions, all earned during the five years since last these three had met.

City-like, there was no "feeling" about this; the city men were glad to see the country dealer get on faster than they could. But, at the end of the meal, the broker leaned over towards the salesman and said, with a smile of deep sincerity: "Tolerton, I'd give my little finger—yes, I'd give that finger right there (pointing to it) to know how he does it. You can't beat that fellow." Tolerton agreed, but he turned to the grocer and asked: "How DO you do it, Wilson?"

Saved When in Debt.

Thereupon Wilson outlined exactly the plan I have placed before you in this article. He began to put aside cold dollars before he was well out of debt. In fact, he owed some thousands of dollars when he began. He had been carrying a burden of debt which had run up to a monthly drain of some \$300 to work off. When he had got that down to a point where the monthly call was for about \$100, he took what might seem like a queer resolution. He determined to put aside \$200 per month, on the 10th day of each month, rain or shine, sick or well. He determined, at the same time, that he'd continue to pay off his old debts just as he had been doing and that he'd not buy a single bit of merchandise, nor anything else, in excess of his ability to discount promptly within the ten-day limit. He reasoned that, if the business had been able to carry \$300 per month for others, it could carry it just as well for him.

So Simple, But—

It seemed a simple story and the plan seemed simple, too; yet the two city men shook their heads, saying they certainly never could do it themselves. "It's not the big things," said Tolerton. "Here am I, really in need of a new suit of clothes, but I have put off buying one for nearly two months. I can do without that kind of thing easily enough. But in the meantime I have smoked up enough cigars and taken enough needless car rides to buy a suit." "Yes," replied the broker, "how are you going to get around that tremendous force of habit?" The grocer told them, simply enough, to do as he had done; put the money away out of reach while yet he had it, so it could not be frittered away in ways such as those. "Put aside \$25 out of your next monthly check, each of you," he said. "That will start things and by the time you have \$100 saved up you yourself will be the last man to break in on the saving."

And that gets us to the basic point of this entire matter; the habit of saving which such action implants in our natures. Nor is this simply a lecture for

the young fellows—though they can well take it to heart. It is meant for men who never saved a dollar in their lives and who have reached the age of forty with only such resources as their business may have made for them in spite of their own proneness to spend. Think it over, friends.

Punctuality Talks.

Punctuality is one of the most valuable habits about a business. That sounds trite enough. But it is hard to force home into the average clerk's intelligence. I have six who belong at the store at prompt seven o'clock. Recently I noticed that first one and then another was drifting in at 7.10, 7.15, 7.20 and one at 7.30. I decided that it was time to call a halt. I gathered them all together into the shipping room and told them just what I was after. I said: "Now, boys, this may look like a small matter to you, and I am willing and ready to believe that not one of you has thought much about how serious a question this is. But I'll show you just what it means and then you can see for yourselves. We'll suppose all of you are getting \$1 per day for ten hours' work, which is very nearly what our store hours amount to now. That figures ten cents an hour. If six of you are late 15 minutes, we have lost one hour and a half—15c. worth of time—the profit on \$3 worth of sugar. If any of you happens to be getting more than \$1 per day, you can easily figure out the extra cost to us.

"But that is not all. You must figure on how much one of you could accomplish in an hour's brisk work here in the morning clearing up and getting things ready for the day.

The Valuable Time.

"Nor is this all. You must consider that, as you know, time early in the morning is worth more than at any other period of the day. Your employer pays you wages during many afternoons when it would be for him to send you home and deduct the time from your pay.

"Nor is this all. If you are all late, the orders are not ready for the delivery wagons and that time is wasted, people don't get their goods, the entire business is for that day a failure.

"Nor does even this cover all the trouble. If you are all late, early customers will not get attention, but go somewhere else; and to that extent is your employer unable to get the money wherewith to pay wages.

"These things are not ill-natured objections on my part; they are simply business requirements and I hope you will see it in this way."

I have had no more trouble since then.

The
THE I
J
Pub
the
chev
New
Cable A
CANAI
MON
TOR
WIN
ST.
UNITE
NEW
GREAT
LON
FRANC
PAR
Sub
Gre
New
offere
before
ports
dict
like
of th
Mont
price
This
small
direc
local
high
ceive
were
offers
firm
Town
at th
All
coun
these
check
for s
A f
enter
tre w
chatt
take
tities
count
ried
time
claim
ter a
he l
their
so c
so pa
rest
store

The Canadian Grocer

Established 1886

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

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

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

OFFICES

CANADA—
MONTREAL Rooms 701-702 Eastern Town-
ship Bank Building. Telephone Main 1255
TORONTO 143-149 University Avenue
Telephone 732; Main
WINNIPEG 511 Union Bank Building
Telephone 3726
W. E. Hopper
ST. JOHN, N.B. W. E. Hopper
UNITED STATES—
NEW YORK R. B. Huestis
115 Broadway, New York, N.Y.
Telephone 2282 Cortlandt
GREAT BRITAIN—
LONDON 88 Fleet Street E.C.
Telephone Central 12360
E. J. Dodd
FRANCE—
PARIS John F. Jones & Co.
31bis Faubourg Montmartre

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

PUBLISHED EVERY FRIDAY

MAPLE PROBABILITIES.

New maple syrup was expected to be offered for sale in Montreal this week before this number was issued. The reports from the Eastern Townships predict a good run of sap with anything like favorable weather. Several samples of the new syrup have been received in Montreal and it has been stated that the price will likely be \$1.10 to \$1.15 a gal. This is a general quotation. In the smaller towns where the farmers sell directly to the consumers or through the local grocers the price is likely to be higher. In fact, letters have been received stating that much higher prices were looked for by the makers and that offers had been received for it. But a firm that bottles the syrup from the Townships has placed their opening price at the figures just quoted.

WEIGH AND COUNT.

All dealers; and especially those in the country should be particularly careful these spring days in the weighing and checking of all country produce brought for sale into their establishments.

A few days ago two country women entered a store in a small Ontario centre with butter and eggs to sell. In the chatter going on the merchant did not take the trouble to record the quantities of each although he did weigh and count in a perfunctory manner, and carried the figures in his head. When the time came for settling up, each woman claimed respectively, one pound of butter and one half dozen eggs more than he had allowed them. He had mixed their supplies in with other produce and so could not well prove his contention, so paid the difference and let the matter rest at that. When the two left the store, however, the dealer declared to

those who had listened to the dispute that "he knew he was right."

But he didn't know he was right; at least he didn't know it enough to prove the women to be wrong, which he should have been able to do. It wasn't much of a loss he sustained but it would probably be large enough to wipe out what little profit he would have on handling the goods he purchased. From that standpoint it was bad business.

The Grocer does not want to have any dealer think the country women are prone to "do" him whenever and wherever she can, but only urges the application of simple trade rules in transacting bargains with her.

EDITOR'S FOREWORD.

In the next issue of The Grocer, Henry Johnson, Jr., will tell in his convincing, practical way, some of the troubles that beset the merchant in connection with hiring help.

He will go into the heartburnings of the dealer who wants a man for a certain price to do a certain work, and who finally comes to feel that no suitable one, in all the big world, is going to offer for the position. Also, Mr. Johnson will discuss the possibilities of raising the standard of the men who are grinding out an existence behind a grocery counter or on a delivery rig.

And, in addition, there will be special articles on a number of reasonable topics, and concentration upon one or two in particular, along with the practical methods that make this paper such a welcome visitor in every store.

Next week, too, we will revive that "Question and Answer" department which so many of our readers have missed since it was discontinued under pressure of circumstances. It will be a good issue. Watch for it!

A TIME TO SELL SMOKED MEATS.

Easter is a time when the dealer can, with a little extra effort, increase greatly his sales of ham, smoked meats and bacon.

To do this he must first look to his stocks and obtain supplies before it is too late. Then he is in a position to go out after the trade. In spite of any small demand which might occur he can, if he so determines, sell these goods and sell good quantities of them.

Advertisements in the daily papers will pay well in most cases; a well-dressed window is also a good salesman, but both of these backed up by personal talks of the dealer himself are bound to bring results.

THINGS TO KNOW.

THERE ARE FOUR THINGS A GROCER MUST KNOW if he would gather the most from his business. They are: the stock he has on hand; the amount of money he owes; the amount of money that is owing to him, and, the absolute knowledge that no goods leave his establishment without the cash, or a proper record having been made of them. The last is first.

It always is good to know how the stock is going out, but it is better to know what is coming because of its going. It is good to know how much money one owes that the financial craft may not founder. But that last essential, "nothing to go out without something staying in," is about the best of the lot from a business point of view.

It is a great source of worry to the merchant—that keeping track in the books of his outgoing goods. And then too, it is so easy to say: "Oh, I'll enter it up when I'm not busy." But the trouble is, he don't enter it up, he forgets. When he stands behind the counter wondering what Mrs. Brown's order consisted of, he thinks he remembers. But nine times out of ten he doesn't.

It seems a little thing, that missing of an item or two in charging, but if some one could total up the losses that merchants in Canada have sustained from this cause alone during the past year the result would surely be astounding. Don't bank too much on memory; put down your figures when they're fresh in your mind if you would protect yourself

APPETITES REGAINED.

With the passing of the Lenten season, and the consequent breaking of the mental shackles that have bound many a good appetite to a scanty diet it behooves every dealer in this broad land to awake to his opportunities.

There is no doubt he can, if he desires, make his windows, his counters, and his well-stocked shelves, speak in language appealing and compelling to those returning to normal habits. He can arrest the hurrying footsteps of the passing "fastee" and can by judicious selection create a longing that will start a stampede of small proportions when the ban is lifted. Think of all the nice things these folks have wanted, and wanted badly during the past few weeks and could not have! There are any number of them! and when you have come to a conclusion in your own mind as to what sort of a combination you would give to a cousin, castaway on a desert island with only a few slight things to eat, put them in the window! and exercise some thought in putting them there.

Toronto Board of Trade men are reported as seeking an amendment to the law so that a man selling a store stock, en bloc, would be compelled to take an affidavit, giving all the details of the credit accounts to the purchaser, and rendering him liable to arrest in any part of Canada in the event of falsification. This would be good legislation, and it is expected Hon. Mr. Foy, Attorney-General of Ontario, will give it sympathetic consideration.

April Suggestions for Every Dealer

Some Methods Which May Help to Make of Housecleaning Time a Period Prosperous as Others—Pushing of Seasonable Goods—Demonstrating Germinative Properties of Seeds—Selling of Fruits and Green Goods.

Complaints are often made by merchants that trade during April is, as a rule, quiet, because customers are busily engaged in spring housecleaning. This should to a certain extent work to the advantage of the dealer, as it gives him an excellent chance to push the sale of goods which the housewife uses in this work.

At this season of the year good displays should be made of soaps, cleansers, scrub brushes, wall paper, and other articles in demand at this time. The merchant would do well to have a catchy window display of these articles early, so that the housewife, when requiring them will know where to go.

No Sales Decrease.

This month being broken by the Easter season should show no decrease in sales to the merchant who is active. Plans for the Easter season should be carefully prepared, that the best results may be secured. Eggs, ham, fruits and other articles that appeal to customers now should receive attention. Besides window display, it would be well to set aside one counter for the display of eggs, ham and meat products. Tasty and clean counter displays with a plentiful use of price cards should be conducive to an increase of sales.

Selling Seeds.

Another important line which the grocer should put some force behind during April, is the seed department. This is a line which besides paying a fair profit, can be made a drawing card for other business, if properly conducted. To sell seeds they must be well displayed and this should be started early in the season to get the best results. For garden seeds in packages, seed firms supply holders which makes their display easy. If you handle garden seeds in bulk it would be well to exhibit them in glass jars, with the name and price on each for the information of the customer. Timothy, clover, alsike and similar seeds can be shown either in the original containers, or in dishes. It might be wise to have a magnifying glass that customers may examine seeds, but your guarantee of quality, backed by the belief that the seeds are the highest grade, should be the best selling power. A window display bringing forth some new idea will attract trade, while customers may be interested in growing exhibits, a strong point in connection with germination. Nothing is of greater interest or more convincing to the farmer than a practical demonstration of the productiveness of the seeds he is asked to buy.

Fruits and Green Goods.

With the approach of the warmer weather, conditions improve for the handling of fruits and green goods. As the weather becomes milder, the streets are frequented more by people and, as these lines are bought more readily when seen, it would be well to have frequent window displays, so as to attract passing customers, and also a place set apart in the store for showing them. These are lines, which can be handled much better when large

quantities are sold, as supplies can be bought oftener and therefore goods are fresher. For this reason, sales should be made as large as possible, so that a shipment can be run off in a short time. Many merchants handle these lines because they act as a magnet for other business. A customer will come in to order some fruit, or green goods and will perhaps think of some other article she wishes, or the clerk may be able to interest her in other goods. In order to be conducted at a profit, care must be taken to sell goods quickly, so that none of the stock will become unsalable.

Canned Goods.

This is a season of the year when the home supply of fruit is getting into very small proportions, and it is therefore an excellent time to bring canned goods and dried fruits into prominence. Of course every merchant knows the value of display in selling these lines, but an extra effort should be put forth now. Advertising, instructing the clerks to introduce them, and by telling customers different ways to prepare them, will all help in the desired object.

The house cleaning season is at hand and should bring the merchant to think of the appearance of his store, and put it in shape for the summer months, making any changes which he believes would be beneficial. Fixtures, awning refrigerator, store house and wagon should all receive attention in the general spring clean-up.

TRADE IN NOVA SCOTIA.

Excellent Progress for Spring Business Down East.

Halifax, March 30.—The prospects for a good spring trade in the wholesale grocery lines are excellent. The business during the winter was considered very good, the wholesalers feeling the benefit of the operations of the lumber camps throughout the Province. With the exception of a few lines prices generally are steady. Dealers say that there is a probability of a near advance in the price of canned salmon as the stocks of the best quality on the Pacific Coast are pretty well cleaned up. The stocks of prunes and evaporated apples are also light, and higher prices are anticipated.

The old stocks of Canadian onions are about used up, but some small shipments of new onions from Antigua have already arrived here, and new Bermuda onions will be along in the course of a few days.

Granulated sugar is steady at \$4.65, and United Empire at \$4.55. Fancy Barbadoes molasses is 33 cents in barrels, and 29c per gallon, in puncheons.

Hog prices are easier. Some good medium-sized hogs were sold here this week at nine cents, the lowest price of the season.

Eggs are down to 23 cents, and are dropping every day.

Potatoes are in good demand, and fruit is firm at unchanged prices.

FLOUR AND BREAD.

Hamilton Bakers Advancing the Price of the Small Loaf.

It is reported from Hamilton that the bakers of that city have felt it necessary to advance the price of their bread from 5 to 6 cents for the small loaf. The reason, they urge, is the increase in the size of the loaf, forced by the legislation passed in Toronto last year.

Prices of flour at the present time are quite satisfactory to dealers. Compared with those of a year ago, prices rule from 30 to 40 cents per barrel lower. The prices ruling in Toronto at present and a year ago are compared below:

| | Apr. 1, 1910. | At Present |
|-------------------------|---------------|------------|
| Manitoba wheat flour | | |
| 1st patent | 5.70 | 5.40 |
| 2nd patent | 5.30 | 4.90 |
| Strong bakers | 5.10 | 4.70 |
| Winter Wheat. | | |
| Straight rollers | 5.10 | 4.45 |
| Patents | 5.30 | 5.00 |
| Blended | 5.30 | 4.90 |

Early Closing Question Stirs Calgary Dealers

Calgary, March 30.—Calgary retailers were to have made history this week, but owing to the laxity, apparently, of a Winnipeg official, they were not able to do so. But it is probable that in a week or so something may be done along lines of progressive local legislation to vindicate the good name of the local merchants.

An agitation has been on in this city for some time for the dealers to close at noon on Saturday, and not open up again until Monday morning. The retail section of the Board of Trade met on March 16, and discussed the scheme but nothing definite could be done because the section lacked information covering the early closing point in entirety. So it came about that March 23rd was set for the final word, and in the meantime the secretary of the local section was to get in touch with the Winnipeg folks and secure a copy of the by-law of that city.

The meeting of March 23rd was a good one, but the matter touching the burning question of early closing could not be finished because the secretary had not been able to secure his necessary papers from Winnipeg. And again the discussion was postponed one week. It was decided, however, that the secretary should communicate with the city solicitor concerning the power of the city, under the present charter, to enforce the early closing by-law.

The same official will also be requested to inform the section of the provisions of the law governing the operation of fruit stands and confectionery establishments on Sunday, as Calgary dealers claim they lose considerable business through these places being wide open on the Sabbath.

The retailers will meet the wholesalers to go into the question of the latter selling goods to others than bona fide retailers. No serious complaint, however, is made.

It was also agreed that in the future no member of the section shall sign a petition for a half holiday for special events unless it has first secured the endorsement of the organization.

Practical Methods of Retail Stores

St. John Merchant Adds Cut Flowers to Stock as Saturday Special—Pleasing Form of Circulars—Winnipeg Dealer Overcomes Prejudice—Calgary Dealers Give Away Flour—Baking Time Card—Revelstoke Merchant's New Scheme.

Cut Flower Special.

St. John, N.B., March 30.—One of the up-town retail grocers has added cut flowers to his stock as a "Saturday Special." Each Friday night a number of tall vases are placed in one of the show windows, with a very tempting display of roses, carnations, etc., and with the lights turned on a very pretty effect is produced. The display not only attracts attention in itself, but it also draws attention to other goods shown in the adjoining windows. There has been quite a demand for the flowers and usually the buyer who goes in for these, also sees something else that appeals to him or her, and other purchases result.

Believes in Circulars.

Toronto, March 30.—F. Simpson and Sons, dealers in fruits, fish, cut flowers, game, and fancy groceries, believe in the selling power of the circular letter. But they also believe that the letter in question, to return the best results, must be gradually and gently broken to the reader.

For instance in a recent sheet they introduced the goods they had to sell in this manner:—

"We concentrate our energies upon pleasing our patrons; we persevere in our endeavor to give them the best goods at the right prices. We find that our efforts are appreciated and our trade is steadily increasing. Give us your orders and depend upon having them filled promptly, carefully, and satisfactorily. We handle only best quality goods."

Then came a list of specials in fish, groceries, fruits, vegetables, provisions, and flowers, arranged concisely in departments, the whole making quite an effective circular.

Gave Away Flour.

Calgary, Alta., March 30.—The Howson, McEwen Co., grocery dealers of this city, are conducting a novel competition, in which they are giving flour to charitable institutions. This competition ends on March 31st.

Their announcement commences as follows:—

"Do you want to help in a good practical way, some charitable institution? We are holding a voting contest, to March 31st. Our plan is to give 500 pounds of the best flour on the market to one of the following charitable institutions: The General Hospital, the Holy Cross Hospital, the Salvation Army Rescue Home, and the Children's Aid Society. With every dollar purchase made at our store you will be allowed a vote and two extra votes with every purchase of a sack of our flour."

Baking Time Card.

Montreal, March 30.—A local grocer recently inaugurated a new scheme that had the effect of inducing quite a lot of new trade to come his way.

He had printed a neat table of weights and measures, along with a table giving the time that should be allowed in the baking of certain lines of food stuffs.

In his weights and measure tables were noted the following:—4 teaspoon-

fuls of liquid equal one table spoonful; 2 cups of solid butter equal one pound; 2 cups of granulated sugar equal one pound; 1 pint of milk or water equals 1 pound.

Some of the card items were:—Beans, 8 to 11 hours; gingerbread, 20 to 30 minutes; potatoes, 30 to 45 minutes; cookies, 10 to 15 minutes; bread, brick loaf, 40 to 50 minutes.

At the bottom a neat advertisement of the store was printed. These cards were made of stiff paper with a holder attached so that it might be hung up by the customer if desired.

Relieves the Thirsty.

London, Ont., March 30.—Harry Coates is a grocer who believes in the policy of having as many conveniences as possible in a store for the benefit of his customers. In his store in South London he has provided for thirsty people by the installation of a sanitary enamelled basin situated just where every one can see and feel it was put there expressly for them. There is always a glass or cup, within easy distance of the tap. Mr. Coates finds that his customers often taken advantage of the presence of the basin, to refresh themselves, and he also says that many persons who are not customers of his drop in once and a while to have a drink and maybe purchase an article or two.

Prizes For Word Hunters.

Revelstoke, B.C., March 30.—C. B. Hume & Co., general merchants, believe in interesting the children, and a recent advertisement in the effort read:—

"Every child in Revelstoke should read C. B. Hume & Co.'s advertisement in the Mail-Herald of Wednesday, March 8th, 1911. See the beauty doll and boys' sweaters in the window given as prizes to the lucky boy and girl that finds the greatest number of misspelled words in the advertisement of that date. Now, children, be good and pay attention. To the lucky girl under 12 years we will give that beauty doll in the window, and to the lucky boy under 12 years the sweater coat who finds the greatest number of misspelled words in our advertisement of this issue. The answers are to be posted in a mail box in the dry goods department, second floor.

The selling possibilities of such a scheme are apparent at once, because all answers were to be posted in a box on the second floor, and as the parents would come with the child in the majority of cases, a chance would be given to introduce goods to them.

Social Functions.

Lindsay, March 30.—"I claim," said L. A. Primeau, recently, "that it pays to cater to the ladies, especially during the social season. The season for at-homes, afternoon teas, and other affairs, which has just ended, has been a very profitable one because of the fact that the ladies knew what they wanted and we kept a good stock of suitable cakes, olives, and such things on hand."

Encourage Clerks.

Toronto, March 30.—One of the mail order houses in this city encourages its employes to make every effort to build up the business. Any suggestions that any clerk may have, no matter what position he holds in the store, is gladly welcomed. If he has a proposition which he thinks would better the business he is given an opportunity by the manager of the department to prove its adaptability, and if such suggestion is considered valuable enough to put into force, the employe who made the suggestion is rewarded accordingly.

In this way the clerks are kept on the alert looking for methods of improving the business, and as a result many valuable suggestions are received and put into force each year.

Thinks Coffee Draws Trade.

Ottawa, March 30.—"I find," said a local grocer recently, "that handling a good brand of coffee attracts considerable trade, or at least holds trade together. I believe that I have several customers who deal with me for no other reason than that I handled a superior quality coffee."

Once a customer uses such a coffee, they generally stick to that grade and are not satisfied until they find some person who handles it. I try to sell coffee to every customer and by handling a high grade and keeping the quality uniform I find that my trade is gradually on the increase. Coffee is a line in which customers have to depend a great deal on the merchant as far as its quality and freshness are concerned, and he must have their confidence if he wishes to get their coffee trade."

Overcoming Prejudice.

Winnipeg, Man., March 16.—"I seldom experience any difficulty in selling a customer a brand of goods other than the one she asked for," said a dealer, the other day.

"Some magazines and manufacturers have aroused a certain feeling of distrust in the minds of consumers by branding the dealer who substitutes as one kind of a criminal, but I overcome this by explaining to the customer that it is no sin to offer something 'just as good' and that I am always convinced myself about the quality of an article before I place it in stock.

"I think, if customers have not enough confidence in the grocer to accept what he recommends, that there is something wrong with the grocer," he continued, "and that he must, at some time or other have abused their trust in him. Of course the unscrupulous dealer who recommends an inferior article because there is a little more profit in it, cannot expect the customer to place any dependence in his word."

J. I. Lalonde, who for some years has been a traveler for Hudon, Hebert & Co., Limited, Montreal, left recently for Saskatchewan, where he will go into business. He is succeeded by R. Fournier.

The Markets—Dried Fruits are Firm

Advances Are Made at Some Centres—Prunes and Evaporated Apples Particularly Short in Supply—Sugar Steady—Advance Possible When Refiners Have to Buy New Stocks—Trade in Sugar Slackening off—May Prices for Molasses in Quebec Given Out—Tapioca is Lower in Montreal.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Tapioca—Reduced 1c per lb.
Molasses—Car lots 28½c to 29½c.
Lard—Reduced ¼c.

Montreal, March 30.—The market during the week has been steady and business keeps well up to the mark that has already been set. There is no special feature to call attention in the general grocery list. Tapioca declined one cent a pound, but otherwise there has been no feature. It might be mentioned that the new crop in molasses is being booked up now and the orders are coming in freely. The crop is reported a good one and the price for car lots is put at 28½ to 29½ cents a gallon. Owing to the fact that consumption is likely to be large the market is quite firm, and the tendency upward. Shipments are for some time after the middle of May, it not being expected that any will be received before that time.

Maple sugar is expected on the market this week, although up to the middle of the week only a few samples had been received. Reports from the townships agree on the point that if the weather is at all favorable the run of sap will be copious and a good "crop" of sugar is expected. The opening price will likely be a little higher than last year. But, it is a little early yet to attempt to name the prospective price. One firm is quoting \$1.10 a gal. and is receiving orders at that price.

Orders are beginning to take on a spring appearance and brooms, washing soda, cleansing powders, etc., are all finding a prominent place in the lists coming in. It is to be hoped that the retail trade are taking advantage of the approach of the new season to dispose of the goods that are especially in demand just now.

Sugar.—Locally, sugar is quieter this week than it has been for some time. Dealers stocked up freely with the beginning of the advance in prices and are now well supplied. Demand, therefore, from retailers has fallen off on that account. The primary market received a little set back during the early part of the week, but it is not generally thought that any weakness will result.

| | |
|---|-------|
| Granulated, bags | 4 50 |
| " 20-lb. bags | 4 60 |
| " Imperial | 4 35 |
| " Beaver | 4 35 |
| Paris lump, boxes, 100 lbs. | 5 41 |
| " " 50 lbs. | 5 40 |
| " " 25 lbs. | 5 50 |
| Red Seal, in cartons, each | 0 35 |
| Crystal diamonds, bbls. | 5 20 |
| " 100 lb. boxes | 5 33 |
| " 50 lb. " | 5 40 |
| " 25 lb. " | 5 63 |
| " 5 lb. cartons, each | 0 37½ |
| Crystal Diamond Dominoes, 5-lb. cartons, each | 0 37½ |
| Extra ground, bbls. | 4 95 |
| " 50-lb. boxes | 5 03 |
| " 25-lb. boxes | 5 38 |
| Powdered, bbls. | 4 75 |
| " 50-lb. boxes | 4 95 |
| Phoenix | 4 50 |
| Bright coffee | 4 45 |
| No. 3 yellow | 4 37 |
| No. 2 " | 4 25 |
| No. 1 " bags | 4 10 |
| Bbls. granulated and yellow may be had at 6c. | |

Syrup and Molasses.—There is a steady business passing in corn syrup,

but in the near future it will have the opposition of new crop molasses and the new maple syrup. However, it has its own steady demand, although it might happen that the price now quoted would be lowered. There is no particular reason for this expectation beyond the fact that there will undoubtedly be added competition in the syrup line.

The new price of fancy molasses for May-June delivery has been given out as 28½ to 29½ cents, with the former prevailing. This price is for car lots the shipments to be to points outside the Island of Montreal. From one firm it was recently learned that out of from 12,000 to 15,000 puncheons annually imported into Canada probably less than 2,000 are received into Ontario and the west, the rest being consumed in Quebec. In each puncheon there is about 100 gals. The market is quite firm according to reports and is showing an upward tendency. One statement in review of the condition is that the crop has been a good one, but that consumption is likely to be heavy. The price is considered fair and is proving attractive to the trade as large orders have been received up to the present.

| | | |
|--------------------------------------|-------|-------|
| Molasses, to arrive, car load lots | 0 28½ | 0 29½ |
| Fancy Barbadoes molasses, puncheons | 0 21 | 0 33 |
| " " barrels | 0 34 | 0 36 |
| " " half-barrels | 0 36 | 0 38 |
| Choice Barbadoes molasses, puncheons | 0 31 | 0 33 |
| " " barrels | 0 34 | 0 36 |
| " " half-barrels | 0 36 | 0 38 |
| New Orleans | 0 25 | 0 28 |
| Antigua | 0 30 | 0 33 |
| Porto Rico | 0 40 | 0 43 |
| Corn syrup, bbls. | 0 03 | 0 03 |
| " 1-bbls. | 0 02½ | 0 02½ |
| " 1-bbls. | 0 02½ | 0 02½ |
| " 35-lb. pails | 1 70 | 1 70 |
| " 25-lb. pails | 1 30 | 1 30 |
| Cases, 2-lb. tins, 2 doz. per case | 2 25 | 2 25 |
| " 10-lb. " 1 doz. | 1 60 | 1 60 |
| " 20-lb. " ½ doz. | 1 60 | 1 60 |

Dried Fruits.—The dried fruit situation is unchanged. All lines are firm in price and in the majority the supply is light. Prunes, evaporated apples, currants and raisins, particularly the former two, are in limited supply. Beyond this there is no special feature this week.

| | | |
|---|-------|-------|
| Evaporated apricots | 0 18 | 0 21 |
| Evaporated apples | 0 14 | 0 15½ |
| Currants, fine clusters, per lb., not cleaned | 0 07½ | 0 07½ |
| " " cleaned | 0 08½ | 0 09 |
| " Patras, per lb. | 0 08 | 0 09 |
| " Vostizza, per lb. | 0 09½ | 0 10 |
| Dates | 0 06 | 0 06 |
| Figs | 0 11 | 0 11 |
| Figs, 3 crown | 0 08 | 0 08½ |
| Figs, 4 crown | 0 09 | 0 09 |
| Figs, 5 crown | 0 10 | 0 11 |
| Figs, 6 crown | 0 11 | 0 12 |
| Figs, 7 crown | 0 12 | 0 13 |
| Figs, 8 crown | 0 13 | 0 14 |
| Prunes— | | |
| 30-40 | 0 12½ | 0 14 |
| 40-50 | 0 13 | 0 13 |
| 60-70 | 0 12 | 0 12 |
| 80-90 | 0 11 | 0 11 |
| 70-80 | 0 10½ | 0 10½ |
| 80-90 | 0 10 | 0 10 |
| 90-100 | 0 09½ | 0 09½ |
| 100 a d over | 0 09 | 0 09 |
| Boemia prunes | 0 11 | 0 11 |
| Raisins— | | |
| Choice seeded raisins | 0 08 | 0 08 |
| " fancy seeded, 1-lb. pkgs. | 0 09 | 0 09 |
| " loose muscates, 3-crown, per lb. | 0 07½ | 0 08 |
| " " 4-crown, per lb. | 0 08½ | 0 09 |
| Malaga table raisins, clusters, per box | 2 40 | 2 40 |
| Valencia, fine off stalk, per lb. | 0 07 | 0 07½ |
| " select, per lb. | 0 08 | 0 08½ |
| " 4-crown layers, per lb. | 0 08½ | 0 09 |

Nuts.—The market in nuts is steady, but rather quiet. The demand is limited

to a regular trade and prices are unchanged.

| | | |
|------------------------------------|-------|-------|
| In shell— | | |
| Brazil | 0 15 | 0 16 |
| Filberts, Sicily, per lb. | 0 12 | 0 14 |
| " Barcelona, per lb. | 0 15 | 0 16 |
| Turkey Almonds, per lb. | 0 15 | 0 16 |
| Walnuts, Grenoble, per lb. | 0 16 | 0 19 |
| " Maroon, per lb. | 0 16 | 0 16 |
| " Carrow, per lb. | 0 11½ | 0 11½ |
| Shelled— | | |
| Almonds, 1-crown selected, per lb. | 0 26 | 0 27 |
| " 2-crown " " | 0 25½ | 0 25 |
| " 3-crown " " | 0 25 | 0 25 |
| " (in bags), standards, per lb. | 0 27 | 0 28 |
| Cashews | 0 16 | 0 17 |
| Peanuts— | | |
| American— | | |
| Corn, roasted | 0 08 | 0 08 |
| Corn green | 0 07 | 0 07 |
| Diamond G, roasted | 0 08½ | 0 08½ |
| Diamond G, green | 0 07½ | 0 07½ |
| Bon Ton, roasted | 0 11 | 0 11 |
| Bon Ton, green | 0 10 | 0 10 |
| Spanish, No. 1 | 0 12 | 0 12 |
| Virginia, No. 1 | 0 12 | 0 12 |
| Pecans, 3 crown, per lb. | 0 17 | 0 18 |
| Pistachios, per lb. | 0 17 | 0 18 |
| Walnuts— | | |
| Bordeaux halves | 0 27 | 0 28 |
| Broken | 0 26 | 0 27 |
| Grenobles | 0 17 | 0 17 |

Coffee.—Locally the coffee situation is steady with but little of a special character to report.

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

Teas.—The market remains firm in all departments. Orders are coming in freely and the situation, while not changed particularly, shows the strength that has been noticed for some time.

| | | |
|--|------|------|
| Japan— | | |
| Choicest | 0 40 | 0 40 |
| Choice | 0 36 | 0 37 |
| Fine | 0 30 | 0 35 |
| Medium | 0 25 | 0 28 |
| Good common | 0 21 | 0 24 |
| Common | 0 17 | 0 21 |
| Ceylon—Broken Orange Pekoe | 0 21 | 0 24 |
| Pekoes | 0 20 | 0 22 |
| Pekoe Souchongs | 0 20 | 0 22 |
| India—Pekoe Souchongs | 0 19 | 0 20 |
| Ceylon greens—Young Hysons | 0 24 | 0 25 |
| Hysons | 0 24 | 0 25 |
| Campowders | 0 19 | 0 25 |
| China greens—Pingsuey gunpowder, low grade | 0 14 | 0 18 |
| " " " " " " " | 0 20 | 0 20 |
| " " " " " " " | 0 20 | 0 20 |

Rice and Tapioca.—A price change was recorded in this market recently when medium pearl tapioca was dropped one cent. Rice is steady and quite firm according to advices from the south. The demand for both rice and tapioca is reported good.

| | |
|---------------------------------|-------|
| Rice, grade B, bags, 250 pounds | 3 10 |
| " " " " 100 " | 3 10 |
| " " " " 50 " | 3 10 |
| " " " " 25 pounds | 3 20 |
| " " " " 12½ pounds | 3 20 |
| " " " " 250 pounds | 3 00 |
| " " " " 100 " | 3 00 |
| " " " " 50 " | 3 00 |
| " " " " 25 pounds | 3 10 |
| " " " " 12½ pounds | 3 20 |
| Tapioca, medium pearl | 0 05½ |

CANNED GOODS

Montreal.—There is practically nothing new to report in regard to canned goods. The situation is about where it was a week ago and where it will be a week from to-day from all appearances. There is a steady demand in most lines although it is a question whether canned fish are enquired for as heavily this week as usual. Peas are quite limited and, as previously stated, so are gallon apples. Corn is moving freely and tomatoes are steady. In canned fish

high g
most a

Apples, g
Peas, earl
Peas, swe
Peas, ext
Pumpkin
Beans, do
Corn, do
Tomatoes
Strawber
Raspber
Peaches,
Peaches,
Pears, fs
Pears, fs
Plums, G
Plums, L
Lawton
Clover
1-lb. talls
1-lb. flats
1-lb. flats
Other
White
Humpba
Cocoas, c
Red Spr
Red Socl
Lobster
1-lb. fs
1-lb. fs
Compres
beef, 1
Compres
beef, 2
English
Romeless
Ready lu
is
Ready lu
is
Roast be
Stewed
Stewed
Minced

Tor
for ca
noted
ruling
hand-l
tion
prices
ed it,
salmc
are q
positi

Aspara
Beans, c
Beets, s
" "
" "
" "

Cabbag
Carrot
Corn, 2
" f
" o
Peas, s
" E
" S
" E
Pumpk
Spinach
Tomato
Turnip

Apples
Bluebe
Cherrie
" "
" "

Goset
Lawton
Peach
Raspbe
" "
Rhuba
" "
Straw
Clover

THE CANADIAN GROCER

high grade salmon and lobsters are the most active.

| | | |
|--|-------|--------|
| Apples, gal. | 3 20 | \$3 50 |
| Peas, standard, dozen | 1 20 | 1 25 |
| Peas, early June, dozen | 1 20 | 1 25 |
| Peas, sweet, wrinkled, dozen | 1 20 | 1 25 |
| Peas, extra sifted, dozen | 1 20 | 1 25 |
| Pumpkins—3 lb., 85c.; gallon, \$3.00. | 1 00 | |
| Beans, dozen | 1 00 | |
| Orn, dozen | 1 00 | |
| Tomatoes, dozen (Ontario and Quebec) | 1 35 | 1 45 |
| Strawberries, dozen | 1 90 | |
| Raspberries, 2s, dozen | 1 75 | |
| Peaches, 2s, dozen | 1 80 | |
| Peaches, 3s, dozen | 2 87½ | 2 90 |
| Pears, 2s, dozen | 1 80 | |
| Pears, 3s, dozen | 1 80 | |
| Plums, Greengage, dozen | 1 40 | 1 67½ |
| Plums, Lombard, dozen | 1 00 | |
| Lawtonberries, 2s, dozen | 1 60 | |
| Clover Leaf and Horseshoe brands salmon— | | |
| 1-lb. talls, per dozen | 2 07½ | |
| 1-lb. flats, per dozen | 1 32½ | |
| 1-lb. flats, per dozen | 2 25 | |
| Other salmon— | | |
| White salmon | 1 10 | 1 20 |
| Humpbacks, dozen | 1 25 | 1 40 |
| Cohoos, dozen | 1 60 | |
| Red Spring, dozen | 1 65 | 1 75 |
| Red Sockeye, dozen | 1 85 | 2 10 |
| Lobster— | | |
| 1-lb. flats, dozen \$2.40 \$2.75; 1-lb. talls, dozen, \$2.60, \$4.75 | | |
| 1-lb. flats, dozen, \$5.00. | | |
| Compressed corned beef, 1s, 2 00 | | |
| Compressed corned beef, 2s, 3 35 | | |
| English brawn, 2s, 3 15 | | |
| Homeless pigs feet, 2s 3 15 | | |
| Ready lunch veal loaf, 1s, 1 50 | | |
| Ready lunch veal loaf, 2s, 2 60 | | |
| Boat beef, 1s, 2 00 | | |
| Boat beef, 2s, 3 25 | | |
| Stewed ox tail, 1s, 1 60 | | |
| Stewed kidney, 1s, 1 50 | | |
| Stewed kidney, 2s, 2 65 | | |
| Mincod collops, 1s, 1 40 | | |
| Mincod collops, 2s, 1 50 | | |
| Corned beef hash, 1s, 1 50 | | |
| Corned beef hash, 2s, 1 50 | | |
| Jellied hocks, 2s, 3 60 | | |
| Jellied hocks, 6s, 12 00 | | |
| Paragon ox tongue, 1s, 7 50 | | |
| Paragon ox tongue, 2s, 8 50 | | |
| Paragon ox tongue, 3s, 9 50 | | |
| Paragon lunch tongue, 1s, 4 00 | | |
| Tongue lunch, 1s, 3 50 | | |
| Sliced smoked beef, 1s, 1 50 | | |
| Sliced smoked beef, 2s, 2 50 | | |

Toronto.—An increase in the demand for canned fish, particularly salmon, is noted by some firms, but the high prices ruling cause dealers to operate on a hand-to-mouth basis, while the consumption is somewhat curtailed by the high prices ruling and, as one dealer expressed it, consumers are beginning to regard salmon as a luxury. Canned vegetables are quiet but still maintain their firm position.

| VEGETABLES | Per doz. | Group B Group A |
|---------------------------------|----------|-----------------|
| Asparagus tips, 2s, talls | 2 52½ | 2 55 |
| Beans, Golden Wax, 2s | 0 97½ | 1 00 |
| Midgots, 2s | 1 37½ | 1 30 |
| Refugee or Valentine (Green) 2s | 0 97½ | 1 00 |
| Refugee Midgots 2s | 1 37½ | 1 30 |
| Beets, sliced, blood red, 2s | 0 97½ | 1 00 |
| whole, blood red, 2s | 0 97½ | 1 00 |
| sliced, blood red, 3s | 1 37½ | 1 35 |
| whole, blood red, 3s | 1 37½ | 1 40 |
| whole, Rosebud, 2s | 1 37½ | 1 30 |
| Cabbage, 2s | 0 97½ | 1 00 |
| Carrots, 2s | 0 97½ | 1 00 |
| Corn, 2s | 0 95 | 1 07½ |
| fancy, 2s | 1 05 | 1 07½ |
| on cob, gal | 4 77½ | |
| Peas, Standard, size 4, 2s | 1 35 | 1 40 |
| Early June, size 3, 2s | 1 50 | 1 50 |
| Sweet Wrinkle, size 2, 2s | 1 50 | 1 50 |
| Extra fine sifted, size 1, 2s | 1 87½ | 1 87½ |
| Pumpkin, 3s | 0 97½ | 1 00 |
| gal. | 3 02½ | 3 05 |
| Spinach, table, 2s | 1 27½ | 1 30 |
| 3s | 1 77½ | 1 30 |
| gal. | 8 02½ | 8 05 |
| Tomatoes, 2s | 1 05 | 1 07½ |
| 3s | 1 40 | 1 50 |
| gala. | 2 75 | 4 02½ |
| Turnips, 3s | 1 12½ | 1 15 |

| FRUITS | Per doz. | Per doz. |
|--|----------|----------|
| Apples, standard, 3s | 1 20 | 1 30 |
| gal. | 3 50 | 3 60 |
| Blueberries, standard, 2s | 1 27½ | 1 30 |
| gal. | 5 27½ | 5 30 |
| Cherries, black, not pitted, heavy syrup, 2s | 1 52½ | 1 55 |
| black pitted, heavy syrup, 2s | 1 92½ | 1 95 |
| red, not pitted, heavy syrup, 2s | 1 52½ | 1 55 |
| red pitted, heavy syrup, 2s | 2 17½ | 2 20 |
| white, not pitted, heavy syrup, 2s | 1 52½ | 1 55 |
| white pitted, heavy syrup, 2s | 2 02½ | 2 05 |
| red pitted, gal. | 8 52½ | 8 55 |
| Gooseberries, 2s, heavy syrup | 1 77½ | 1 77½ |
| Lawtonberries, 2s, heavy syrup | 1 77½ | 1 77½ |
| Peaches, 2s, white, heavy syrup | 1 87½ | 1 90 |
| 2s, yellow, heavy syrup | 1 87½ | 1 90 |
| Raspberries, black, heavy syrup, 2s | 1 77½ | 1 80 |
| black standard gal. | 7 02½ | 7 05 |
| red, heavy syrup, 2s | 1 77½ | 1 80 |
| red, standard gal. | 7 02½ | 7 05 |
| red, solid pack, gal. | 9 27½ | 9 30 |
| Rhubarb, preserved, 2s | 1 52½ | 1 55 |
| standard, 3s | 2 27½ | 2 30 |
| standard, gal. | 3 50 | 3 60 |
| Strawberries, heavy syrup, 2s | 1 77½ | 1 80 |
| Clover Leaf and Horseshoe brands salmon: | | |

| | | | |
|--------------------------|-------|-------------------|-------|
| 1-lb. talls, dozen 2 05 | 2 07½ | Cohoos, per doz. | 1 77½ |
| 1-lb. flats, dozen 1 30 | 1 32½ | Red Spring, doz. | 1 67½ |
| 1-lb. flats, dozen 2 22½ | 2 25 | Lobsters, halves, | 2 65 |
| Other salmon prices | | per dozen | 2 75 |
| Humpbacks, doz 1 30 | 1 35 | Lobsters, quar- | 1 60 |
| Pinks | 1 30 | ters, per dozen | 1 95 |
| Northern River Sockeye | 1 95 | Chicken | 4 00 |
| Turkey | 4 00 | Soup, 2s | 1 40 |
| Ducks | 4 00 | Soup, 1s | 1 40 |

ONTARIO MARKETS

POINTERS—
Prunes—Advance 1c. lb.
Raisins—Higher.
Evaps.—Advance 1c. lb.
Toronto, March 30.—Wholesalers report that sugar sales have dropped off of late. This is not unexpected at this time as dealers stocked up freely when the market first started on the upward move. Although raws received a slight set-back at the beginning of the week, still the market is steady and the situation is expected to continue strong for a time, and an upward movement in refined is just possible when refiners have again to purchase supplies.

The firmness which has existed in certain lines of dried fruits has resulted in higher prices, as was expected. Prunes, which have been advanced a cent a pound are in extremely short supply and retailers have little choice in regard to sizes. Raisins are also higher as stocks are gradually decreasing, while the situation in the primary market shows no improvement. Evaporated apples are almost unobtainable at a time when the best season is usually just opening and holders are asking higher prices—as high as 14 cents being quoted. The scarcity in these important lines of dried fruits naturally has its effect on the others, so that firmness is noticeable in the whole list.

Dealers hope for an increase in the nut trade at Easter, as retailers generally give this line prominence at that time. Prices are steady. Brazil nuts are about off this market, and as yet no new stocks have appeared. Filberts are reported to be in smaller compass in the primary market than for several years, while reports from California say that the weather has been hard on the growing almond crop.

Sugar.—Raw sugar eased off a little at the first of the week but no weakness in the market is expected to result. Dealers still regard the market as in a strong position and an upward movement in refined is not unexpected at any time. One dealer said: "The sugar market still rules steady but the temporary setback in raws will delay the upward movement in refined longer than was thought. However, unless some new conditions arise to affect the market, a further advance in refined is quite likely as soon as refiners have to again make purchases." A new feature is the large Indian sugar crop which will likely take the place of Java in Japan, and as a result larger shipments of Java to America can be expected, although it is not considered that this will alter the situation to any marked extent. Wholesalers report that the movement of sugar during the past week has been slack, as can be expected after the large sales which have taken place since the market turned upward. It is reported that some of the refiners are still behind in their orders.

| | |
|------------------------|------|
| Extra granulated, bags | 4 60 |
| 20 lb. bags | 4 70 |
| Imperial granulated | 4 40 |

| | |
|--|------|
| Beaver granulated | |
| Yellow, bags | 4 20 |
| Barrels of granulated and yell. w will be furnished at 5 cents above bag prices. | |
| Extra ground, bris | 5 00 |
| " 50-lb. boxes | 5 20 |
| " 25-lb. boxes | 5 30 |
| Powdered, bris | 4 80 |
| " 50-lb. boxes | 4 80 |
| " 25-lb. boxes | 5 20 |
| Red Seal, cwt. | 7 10 |
| St. Lawrence Crystal Diamonds | 7 60 |
| Paris lumps, in 100-lb. boxes | 5 50 |
| " in 50-lb. " | 5 60 |
| " in 25-lb. " | 5 80 |

Syrup and Molasses.—Trade in corn syrups continues satisfactory, but the demand for maple syrup will likely show a decrease when the new maple products come on the market. Dealers however state that even when the new syrup is at its best there is a certain demand for the canned article. Molasses are quiet and unchanged.

| Syrups— | Per case | Maple Syrup— | Per case |
|---------------------|----------|--------------------|----------|
| 2 lb. tins, 2 doz. | 2 25 | Gallons, 5 to case | 4 80 |
| in case | 2 25 | " 12 " | 5 40 |
| 4 lb. tins, 1 doz. | 2 60 | Quarts, 24 " | 5 40 |
| in case | 2 60 | Pints, 24 " | 5 00 |
| 10 lb. tins, 1 doz. | 2 50 | Molasses— | |
| in case | 2 50 | New Orleans, | |
| 20 lb. tins, 1 doz. | 2 45 | medium | 0 30 |
| in case | 2 45 | New Orleans, | |
| Barrel, per lb. | 0 03½ | bbls. | 0 28 |
| Half barrel, lb. | 0 03½ | Barbadoes, extra | |
| Quarter " | 0 03½ | fancy | 0 45 |
| Pails, 84 lbs. ea. | 1 70 | Porto Rico | 0 45 |
| " 35 " " | 1 20 | Muscovado | 0 30 |

Dried Fruits.—To those who have been following the market, an advance of one cent per pound in prunes is not unexpected. Supplies, which are extremely light, have been growing into smaller compass, so that higher prices were inevitable. Even at the advanced price, retailers have little choice of sizes, one dealer reporting that he had only one size of prunes to offer. The situation in prunes is very acute with no possibility of improvement. Wholesalers are also asking higher prices for raisins, and while choice seeded, in 16 oz. packets, have been ranging from 7½ to 8 cents, now dealers are asking 8 cents straight. The same is true of the other seeded lines and also of valencias. At stock taking time, wholesalers thought that raisin supplies were large enough to run them through, but recent checkings of stocks find them getting extremely low. One dealer said "If I had to buy raisins at the present time, I would have to pay higher prices than I am now selling at, the outlook is not particularly pleasant."

| | | | | |
|---|-------|-------|----------------|------|
| Prunes— | | | | |
| 30 to 40, in 25-lb. boxes | 0 14½ | 0 14½ | | |
| 40 to 50 " " | 0 13½ | 0 14 | | |
| 50 to 60 " " | 0 13 | 0 13 | | |
| 60 to 70 " " | 0 12½ | 0 12½ | | |
| 70 to 80 " " | 0 12 | 0 12 | | |
| 80 to 90 " " | 0 11½ | 0 11 | | |
| 90 to 100 " " | 0 10 | 0 10½ | | |
| Same fruit in 50-lb. boxes ½ cent less. | | | | |
| Apricots— | | | | |
| Standard | 0 16 | 0 16½ | | |
| Choice, 25 lb boxes | 0 16 | 0 17 | | |
| Fancy | 0 19 | 0 25 | | |
| Candied Peels— | | | | |
| Lemon | 0 09 | 0 11 | Citron | 0 15 |
| Orange | 0 10 | 0 12½ | | |
| Figs— | | | | |
| Kilmes, per lb. | 2½ | 0 11½ | 0 12½ | |
| 1½ inches | 0 08 | 0 10 | 2½ | |
| 2 " | 0 08½ | 0 10½ | 0 11½ | |
| 2½ " | 0 09½ | 0 12 | Umbrella boxes | 0 12 |
| Tapnets | 0 04 | 0 04½ | | |
| Bag figs | 0 04½ | 0 06 | | |
| Dried peaches | 0 10 | 0 10½ | | |
| Dried apples | 0 09 | 0 09½ | | |
| Currants | | | | |
| Fine Filletas | 0 07½ | 0 08 | Vostizzas | 0 10 |
| Fatras | 0 08 | 0 08½ | | |
| Uncleaned ½ cent less | | | | |
| Raisins— | | | | |
| Sultana | 0 10 | 0 12 | | |
| " fancy | 0 11 | 0 13 | | |
| " extra fancy | 0 14 | 0 16 | | |

THE CANADIAN GROCER

| | | |
|----------------------------------|---------------------|-------|
| Valencias selected..... | 0 08 | 0 08½ |
| Seeded, 1 lb packets, fancy..... | 0 08½ | 0 09 |
| " 16 oz packets, choice..... | 0 07½ | 0 08 |
| " 12 oz..... | 0 07 | 0 07½ |
| Dates— | Sairs..... | 0 04½ |
| Halloweeds— | Package dates..... | 0 06½ |
| Full boxes..... | per 1 lb..... | 0 06½ |
| | Pards choicest..... | 0 10 |
| | | 0 10½ |

Tea.—A recent report on the tea situation says; "The general average of values in the primary market has again advanced to the level of that ruling at the end of last year, and with the future position clearly defined, it seems absolutely impossible to expect any further setback in prices for some months to come. It is evident that importations of Indian tea for the remaining portion of the season will be less than those for the same period last year, and merchants will obviously feed the market week by week with just a sufficient quantity to retain the keen competition which is now in evidence. With regard to the position of Ceylon tea, it is practically certain that no excess of quantity is likely to come to hand which will materially affect prices on the whole."

Coffee.—The coffee situation generally shows no change, with dealers throughout the country still refusing to buy, awaiting the sale of the 1,200,000 bags of Government coffee which will be released during April. Willets & Gray's Journal says: "The current crops are about cleared up and it is perfectly proper to state that were it not for the government sales next month, the intrinsic strength of the coffee position would force values to a much higher level from sheer necessity. Perhaps the most important feature of strength of the actual position is the great scarcity of supplies in the hands of the consuming trade throughout the interior everywhere which will constitute a strong argument for the maintenance of good values for several months to come, as the government sales simply represent 24 days of world's consumption that is going on at the rate of 50,000 bags or more every day. Chicory within the past month has advanced 2 cents per pound, and is now quoted at 12 cents.

Spices.—The trade passing in spices continues about the same in volume. It is thought that mace, which has nearly doubled in value during the past year, will likely retain its high position. Prices show no change.

| | Bbls. | Pails or Boxes | Tins | ½ lb. pkgs. dz | ¼ lb. tins doz |
|------------------------------------|-------|----------------|-------|----------------|----------------|
| Allspice..... | 0 14 | 0 15 | 0 17 | 0 75 | 0 80 |
| Cinnamon..... | 0 24 | 0 25 | 0 27 | 0 90 | 0 95 |
| Cayenne pepper..... | 0 22 | 0 23 | 0 25 | 0 90 | 0 95 |
| Cloves..... | 0 24 | 0 25 | 0 27 | 0 90 | 0 95 |
| Cream tartar..... | 0 25 | 0 26 | 0 28 | 0 90 | 0 95 |
| Curry powder..... | | | 0 25 | | |
| Ginger..... | 0 22 | 0 24 | 0 26 | 0 80 | 0 80 |
| Mace..... | | | 0 81 | | 2 75 |
| Nutmegs..... | | | 0 30 | 1 90 | 2 00 |
| Pepper, black..... | 0 15 | 0 16 | 0 17½ | 0 75 | 0 80 |
| Pepper, white..... | 0 24 | 0 25 | 0 27½ | 1 00 | 1 10 |
| Pastry spice..... | 0 23 | 0 24 | 0 26 | 0 80 | 0 80 |
| Pickling spice..... | 0 15 | 0 16 | 0 18 | 0 75 | 0 75 |
| Turmeric..... | | | 0 15 | | |
| Mustard seed, per lb. in bulk..... | | | | | 0 12 |
| Celery seed, per lb. in bulk..... | | | | | 25 |

Rice and Tapioca.—There are no fea-

tures in either rice or tapioca which continue steady with an ordinary demand.

| | |
|--|------------------------------------|
| Standard B. from mills, 500 lbs. or over, f.o.b. Montreal..... | 3 00 |
| Rice, stand B. 0 03½ 0 03½ | Sago, medimm crown..... 0 05½ 0 06 |
| Kangoon..... 0 03½ 0 03½ | Tapioca..... 0 13½ 0 14 |
| Patna..... 0 06½ 0 06½ | Bullet, double..... 0 08 |
| Japan..... 0 04½ 0 06 | gost..... 0 08 |
| Java..... 0 06 0 07 | Medium pearl..... 0 05½ 0 08 |
| Carolina..... 0 10 0 11 | Flake..... 0 08 |
| | Seed..... 0 05½ 0 08 |

Nuts.—Trade is reported quiet, but may take on some life within the next week, or so, as many grocers push their sale in the Easter season. Stocks of Brazils are extremely scarce on this market and as yet no new stocks have arrived. Large quantities of the new crop are being bought by Europe for the Easter trade.

| | | |
|---------------------------|-------|-------|
| Almonds, Formi, etta..... | 0 15 | 0 15 |
| " Tarra, ons..... | 0 35 | 0 38 |
| Walnuts, Grenoble..... | 0 13½ | 0 14 |
| " Bordeaux..... | 0 15 | 0 15 |
| " Marb is..... | 0 39 | 0 40 |
| Filberts..... | 0 12½ | 0 3 |
| Pecans..... | 0 18 | 0 2½ |
| Brazils..... | 0 5½ | 0 7 |
| Peanuts, roasted..... | 0 09½ | 0 12½ |

Beans.—There is no particular change in the bean situation. Stocks of first quality are reported none too plentiful, with large supplies of low grades which are stained and find few buyers in Ontario. Little or no beans have been exported to the United States markets this year as stocks there are larger than in other years, Michigan having raised one of the largest crops on record.

| | | |
|------------------------------------|------|------|
| Prim. beans, per bushel..... | 1 90 | 2 00 |
| Hand picked beans, per bushel..... | 2 05 | 2 15 |

Evaporated Apples.—"I cannot give you a quotation on evaporated apples," said one wholesaler, "because I am completely sold out." Other dealers said that their stocks bordered on the same state so that the usual trade in "evaps" will have to be diverted to some other line. Prices range around 13½ cents, with some firms asking even higher prices than that.

| | |
|------------------------|-------|
| Evaporated apples..... | 0 13½ |
|------------------------|-------|

BRITISH COLUMBIA MARKETS.

Vancouver, March 30.—Market conditions are without particular feature. New Zealand butter is selling freely. A shipment of Australian brown onions has been received and is selling well. Green stuff is now on the market, with lettuce and cucumbers from Victoria. Eggs are coming in in large quantities. The price of eggs never dropped with such rapidity. The weather held cold, and with the sudden fine period, eggs were shipped in large quantities from Kansas and California. They arrived in fine shape, and to meet the competition the local article had to come down.

Tomatoes from Mexico and Florida have been affected in some instances with a fungus blight, resulting in their condemnation by the provincial inspector of fruit pests. The early supply comes from the south, and if the quality is not good, it will mean higher prices. Tomatoes will be grown on a large scale in the Okanagan this year, where one concern will put in 100 acres. When the season is on it is expected they will ship six carloads per week, two for the coast and the other four to go to Alberta.

NEW BRUNSWICK MARKETS.

St. John, N.B., March 30.—There was little change last week in the markets. Bananas are a little easier than last season and indications are for lower prices later on. Eggs are cheaper, henery eggs now being quoted at 22 and 23 cents, and case eggs at 20 cents per dozen. In feed, bran is higher while pressed hay in car lots and cornmeal in bags, is cheaper.

A cable received on Saturday by a local firm, was to the effect that an advance of one cent per gallon had taken place on fancy molasses. This, it was said, made the total advance from the low point equal to 2½ cents per gallon, landed here.

INFORMATION FOR BUYERS.

Supplied by Sellers.

Purnell & Panter, Bristol, England, have recently had to enlarge their extensive pickle factory to cope with the extra trade. They manufacture pickles, pure malt vinegar and are the sole proprietors of the celebrated B. V. Sauce.

An attractive "Molasses Cook Book," has been issued by The Dominion Molasses Co., Halifax, N.S. The covers are nicely printed in colors and the booklet contains some 40 recipes. These include ginger snaps, molasses candy, butter scotch, hermits, cookies, ginger sponge cake, etc., which will undoubtedly prove popular among the customers of any dealer. This is a splendid opportunity for retailers to increase the interest of their customers in molasses and they should not delay writing for copies of the booklet.

Biscuit Fabrick, "De Lindeboom," manufacturers of Frou-Frou, have secured from the United States Circuit Court, southern district of New York, a perpetual injunction against the Siegel-Cooper Company, compelling the latter to refrain from selling any other wafer or biscuit under the name of Frou-Frou.

Mr. Laporte, of Laporte, Martin & Co., will shortly leave Montreal on an extended trip to Europe. While there he will look after business affairs, and will also spend some time in the chief pleasure resorts for the betterment of his health.

The MacLaren Imperial Cheese Co., which opened a branch office in Montreal recently, with J. R. Fisher as manager, state that supplies are sufficient to meet all rush orders for any of their many lines. The company are desirous of filling non immediate orders from Toronto, as customers can thus be sure of all goods arriving in the freshest condition.

William H. Dunn, Montreal, has been appointed by Borden's Condensed Milk Co., selling representative at Vancouver for the British Columbia territory and will leave the first of May for the west for a few months to personally handle a canvassing campaign.

The New Brunswick Pulp & Paper Co., Ltd., Toronto, have moved their offices and warehouse to 145 Wellington St. West, where they have larger quarters. Their telephone number is the same as formerly, Main 1093.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of
Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty
and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng

Don't Run Away

with the idea that all sauces are alike in flavour!
There's a difference in sauce made according to
the old Mason recipe.

Why not handle this well-known line that is so
pure and palatable, and is, moreover, made and
bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer
you can handle.

MASON'S
No. 1 SAUCE

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented.

Too much care cannot be taken by a
Grocer in selecting his staple lines, for
it is on these that he establishes con-
fidence and builds up his general con-
nection. He should, therefore, handle
only leaders. In the line of Soaps
nothing equals

WONDERFUL SOAP and CRYSTAL SOAP CHIPS

No laundry soaps are so good, so pure
and uniform in quality, such thorough
and rapid cleansers.

Wonderful Soap does not injure the
most delicate fabrics. It's good value
through and through. We offer no
premiums. The soap sells on its own
worth and reputation without any ex-
traneous aid.

Drop us a line for quotations.

THE GUELPH SOAP COMPANY
GUELPH ONTARIO



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store
as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger
Snaps—Seed Sugar—Fig Bars—Crimp
Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits,
Bread and Confectionery

THE CANADIAN GROCER

Manufacturers, Manufacturers' Agents,
Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

**W. A. JAMESON
COFFEE CO.**

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

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

TRY A

Condensed Ad.

IN

Canadian Grocer

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

The Condensed Ads. in this
Paper will bring good results

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

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

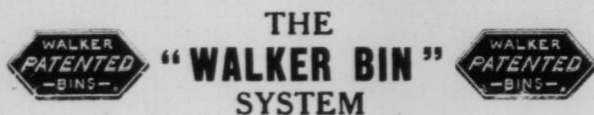
OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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



THE
"WALKER BIN"
SYSTEM

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

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

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

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

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

REPRESENTATIVES:—

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

Berlin, Ontario

**Simple, But Oh, How
It Sold Dates!**



Here's a simple
little thing one
grocer did that
brought him three
days of splendid
date sales.

He cut our adver-
tisement of DROM-
EDARY DATES
from a monthly
magazine—we ad-
vertise in nearly
all the good ones
—and pasted it on
the front of his

window. Over it was a brush sign, "We
Sell These," and in the window a display of the
cartons with one open. He says he never sold
so many dates in his life.

DROMEDARY DATES are sure to sell if peo-
ple see them, because they are the finest select-
ed fruit, wrapped carefully in oiled paper and
packed in cartons. They're clean, fresh, and in-
definitely moist. All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR
brand package dates.

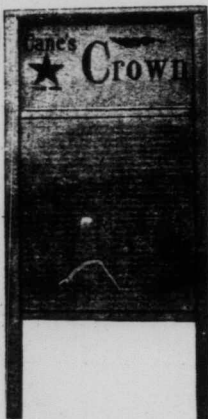
THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

THE
Cane Pony Washboard

is so handy in taking care of the doilies and all my delicate laces. I don't know how we'd do without it, for they can't be put into the regular wash.



The demand for Cane's Woodenware results from the complete way in which wash-day needs are covered. It is always a profitable line, because every sale means an enthusiastic friend.



Cane's Wash-day Woodenware

includes every requirement from tubs that rest beautifully to clothes pins and clothes racks. WRITE FOR CATALOG AND PRICE LIST.

THE WILLIAM CANE & SONS CO., Limited
NEWMARKET ONTARIO



Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER**.

STEELE-SEEDS
-BRIGGS-

USE ONLY THE VERY BEST

TESTED FOR GERMINATION
 TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE

To Profit from the Easter Appetite

Suggestions for Busy Grocers to Garner Trade From Opportunities Presenting Themselves at This Season—Originality of Eastern Dealer—A Window That Drew Custom.

Easter is fast approaching and grocers should be planning to profit from the pent up appetites of customers, who for a full six weeks have been closely confined to certain articles of food. By the time Easter arrives these will have worked up a craving for other lines of food, which should work to the advantage of the grocer. Good use can certainly be made of the coming festive season and grocers should seize the opportunity to secure their share of new business which the holiday is bound to create.

Easter is a time when the thoughts of all naturally turn to the table, and in this connection it is a rival to Christmas. This fact should not be forgotten. As Lent draws to a close people begin to think of "the good things to be had soon," and grocers should build on the appetites of the people.

Display is regarded as a valuable aid in making sales at any time, and particularly is this so at the Easter season. During the last few days of Lent the progressive merchant will have dainty displays in window and on counters that will appeal to the tastes of his customers. A window display properly arranged should be a valuable selling power at this time.

St. John Originality.

Eggs are associated with Easter and, of course, the grocer will give prominence to this line. Last year, a grocer of St. John had a cage in his window containing several hens. There was a plentiful supply of eggs on the window floor and a card reading "Fresh laid eggs for the Easter meal."

Ham is another article of diet which is largely used, and a display of this article, and eggs, with some other line which will appeal to customers' fancy, should be made. Do not show too many different lines, as it will detract attention from any one particular line, and so will not make sales. Show cards and price tickets can be used to good advantage in such a display.

Easter Flowers.

Easter lilies in the window trim or about the store will make it look much brighter and more Easterlike. A good many grocers handle flowers at this season of the year, for besides the business in this line itself, it attracts customers to the store and also adds drawing power. Care should be taken in ordinary flowers that enough may be had to make a proper showing, but that none may be left on your hands, as a customer's fancy for flowers drops to a certain extent when the season has passed.

Easter is also a season of the year when sales in such lines as lettuce, onions, tomatoes and strawberries may be increased, as they are lines which appeal to the people's appetite at this time. They may also be shown in the window, but when such lines as these and flowers

are shown, it is well to make the fact known to the people by advertising, for if you simply display them, the attention of only those people who pass your store is attracted.

One Definite Window.

Last year one merchant gave particular attention to ham, eggs, tomatoes, strawberries and green goods, and had a window dressed with these articles. Three steps were made. In the centre of the bottom one there was placed a heaped-up basket of eggs with a display of ham on either side, and neatly printed price cards attached. On the next step lettuce, onions and similar articles were shown, while in the centre of the top step was a magnificent Easter lily with ripe tomatoes on one side and strawberries on the other. At the top was a show card "Suggestions for your Easter meals."

An excellent opportunity is afforded the grocer for increasing his sales at Easter time and an extra attempt should be made to interest customers and get new trade.


WESTERN ASSOCIATION MEETS.

Winnipeg, March 30.—At the recent meeting of the Western Retail Merchants' Association, the following officers for the current year were elected: President, John Dyke; first vice-president, A. T. Connell; 2nd vice-president, F. J. Walsh; treasurer, Geo. H. Hyndman; executive, W. T. Devlin, the retiring president; Horace Chevrier, the retiring vice-president; C. L. Charrest, W. G. Maybee and A. E. G. Lournan.

Some amendments to the by-laws of the association were made.

A short time ago a delegation from the association waited on Premier Roblin, and asked that a "small debt court" be established in Manitoba under the jurisdiction of stipendiary magistrates, with power to decide claims for debt up to \$50. In their petition they stated that the present machinery for collecting small accounts is costly, cumbersome, inconvenient and unsatisfactory; that many merchants are defrauded and suffer by reason of unscrupulous debtors taking advantage of the delays, leniency, and costly procedure of the present law; and that the present procedure for garnishment and attachment of debts is unsatisfactory and in its working discriminates in favor of the debtor.

It is possible that a bill will be presented before the next session of the Manitoba legislature.

By Royal  Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

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

Westward Ho!

THE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound financial standing, place us in a better position to build up sales for you than any other firm in the West.

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

Write us advising what you have to ship. We know we can help you.

NICHOLSON & BAIN, Wholesale Commission Merchant and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

OK SAUCE

For its Exquisite Flavor
it stands unrivalled.

For purity of ingredients it
stands unchallenged.

One thousand guineas purity
guarantee on every bottle.

ENGLAND'S
BEST

Manufactured only in London, Eng., by

GEO. MASON & CO.

Canadian Agents - DARBY & TURNBULL
179 Bannatyne Ave., WINNIPEG

COOK'S FRIEND Baking Powder

The only Cream of Tartar Powder
selling at a moderate price.

Order from your Jobber and

DO IT NOW

W. D. McLAREN, Ltd.

**Baking Powder Specialists
MONTREAL**

"Simply Delicious"

Is the opinion expressed by the
Epicurean Critic who has
tasted

GUNNS MAPLE LEAF Breakfast Bacon

Made under Government inspection
in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,
West Toronto, :: Ontario



The Babies Eat What is Given Them

The child cannot choose like the grown-
ups. The choice of food for the infant
rests with the parent. Give the babies

Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ
life—carries none of the infection liable
through raw milk.

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

Fearman's English BACON for BREAKFAST

is the finest Bacon that you can
buy. Made from choice selec-
ted Canadian pigs only and
cured under government in-
spection, it is sure to please you
and satisfy your customers.

F. W. Fearman Co.
LIMITED
HAMILTON

Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Arr

The Can
ing the pa
prices hav
States ma
an eviden
of the pa
a lower
farmers
to hold p
at \$11.00
are \$6.80
reduction
it will be
Trade
noticeably
Lenten s
of Easter
to a goo
ness in p
of late an
70 per
across ti
speaking
Lenten se
accompan
substanti
in pork p
year and
from the
new life
put into
with a r
prices sh
Fresh e
even with
there are
tion of v
concern.
situation.
ers will
stocks of
down to
markets.
ditions, a
dozen, th
allowed,
trade, it
store eg
those in
Butter
particula
heavy, w
prices a
arrivals
held sto
than are
some sh
be very
ingly th
imported
for the

Provis
a numbe
the feeli
approach
season 1
Lent is
trade, a
new lea
soon be
in pure
duction
lines of
still lov
gether u
been co
for some

Arrival of Eggs Exceeds the Demand

Disposal of Surplus Stock a Problem—Prices Easier—Further Reductions Looked for if Supplies Continue—Reduction in Provisions in Montreal—Butter Continues Steady With Light Arrivals—Cheese Market Firm

The Canadian movement of hogs during the past week has been normal and prices have ruled steady. The United States markets continue unsettled, with an evident determination on the part of the packing interests to bring about a lower level for live hogs and with farmers controlling the hog movement to hold prices. A year ago hogs sold at \$11.00 in Chicago, while to-day they are \$6.80, so that quite a substantial reduction has been made, but whether it will be increased remains to be seen.

Trade in pork products has been noticeably dull since the opening of the Lenten season, but with the approach of Easter dealers are looking forward to a good spring trade. Export business in provisions has been satisfactory of late and one packing firm states that 70 per cent. of its output is going across the Atlantic. One dealer, in speaking of the market, said: "The Lenten season with the slackness that accompanies it, is drawing to a close; substantial reductions have been made in pork products over prices ruling last year and with the encouraging cables from the Old Country of late, and the new life that the close of Lent should put into the trade, I think that even with a moderate supply of hogs that prices should rule steady."

Fresh eggs are being offered freely and even with an excellent demand, there are surplus supplies, the disposition of which is causing dealers some concern. One dealer in speaking of the situation, said: "I think Canadian dealers will be careful about laying up stocks of eggs, at least until prices go down to a level with the United States markets. While under ordinary conditions, a difference of three cents a dozen, the amount of the duty, could be allowed, with the prospects of free trade, it would be altogether unsafe to store eggs until prices are equal to those in the States."

Butter prices continue steady with no particular features, supplies are not heavy, while the demand is strong and prices are expected to rule firm until arrivals increase. Chicago is offering held stocks of butter at lower prices than are ruling here, but the quality of some shipments received was found to be very poor. It is not likely accordingly that any large quantities will be imported, as the demand at present is for the best grades only.

MONTREAL.

Provisions.—While the market shows a number of reductions in the price list, the feeling is one of optimism with the approach of the Easter trade. Every season brings its business and while Lent is not a good season for the meat trade, at its close business takes on a new lease of life and the dealers will soon be experiencing it. The weakness in pure and compound lard and the reduction of fifty cents in the several lines of pork bring the price down to a still lower figure, but it was not altogether unexpected as the season has not been conducive to heavy business and for some time now has been rather dull.

At any rate the feeling is much improved on account of the approach of Easter and the grocer should not overlook what is his due in this regard.

| | |
|---|------------|
| Pure Lard— | |
| Boxes, 50 lbs., per lb. | 0 11½ |
| Cases, tins, each 12 lbs., per lb. | 0 12 |
| " " " 5 " " " | 0 12½ |
| " " " 3 " " " | 0 12½ |
| Pails, wood, 20 lbs. net, per lb. | 0 12½ |
| Pails, tin, 20 lbs. gross, per lb. | 0 11½ |
| Tubs, 50 lbs. net, per lb. | 0 11½ |
| Tierces, 37½ lbs., per lb. | 0 11½ |
| One pound bricks | 0 11½ |
| Compound Lard— | |
| Boxes, 50 lbs. net, per lb. | 0 10½ |
| Cases, 10-lb. tins, 60 lbs. to case, per lb. | 0 10½ |
| " " " 5 " " " | 0 10½ |
| " " " 3 " " " | 0 11 |
| Pails, wood, 20 lbs. net, per lb. | 0 10 |
| Pails, tin, 20 lbs. gross, per lb. | 0 10½ |
| Tubs, 50 lbs. net, per lb. | 0 10½ |
| Tierces, 37½ lbs., per lb. | 0 10½ |
| One pound bricks | 0 11½ |
| Pork— | |
| Heavy Canada short out mess, bbl. 35-45 pieces | 22 50 |
| Bean pork | 16 50 |
| Canada short cut back pork, bbl. 45-55 pieces | 23 00 |
| (Near fat backs) | 24 50 |
| Heavy flank pork, bbl. | 22 00 |
| Plate beef, 100 lb. bbls. | 8 75 |
| " " 200 " | 17 00 |
| " " 300 " | 25 00 |
| Dry Salt Meats— | |
| Bolled ham, small, skinned, boneless | 0 23 |
| " " large, skin on roll | 0 20 |
| Green bacon, flanks, lb. | 0 11 |
| Long clear bacon, heavy, lb. | 0 11½ |
| Long clear bacon, light, lb. | 0 12 |
| Hams— | |
| Extra large sizes, 25 lbs. upwards, lb. | 0 11 |
| Large sizes, 18 to 25 lbs., per lb. | 0 12½ |
| Medium sizes, 13 to 18 lbs., per lb. | 0 15 |
| Extra small sizes, 10 to 13 lbs., per lb. | 0 16 |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | 0 15 |
| " " small, 9 to 12 lbs., per lb. | 0 16½ |
| Breakfast bacon, English, boneless, per lb. | 0 15 |
| Windsor bacon, skinned, backs, per lb. | 0 17½ |
| Sliced roll bacon, boneless, short, per lb. | 0 15 |
| Hogs, live, per cwt. | 7 25 7 50 |
| " " dressed, per cwt. | 8 25 10 00 |

Butter.—The butter market is steady with no particular feature to report. Supplies are not heavy and with a good demand the situation continues to be very firm.

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

Eggs.—The market is healthy in tone and prices are slightly easier. The receipts of new lays show a rather large increase over those for the same period last year. It is reported that the surplus over last year's amounts up to the present to 15,000 cases. In the meantime the demand is good, supplies are liberal and the volume of business heavy.

| | | |
|----------|------|------|
| New laid | 0 21 | 0 22 |
| Selects | 0 22 | 0 24 |

Cheese.—There is not much interest in cheese. The stocks held are light and owing to the limited supply there is a natural firmness in the market. Price shows no change and there is no feature to attract attention.

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

Honey.—Honey is quiet. Demand is rather casual and the situation is just where it was a week ago.

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

Poultry.—Trade is steady but featureless. Prospects are brighter and should show considerable improvement in the near future.

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

TORONTO.

Provisions.—The situation in provisions shows little variation this week with few price changes. Trade is quiet although it might be considered fair for the Lenten season. Some firms are quoting pure lard at figures slightly below present quotations, but it is generally believed that lard has reached the bottom. Prices must be quite satisfactory to retailers as lard in pails quoted at 16½ a year ago is now 12½, long clear which was 14½ a year ago at 11½, while most other lines have had quite a substantial reduction in the year. Although the arrival of hogs during the past week has not been overly large, live hog prices have again been shaded 10 per cent. The provision market seems to be quite steady.

| | | |
|---------------------------------|-------|-------|
| Long clear bacon, per lb. | 0 11 | 0 11½ |
| Smoked breakfast bacon, per lb. | 0 16 | 0 17½ |
| Pickled shoulder | 0 09 | 0 11½ |
| Roll bacon, per lb. | 0 12 | 0 12½ |
| Light hams, per lb. | 0 15 | 0 16 |
| Medium hams, per lb. | 0 14 | 0 15 |
| Large hams, per lb. | 0 12 | 0 13 |
| Cooked hams | 0 12 | 0 21 |
| Fresh shoulder hams | 0 12 | 0 15 |
| Shoulder butts | 0 14 | 0 12 |
| Backs, plain, per lb. | 0 18 | 0 19 |
| " " pea meal | 0 19 | 0 2½ |
| Heavy mess pork, per bbl. | 20 00 | 21 00 |
| Short cut, per bbl. | 24 00 | 25 00 |
| Lard, tierces, per lb. | 0 11½ | 0 12 |
| " " tubs | 0 12 | 0 12½ |
| " " pails | 0 12½ | 0 13½ |
| " " compounds, per lb. | 0 10½ | 0 11 |
| Live hogs, at country points | 6 55 | 6 65 |
| Live hogs, local | 6 95 | 7 00 |
| Dressed hogs | 8 50 | 9 00 |

Butter.—The butter market rules steady with most firms quoting dairy at an advance of 1 cent. over last week's prices. Supplies, especially first grade are not heavy. There is a good demand for best quality, some firms reporting that a large part of their business is being done in creamery. The market is expected to rule steady for a time.

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

Eggs.—Egg prices are easier again this week, with new lays quoted at 18 to 19 cents. Arrivals continue large and the demand at this time excellent, but not large enough to use up all supplies. Easter is expected to use up a quantity of the surplus stocks, but if supplies keep up, prices will no doubt have to go lower.

| | | |
|---------------|------|------|
| New laid eggs | 0 18 | 0 19 |
|---------------|------|------|

Cheese.—The price of cheese is gradually rising and dealers this week quote large new cheese at 14 cents and twin at 14½ cents. Although trade is not heavy, stocks are extremely light and future prices will rule firm.

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

Honey.—Trade is quiet with prices showing no change.

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

Poultry.—There is little interest in poultry on this market just now. Trade is dull and prices unchanged but steady.

| | | |
|-------------------|------|------|
| Chickens, dressed | 0 13 | 0 14 |
| " " ed | 0 16 | 0 18 |
| Ducks, dressed | 0 14 | 0 15 |
| Geese, dressed | 0 13 | 0 14 |
| Hens, dressed | 0 13 | 0 14 |
| Turkeys, dressed | 0 20 | 0 22 |

Storage, 2 cents lower.

Look for Higher Summer Sugar Market

Toronto Sugar Market Experts Say Would Not be Surprised to See Staple Go Higher Before End of Summer—Think Speculator in Control—Large Demand Has Depleted Refined Stores.

Toronto, March 30.—Although three advances in the price of sugar have been announced but recently, it would seem from a conversation The Grocer had yesterday with a dealer that further increases were almost now in process of formation.

"The sugar market," said he, "is peculiar. At the moment holders in London, England, are inclined to take profits, and in consequence the market has eased off a little but there is an underlying element of strength about the situation in New York City that is talking right out loud to some people here."

Think Speculator Controls.

"Of course it's difficult, and almost impossible to forecast a sugar market, with any degree of accuracy, but there are a number of men in this city—men usually supposed to be in closest touch with the market—who believe the speculator has now secured control of the situation and so can hold on till the preserving season if necessary. By that I mean that they think he can hold his stocks and make the refiner come to him. That means also that the refiner would have to meet the speculator's price, and the ultimate result would seem to be higher price for the refined product. That is what they argue. Nearly all of these men are more than half expecting an advance or two, and a high market right through the summer."

"Still there is a deal of conjecture about all this. If there should come a rapid unloading of European stocks, or if the Cuban and other cane crops should bulk larger during the next month or two, a falling market might be expected. Again if the shortage in the Cuban crop becomes more pronounced or if the Old World crop should be held by the speculators, you would have a market with advancing tendencies. At present no man can plumb the conditions that dominate the situation.

No Sugar Shortage.

Questioned as to the possibility of there being a shortage of supplies at the mills owing to the annual cleaning out of the canals in April, this dealer thought there was no cause to worry.

"The country is overstocked," he added. "Never in the history of the industry, has there been such an outrush of sugar to the retailer as has been the case during the first part of this year. As a matter of fact nearly double the amount has gone out to them. That is one of the circumstances setting this season apart from the rest—the dealer has the sugar that usually is held in the sheds of the manufacturers. But there should be lots for the country, and no dearth of supplies."

GROWTH OF ARTICHOKE BUSINESS

Started in a very small way a few years ago, the artichoke business, from the neighborhood of San Francisco, has developed considerably, the eastern shipments of this delicacy now amounting to about three hundred cars a year,

a large proportion of which are taken by the New York market.

State food officials of New York and Pennsylvania are proceeding against butchers and dealers for alleged violation of state food laws in selling sausage products alleged to contain cereal binders or fillers without being labeled as such. Dealers state that cereal sausage products are both wholesome and healthful and do not come under "adulterated" foods.

Vanderburg & Teeple, grocers, Lethbridge, Alta., have dissolved.

E. L. Camfield has started a general store at Meeting Creek, Alta.

C. A. Duff, general merchant, Scott, Sask., has sold to J. D. Ramsay.

Losiselle Lake & Son, general merchants, Sylvan, Alta., have sold out.

Geo. Nelson, grocer, Harker, Alta., has sold to Patrick Monahan.

Thorwaldson & Sigurdson, general merchants, Leslie, Sask., succeeded by T. Thorwaldson.

RICE-KNIGHT



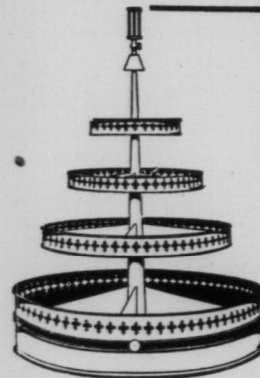
LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light?

The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

**RICE-KNIGHT, LIMITED
TORONTO, CANADA**



Increase Your Sales and Profits on Vegetables

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

GALESBURG CORNICER WORKS
93 Cox Street, Galesburg, Illinois

**7
QUARTS
15
Cents.**

Foster Clark's Cream Custard is as superior to ordinary Custard as Rich Cream is to ordinary Milk Equally delicious eaten alone or with Stewed Fruit. Sold in 10, 15 and 25c. tins. Also 5c. pkt. to make 1 quart.

Foster Clark's Cream Custard

THE CREAM OF ALL CUSTARDS.

There is no more delicious dessert. Your customers will be quick to tell you this. Why not let us send you a sample packet FREE? Agents: W. H. Milk Co., Vancouver, for British Columbia; The Harry Home Co., 30 King St. West, Toronto, for Ontario. Agencies open for live firms at other points.



Send for Sample Free

On application a 5 cent packet of Cream Custard will be posted free from Foster Clark Ltd., Maidstone, England.

Groc
treatme
est asse
reliable
recomm



D

q Eve
W
C
q The
yo

q Let

D

Manu

Grocers: The confidence of your customers gained by square and courteous treatment, and by supplying goods that you can honestly recommend, is your greatest asset, and is a protection against the loss of your customers through the offer of unreliable dealers of the "just as good" kinds at bargain prices. Magic Baking Powder is recommended by food scientists as being pure and wholesome.

MAGIC BAKING POWDER



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

E. W. GILLETT COMPANY LIMITED

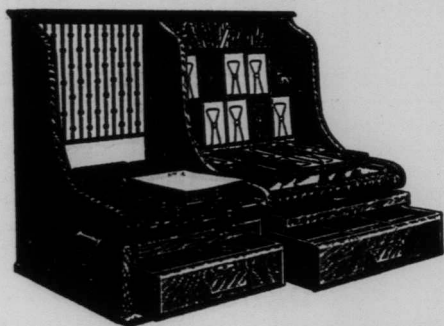
TORONTO, ONT.

Montreal

Winnipeg



DELAY MEANS LOSS



Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

These are some of the ways in which money is lost without your knowledge :

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

Let us tell you about them ; we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Ont.

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties

A Systematic Housewife and A Sympathetic Grocer

are of mutual benefit to each other—

If you can show her the economy there is in buying more

CLARK'S MEATS

and less butcher's meat, the profit comes to you and the saving to her.

See that your stock of Clark's Meats is complete.

Wm. Clark, - Montreal

**Manufacturer of High Grade
Food Specialties.**

CANADA: No better Country

MOTT'S: No better Chocolate

MOTT'S
DIAMOND CHOCOLATE

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

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

M^cVITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

All goods packed in hermetically sealed tins.

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

AGENTS for British Columbia and Alberta:
DONNELLY, WATSON & BROWN, Vancouver & Calgary

"BANNER" 1911

Cold Blast Lantern

Have you seen it?
Hold your orders till you have.

New Well!
Solid Brass Burner!
Supplied with Wicks!



Hand-somest Lantern Made!
Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

"Kitchener Pork & Beans"

All products bearing this Brand are equally wholesome and delicious. Insist on our label when buying PORK and BEANS. Contains only those ingredients endorsed by the Canadian Government.

**Delicious
Appetizing
Satisfying**

Our beans are all selected hand-picked stock, and carefully prepared in 1, 2 and 3 lb. tins, in plain or Tomato Sauce.

If Price and Quality interest you, write us at once.

The Oshawa Canning Co., Limited

OSHAWA :: :: ONTARIO

New

Little n flour, as l and not e are doing mills are contracts, be quite

Prices a while thi tinues.

Wheat i to the lo is said to receipts, slow cas bearish te far. Las were busy alternate year com notably l kets are week ago

One dea "I think ed botton plies in t conditions bound to prices. S tremely have been or even a tions can

A despe clear tha round an world thi is disturb the price cess? Th dinary c and there believe t been dis others w a differen pect still acreage and a be dications ter yield

Flour.- local flou quiet. T nothing change in

Winter whee Straight rolls Manitoba 1st " st " st " se

Cereals cornmeal Prices a ureless.

Fine oatmeal Standard oat Granulated Bolted corn Rolled oats,

Flour.- situation

New Business in Flour is Not Large

Mills are Largely Confined to Delivery of Contracts—No New Features to Flour Market—Canadian Wheat Prices Show Little Change From Week Ago—Conditions for Growing Crop Have Been Favorable So Far—Cereals Steady With No New Features.

Little new business is being done in flour, as buyers, having plentiful stocks, and not expecting an upward movement, are doing little purchasing. While most mills are kept fairly busy on delivery of contracts, still, more business would be quite acceptable.

Prices are liable to remain steady while this lack of new business continues.

Wheat in Chicago on Monday dropped to the lowest point of the year. This is said to have been caused by liberal receipts, large world's shipments, and slow cash demand. Conditions for bearish tendencies have been favorable so far. Last year at this time the wires were busy with reports of damage from alternate frosts and thaws, while this year complaints of this character are notably lacking. Canadian wheat markets are at about the same point as a week ago.

One dealer in speaking of wheat said: "I think wheat prices have about reached bottom. It is true that wheat supplies in the world are large but the conditions of the growing crop are bound to have their effect on future prices. So far conditions have been extremely favorable, hardly could they have been more so, and better reports or even a continuance of present conditions can hardly be looked for."

A despatch from Chicago says: "It is clear that there is enough wheat to go round and leave a good surplus for the world this year, and the question that is disturbing the trade is: How low will the price have to go to equalize the excess? The reductions already, under ordinary conditions would seem enough, and there are some good traders who believe that the excessive stocks have been discounted by the decline. But others whose opinions carry weight take a different view of the situation and expect still lower values. With a larger acreage of winter wheat than last year and a better start for the crop, the indications at the moment are for a better yield than that of a year ago."

MONTREAL.

Flour.—There is no new feature to the local flour situation. It is steady and quiet. The demand is good and there is nothing in particular that suggests any change in prices in the near future.

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

Cereals.—Business in rolled oats and cornmeal is steady and rather quiet. Prices are firm, and the market is featureless.

| | |
|---------------------------|------|
| Fine oatmeal, bags | 2 25 |
| Standard oatmeal, bags | 2 25 |
| Granulated " | 2 25 |
| Bolled oormmeal, 100-bags | 1 70 |
| Bolled oats, bags, 90 lb. | 2 05 |
| barrels | 4 40 |

TORONTO.

Flour.—There is no change in the flour situation from a week ago. Prices rul-

ing now are the same as have been in force since last November. Trade continues quiet, the business of many mills being confined largely to delivery of contracts. Some new business is noted occasionally, but conditions do not show any improvement.

| | |
|----------------------------|-----------|
| Manitoba Wheat. | |
| 1st Patent, in car lots | 5 40 |
| 2nd Patent, in car lots | 4 90 |
| Strong bakers, in car lots | 4 70 |
| Feed flour, in car lots | 3 00 3 30 |
| Winter Wheat. | |
| Straight roller | 4 25 4 45 |
| Patents | 4 80 5 00 |
| Blended | 4 60 4 90 |

Cereals.—There are no features in the cereal market. Rolled oats are steady at present figures with trade continuing about the same. Rolled wheat trade is lagging.

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

CENTRAL DELIVERY.

Retail Merchants of Chatham May Adopt New Scheme.

Chatham, Ont., March 30.—It is likely that at a meeting of the retail merchants to be held in about two weeks' time arrangements will be made for instituting a central delivery system. At a recent gathering the details of the scheme were discussed, and warm approval expressed.

The present plans are for an hourly delivery to every section of the city. This would enable a merchant to deliver goods to all parts of the city simultaneously; whereas, at present, he can usually reach, at best, only two different sections in an hour. A regular delivery schedule would remove uncertainty on the customer's part as to when to expect his goods. Rush orders, too, at present involving a great deal of trouble, would be eliminated.

On the financial side a big saving is expected. Goods would be collected at hourly intervals, taken to the central station, and thence distributed within the hour, the city being mapped out into regular routes.

READY-MADE CARD PHRASES.

Cleanliness is next to Godliness. Did you order soap.

Our jams create an appetite. Let us be your doctor. We prescribe olive oil.

Alluring prices for appetizing foods. Tea talks tersely told. Our candies create customers. Our dainty confections will please you and your friends.

Genuine satisfaction guaranteed customers.

The best that money can buy. A big loaf and many of them when you use our flour.

A cake of pure maple sugar—a treat for your friends.

An emporium of pure foods.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE

(The New Flavor)

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

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

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

"Mapleine Dainties" sent free on request.

Frederick C. Robson & Co. Sales Agents
26 Front St. E., Toronto

Veterinary Talks of Care of the Horse

Expert Reasons Why Good Horses are Scarce and Explains Why They Seem to be Steadily Growing Scarcer—Absolute Necessity of Study of Animal Individuality to Secure Best Results.

While talking about horses—ranging from the fleet thoroughbred to the slow-moving, ponderous, heavy draught, a veterinary surgeon dropped a few observations the other day that might be turned to good advantage by grocers throughout the country.

He was talking out of pure admiration of the noble equine, and gave the siftings of years of intimate observation and study, and, as he is a man of some repute in his chosen profession his words may be hearkened to with some respect.

"The trouble with the horse industry in this country," he said, "lies in the contentment of the farmer in selling off his good mares and rounding out his stock again by buying in any old cheap animal from the city. He argues, does the farmer, that he gets a good price, and chuckles over it, but that is not the point. I met a man the other day who told me he had sold a team of mares for \$600, and who was crowing about it. 'That's a mighty good price,' said he. I told him I did not agree with him, and said that he should, to make up for the loss in value of the colts of the future, have secured at least \$1,000. And he was more than a little astonished.

"But still that's not all the trouble," continued the surgeon. "Nowadays it's a rare occurrence to meet a driver who really understands the animal he drives, and the consequence is that the present lot are being rapidly driven out. Where are they going to fill their places? It's getting harder all the time, and that is why a good merchant has to pay such fancy prices for his good delivery animals. But I'm afraid it is going to be worse before it's better."

Selection of Drivers.

"The time will come, of course, when the delivery man will be selected for his knowledge of the horse, and with that the farmer and breeder will have to be convinced of the error of his ways, so that he will refuse to sell his good stock mares for the first good price held up to his greedy gaze. It seems to me the grocer, the butcher, and the baker, should soon come to realize just what a horse is, and what it is entitled to in the way of treatment. I mean the smaller grocers and butchers and bakers, for the big concerns generally have capable men looking after their stables. A horse, as a matter of fact, is as sensitive in some ways as a human being and has almost as much individuality. Put a horse in a draughty stable and he will catch cold—is sure to; overfeed him, and he's going to get sick, keep it up, and he's going to become shortly unfit to use.

A cross between a thoroughbred and hackey makes the best delivery horse in my opinion, and he needs lots of pure air, a clean stable, just enough to eat, and only just enough work. The problem is, of course, for the man in charge to find out just how much of each of these he needs. Some animals, while big, require but a small amount of feed; other little ones need a whole lot. Some horses again will work hard

on short rations, others want a large supply. It all simmers down to the individuality of the beast. That must be discovered and it takes a good deal of study. For, to get the most from the horse the whole scheme must be in harmony. You can put a horse in the most sanitary stable in the world—tiled walls and all the rest of it—but if there's a draught there the animal is not going to thrive.

Bad Feeding.

"Likewise you can have the fine stable without draughts, and if you don't give the proper amount and kind of feed, your horse is not going to prosper. I've known many drivers who would put a feed of oats before the animal in the morning; if he didn't clean it all up the man would add some bran to it at noon. Now probably that horse would keep nosing it about until the mess became sour and rancid, and, when it did finally clear it up, in desperation, sickness—indigestion was the inevitable result. Nine times out of ten the owner puts it down to overwork when really the lack of understanding

on the part of the man who did the feeding was the cause. I've tended lots of horses in similar cases to that, and I've been called back often, in a day or so, because the proceedings were repeated. There's nothing much to be done then. It's a shame, nothing more nor less. The poor animals with their life of drudgery have about enough to contend with without bad care, through ignorance, being forced upon them.

Livery Care.

"That's the whole story," concluded the veterinary, "and that is how the long life of the livery drudge is explained. They are worked hard enough, goodness knows, but they are properly cared for. Men who understand them look after the stable and the result is the animals thrive. You can't imagine just how much a tired horse enjoys a soothing sponge bath, and just the right amount of feed and water, after coming in from a hard drive. Why it puts new life into them. That is why they are always ready when called upon."

The doctor ended up with a discourse on the relative adaptability of breeds of horses for the farm. But the force of his argument had been lavished on the delivery drudge. Maybe if his suggestions were given a little thought the appearance of many a delivery outfit could be improved about fifty per cent., and the horse would be the better for it. And the customers would not fail to notice the change.

News for Busy Dealers from Here and There

Optimistic Report of Commission Which Investigated Fisheries of Manitoba—Trade in London Weak—Plea for Net Weight Legislation—Hudson's Bay Company Store for Calgary.

The Jersey Creme Company, a corporation incorporated under the laws of the state of Texas, U.S.A., has been licensed to carry on business in Ontario.

Addressing the New York Retail Grocers' Association at New York last week Commissioner Walsh of the Bureau of Weights and Measures urged the necessity of net weight legislation in order to protect the honest merchant against his dishonest competition.

Rendered helpless by lack of water the fire brigade of Calgary, Alberta, stood idly by while the grocery store of R. L. Jacques burned to the ground, some days ago.

It is reported from London, Ont., that sixty-two of the merchants of that city, embracing all lines of business almost, will endeavor to bring to the Forest city hundreds of western Ontario people during the first week in April. Special sales will be held and every visitor who purchases \$20 worth of goods, will, it is said, be given return fare up to a distance of 65 miles. This is the first trade-in-London week yet held. Should it prove successful it may be held several times a year.

The Atlantic Fish Supply Company, Limited, has been incorporated at Toronto. The company purposes to carry on a wholesale and retail business in fish of all kinds and country produce,

taking over the Atlantic Fish Supply Company. Ottawa will be the headquarters.

Thirty barrels of catsup or about ten tons were seized by health authorities in Boston recently on the ground that the stock contained no tomatoes and was unfit for use.

An optimistic view of the fish industry in Manitoba was given in the report presented by the commission appointed to inquire into the fisheries in that province. The finding goes to show that conditions in Manitoba are better than has been admitted. Although there have been many complaints that Lake Winnipeg and other Manitoba waters were being "overfished," the commission found that the yield of fish has kept up remarkably well. In their opinion there is no fear of the exhaustion of these fisheries in the immediate future. Evidence of the abundance of white fish in Lake Winnipeg is provided by the fact that although fishing operations are allowed by regulations to Aug. 15, each company had secured its allotted quantity before that date. The commissioners expressed the belief that the public would benefit if fish were sold direct to the retail dealers and recommended that the export of sturgeon should not be allowed; fish should not be handled in close season; fish firms should pay royalties on the fish they handle of ¼ cent per pound.

Attract
looking p
and this
making p

The good
purchases
needs of

While p
the season
buy after

If there
sidewalk
a paying
ient for p

Give the
opinions

There
Streng

Special

HINTS FOR GROCERS.

Attractive labels on cans, and good looking packages, help the sale of goods, and this should be noted by grocers in making purchases.

The good buyer in any business never purchases a quantity in excess of the needs of his store.

While people may buy in advance of the season, they cannot be persuaded to buy after the season is over.

If there is considerable traffic on the sidewalk across the street, it would be a paying investment to make it convenient for people to cross over.

Give the clerk a chance to express his opinions in regard to the purchase of

goods. He can generally give you a good idea about the articles that sell best.

If your store sign stands flat against the front of the store, it will scarcely be visible to a person coming from either direction.

A grocery merchant or clerk should always find plenty to do. There is always a counter or shelf display that could be improved in appearance.

Teach the clerk from the first to be tidy, keeping goods nicely piled up, the counter well dusted, and the floor clean.

Never neglect a customer; they are more important than window dressing or floor sweeping.

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.



The Whole Day Long

The goodness of **ANCHOR BRAND FLOUR** is proverbial; it gives "every man's wife" the opportunity to make good bread. This, of course, means larger consumption, but you don't mind that, and your children will not be running Across the Way for "a piece"; they will stay right at home **THE WHOLE DAY LONG.**

Manfd. by

Leitch Brothers Flour Mills

OAK LAKE, MANITOBA

HOLBROOKS

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar in bulk or bottle

Holbrooks Pure Pickles Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand Norwegian Smoked Sardines

Olaf the Great Norwegian Smoked Sardines

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

HOLBROOKS

GENUINE

Worcestershire SAUCE

CANADIAN OFFICES:
40 Scott St., Toronto

Manager, H. Gilbert Nobbs.

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

LOCAL AGENTS

Quebec: J. R. Renaud & Co.

Montreal: F. L. Benedict & Co.

Winnipeg: Richards & Brown.

Regina: Campbell, Wilson & Smith.

Calgary and Lethbridge: Campbell, Wilson & Horne.

Vancouver: Kelly, Douglas & Co.

Victoria: Wilson Bros.

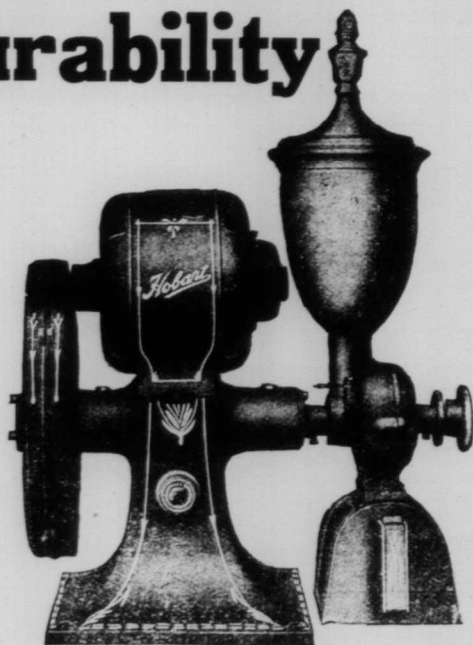
Halifax: Bauld Bros.

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

Fredericton, N.B.: Randolph & Son.

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

**Effectiveness
Appearance
Durability**



Here are three leading features which should make every grocer instal a

**HOBART
Coffee Grinder**

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release—an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices

W. A. Freeman Co.
Limited
Hamilton

Decide Right Now!

The morning meal gains an added charm when its basis is

**TILLSON'S
Pan-Dried
Oats**

a preparation that is at once appetising, delicious and especially wholesome

"TILLSON'S" OATS are prepared from the finest oats in the world—selected Canadian Oats—and they are prepared with consummate care and skill in our up-to-date sanitary factories.

We give the dealer the greatest possible assistance in selling "TILLSON'S" by our extensive consumer and billboard advertising, and the quality of our product is your certain guarantee of repeat orders.

Make your decision **to-day** to give "Tillson's" the prominence it **deserves.**

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

**Canadian Cereal &
Milling Co., Limited**

HEAD OFFICE
Lumsden Bldg. - TORONTO, Ont.



HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

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

AGENTS IN PROVINCE OF QUEBEC FOR

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

Pineapples

are now coming in good shape.

Tomato sales very heavy, repeat orders coming in fast.

Oranges are now at their best.

LEMONS
GRAPE FRUIT
BANANAS
COCOANUTS
STRAWBERRIES
HEAD LETTUCE
NEW BEETS, CARROTS,
POTATOES, PARSLEY, ETC.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Remember

"St. Nicholas"

Lemons

ARE AS FINE AS EVER.

BUY THEM.

J. J. McCABE

AGENT

TORONTO, ONT.

Florida Tomatoes are Selling Well

Large Arrivals With Good Demand—California Orange Crop Estimated at Fifty Thousand Cars, With Thirty-Seven Thousand and Yet to be Marketed—Chance That Prices May Break Under Deliveries—Good Lemons Arriving.

Unless the shipments of California oranges are curtailed and regulated, as growers and packers in that state have been advised, a break in the market can be expected with the large crop. Estimates from southern California run up to 50,000 carloads, of which, up to March 13th, there had been shipped but 13,205, leaving approximately 37,000 cars to be marketed. That amount of fruit can be moved between now and August 1st, it is said, only by making average shipments of not less than 260 cars daily. The necessary average has increased during the past two weeks because heavy rains have retarded picking, and in order to catch up, growers are doing their utmost to increase shipments now. There is a splendid demand on Canadian markets for oranges as the quality is good.

The quality of the Florida celery arriving this season has been good and demand has kept steady. It is noticeable that the chief demand is for the larger sizes, namely 4's and 6's, with shipments running mostly into the latter. Tomatoes are active, reasonable prices creating a good demand. The quality is good. Trouble is being experienced in shipments from Florida on account of lack of transportation, but there are large stocks in the warehouses there and prices are expected to continue reasonable.

Lemon prices are steady with arrivals of good quality. Dealers consider this a good season for the sale of lemons.

MONTREAL.

Green Fruits.—There is a new activity among the wholesale fruitmen with the advent of open weather and open doors. Oranges are slightly higher and a good trade is reported. Strawberries are beginning to cut quite a swath in the market, although the opening price has not yet been left far behind. There is an increased demand for grape fruit, the volume of business in this particular line being quite appreciable. Apples are high in price and short in supply. On the whole business is quite satisfactory, although the opening of spring has been somewhat delayed.

| | | | | | |
|--------------------|-------|-------|--------------------|------|------|
| Apples, bbl. | 6 50 | 8 00 | Lemons..... | 2 50 | 3 00 |
| Spies..... | 7 00 | 8 00 | Oranges— | | |
| Bananas crated, | | | Cal. navels..... | 4 00 | 4 25 |
| bunch..... | 1 75 | 2 25 | Valencia..... | 2 00 | 2 25 |
| Cranberries, bbl. | 10 00 | 11 00 | Mexican..... | 4 75 | 5 00 |
| Cranberries, bxs. | | 3 25 | Tangerines..... | | |
| Cocoanuts, hars. | 4 25 | 4 50 | Pineapples— | | |
| Grape fruit, Flo. | 3 50 | 4 00 | Floridas, case.. | 4 50 | 5 00 |
| Malaga keg..... | | 7 50 | Strawberries, Flo- | | |
| Almerias, keg..... | | 8 00 | rida, qt. box... | 0 40 | 0 50 |

Vegetables.—The local market is well supplied with Florida celery, the condition bordering on an over supply. With the price considerably below the California variety, the demand has increased and the quantity on hand will likely find new consumers. Asparagus from Louisiana is one of the new vegetables and is finding a ready market. New butter beans in hampers are also welcome additions to the winter stock. Tomatoes are plentiful this week and it is not unlikely that the price may ease off a little under the new supply. In the

other lines there is a good demand with the new spring trade already asserting itself. It is thought that tomatoes may drop to \$2.50 before the week is over.

| | | | |
|---------------------|------|-----------------------|------|
| Asparagus, boxes | | Florida lettuce, | |
| of 2 doz..... | 4 75 | hampers..... | 3 75 |
| Beans, hamper.. | 4 50 | Boston, box.... | 2 25 |
| Beets, bag..... | 1 00 | Onions— | |
| Carrots, bag.... | 0 75 | Spanish, crate.. | 2 00 |
| Cabbage, doz.... | 0 50 | Red, bags 100 lb., | |
| Cabbage, bbl.... | 1 00 | per lb..... | 0 24 |
| Celery, crate.... | 5 00 | Potatoes, bag... 1 10 | 1 20 |
| Celery, Florida.. | 2 50 | New Bermuda | |
| Cauliflowers, Cal., | | potatoes, bbl.... | 9 00 |
| half crate..... | 1 75 | Sweet potatoes, | |
| Cucumbers, doz. | 2 75 | basket 2 00 | 2 25 |
| Garlic, 2 bunches | 0 25 | Sweet potatoes, bbl.. | 3 75 |
| Green Peppers, | | Parsley, crate.... | 3 00 |
| small basket.... | 1 25 | Parsnips, bag.... | 1 00 |
| Leeks, doz..... | 1 75 | Radishes, dozen | |
| Lettuce— | | bunches..... | 0 50 |
| Curly lettuce, box | 1 60 | Spinach, bbl.... | 4 50 |
| | 2 40 | Tomatoes, crate | 3 00 |
| | | Turnips, bag.... | 0 75 |
| | | | 0 90 |

TORONTO.

Fruits.—Tomatoes occupy a prominent position on the fruit market this week, through large shipments being received from Florida. These are going out freely at \$2.75 to \$3 per case, a further reduction in price from last week. Apples in barrels are reported not plentiful with prices steady, while apples in boxes are more abundant. Cocoanuts are beginning to take on some life and are quoted at \$5 per 100. Navels are steady at present quotations but the crop is large and the future market uncertain. Lemons are arriving in good condition and are steady at present figures. Grapes have almost disappeared from the local market, as have also marmalade oranges, in which most dealers report a fairly satisfactory season.

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

Vegetables.—Shipments of Florida celery are not so large, the demand for this line having slackened somewhat. Dealers report that the quality has kept up well. Considerable cabbage is being offered at \$1.25 per barrel and in ½ ton lots at \$18 per ton. Shipments of Ontario potatoes have been larger since the milder weather set in, a continuance of which would mean lower prices, but one dealer said that with the scarcity in the west and with higher prices on other markets, he did not expect prices to break much this spring.

| | | | |
|-------------------|-------|------------------|------|
| Beets, Louisiana | | Endive, 12 heads | 1 00 |
| doz..... | 1 00 | Lettuce, 4 n- | |
| Canadian beet, | | dian, head.... | 0 40 |
| bag..... | 0 60 | Boston head let- | |
| Cabbage, old, pr | | tuce, doz..... | 1 25 |
| bbl..... | 1 25 | Boston head let- | |
| Cabbage, ½ ton | | tuce, hamper.. | 3 00 |
| lots, ton..... | 18 00 | Onions— | |
| Carrots, Cana- | | Spanish, large.. | 3 00 |
| dian, bag..... | 0 50 | Yellow, per bag | 1 75 |
| Carrots, Louis- | | Potatoes, Onta- | 2 00 |
| ania, doz..... | 1 00 | rio, bag..... | 0 90 |
| Celery, Florida, | | Sweet, hamper.. | 2 00 |
| case 8's 6's, 4's | 2 50 | Parsley, per doz | 0 75 |
| 3 00 | | Parsnips, bag.. | 0 60 |
| Cucumbers, Bos- | | New turnips, p r | |
| ton, doz..... | 2 25 | 11-qt. basket... | 0 80 |

THE WEEK'S TRADE CHANGES.

What is Going On in the Grocery Trade From the Atlantic to the Pacific.

Ontario.—Wm. D. Atkinson, grocer, Amherstburg, has sold to G. F. Girardin.

S. Hamel, grocer, Quebec, suffered loss by fire.

E. B. Musgrove, grocer, Hamilton, has sold.

Minnie Dixon, grocer, Hamilton, assigned.

R. G. Moore, grocer, Aylmer, has sold to J. R. Stratton.

Allan Joseph, general merchant, Blackwater, has sold.

H. Gustin, general merchant, Newton, is removing to Innerkip, Ont.

C. B. Reece, general merchant, Jordan, succeeded by A. E. Griffin.

H. L. Jackson, general merchant, Perth, succeeded by R. Cameron.

Moligneux & Carmichael, general merchants, Dublin, have dissolved.

John Simpson has purchased the general store of Wm. Wood, Rockton.

R. B. Langstaff, general merchant, Devlin, is selling to Holmes & Son.

The assets of J. H. Simard, general merchant, St. Anne Des Plaines, have been sold.

Frank Zimmer has joined the staff of the R. Stirrett Company, grocers, Petrolia.

A. W. Morrison, for five years proprietor of the Family Grocery, Thamesford, has disposed of the business to W. J. Smith. The latter has conducted the Thamesford bakery for more than twenty years.

Quebec.—A demand of assignment has been made on J. A. Gervais, general merchant, Point Aux Trembles.

Maritime Provinces.—A. E. Trentowsky, grocer, St. John, N.B., has assigned.

A. Weidman, grocer, Winnipeg, has sold to M. Winshtock.

G. W. Marjerison, grocer, Winnipeg, has sold to J. B. Wilson.

McRae & Williams, general merchants, Plumas, Man., have dissolved.

B. Lett, general merchant, Vandura, Sask., suffered loss by fire.

J. R. MacAllister, general merchant, Antler, Sask., has sold to W. J. Shepard.

A. M. Belliveau's grocery store, Moncton, N.B., was broken into and a quantity of goods stolen.

Western Canada.—J. R. Muir, general merchant, Elphinstone, Man., is discontinuing branch at Menzies.

New Florida Cabbage

Pineapples

In car lots.

Tomatoes

very reasonable in price.

Bananas

of class and distinction.

The above are only gentle reminders that we excel in the Fruit Business.

A SPECIAL IN FISH FOR LENT

5 tons Qualla Salmon, very finest

quality, headless and dressed. This

week only. Case lots - - - - - **6c. lb.**

WHITE & CO., Limited

Branch at
OHAMILTON

Wholesale Fruit, Produce and Fish,

TORONT

FINEST QUALITY

FLORIDA TOMATOES and CELERY

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

THE BRAND OF LEMONS

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



W. B. STRINGER, Sales Agent

FOLLINA BROS., Italy



Fish - Oysters



Fish Prices Fall at Some Centres

Lenten Season Drawing to a Close—Dealers Trying to Reduce Stocks—Demand is Rather Quiet—Finnan Haddie and Lobsters Scarce in Nova Scotia—Larger Catches of Halibut in British Columbia.

With the Lenten season on the wane the price of fish shows a reduction, which when compared with the opening quotations is rather marked at some centres. It is given out by one house that prices have been lowered below cost to reduce stocks before the close of Lent which is now just two weeks away. Demand is reported rather quiet, the weather having the effect expected. There is, however, a fairly good trade still passing and the quantity of frozen fish still in store is said to be fairly large. This is held in cold storage and is of fine quality, in fact just as good as any that has so far been sent out.

The trade in oysters is hanging on and considerable demand is felt. Lobsters are, however, decidedly scarce, prominent men in the fish business stating that they are not especially eager to quote prices on this luxury.

QUEBEC.

Montreal.—Fish prices have slumped quite generally during the past week. The natural break in the weather is one of the reasons, and another is the fact that the stocks still on hand are heavier than the companies care to see with Easter only two weeks away. The reduction in prices has been rather sweeping and it is claimed by some that in a number of cases they are below the actual cost.

| FRESH | |
|-----------------------------------|-------------|
| Steak cod | 0 04 0 05 |
| Haddock | 0 05 0 06 |
| FROZEN | |
| Codfish | 0 03 0 03½ |
| Dore, winter caught, per lb. | 0 07 0 08 |
| Haddock | 0 02½ 0 03 |
| Halibut, per lb. | 0 07½ 0 08 |
| Pike, dressed & headless, ca ea | |
| 150 lbs. port b | 0 06½ 0 07 |
| Grass p ke. | 0 04 0 05 |
| Steak cod | 0 03½ 0 04 |
| Mackerel | 0 11 0 12 |
| Mullet (carp) | 0 03 0 04 |
| SALTED AND PICKLED | |
| Green cod, small in bbls, per lb. | 0 03½ |
| Labrador sea trout, bbls | 12 50 |
| Labrador sea trout, half bbls | 6 50 |
| No. 1 mackerel, pall. | 2 00 |
| ½ bbls | 8 00 |
| No. 1 pollock, bbl | 6 00 |
| Scott's herrings, No. 2, bbl | |
| Lake trout, half bbl | 6 00 |
| Choice mackerel half pail | 2 00 |
| SMOKED | |
| Bloaters, large, per box, 60s. | 1 10 |
| Haddies | 0 07 |
| Herring, new smoked, per box | 0 25 |
| Kipperd herring, per box, small | 1 00 |
| New fillets, per lb. | 0 11 |
| SHELL FISH | |
| Shell oysters, bbl, choice | 13 00 13 00 |
| XXX Shell Oysters | 10 10 |
| Lobsters, live, per lb. | 0 35 |

| | |
|--|------|
| Oysters, choice, bulk, Imp. gal. | 1 40 |
| bulk selecta | 1 60 |
| Solid meats—Standards, gal., \$1.85; selecta, gal., \$2. | |

PREPARED FISH

| | |
|---|------|
| Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11 | |
| Shredded cod, 2 doz. in box, per box | 2 00 |
| Skinless cod, 100 lb. ca. | 6 75 |
| Dried cod, medium, 100 lb. drum | 7 40 |
| Dried cod, large, bundles | 6 00 |
| Dried cod, medium, bundles | 6 40 |
| Dried haddock, medium, bundle | 5 50 |

NOVA SCOTIA.

Halifax.—Good finnan haddies are scarce, and the market is bare of lobsters and smelts. There is no material improvement. Bad weather continues along the coast and the fishermen are prevented from reaching the banks. Lobsters were never so scarce before, during the open season. No lobsters are coming on the local market, and as a result there is a demand for the canned article, the sales being heavier than for a long time. The falling off in the catch in Nova Scotia waters has caused a rapid advance in prices in the American markets.

Cod and haddock are in fairly good supply, and there is some improvement in the receipts of fresh halibut, another cargo having been obtained from an American banker. Smoked and salt fish are in good demand, the latter, with the exception of herring, being scarce. Few salt mackerel are offering and those on the market are very small.

In consequence of the scarcity the dealers are not making any heavy shipments to upper Canadian points.

ONTARIO.

Toronto.—The trade in fish is rather slow, being affected somewhat by weather conditions. The trade are also waiting for fresh stocks to come in, as about the only kind being offered at the present are haddock and halibut, the latter enjoying a good trade at 10c per lb. Dealers are well satisfied with the season's trade and with new arrivals the business to take on activity again. Trade in oysters is also dull, as may be expected at this season, but the quality is keeping up well. The feeling seems to be that the requirements for the Lenten trade were judged pretty accurately on the local market.

FRESH CAUGHT FISH

| Steak cod | 0 08 | Haddock | 0 06 0 07 |
|-----------------------|-----------|---------------------------|-----------|
| Fresh halibut | 0 10 | | |
| FROZEN FISH | | | |
| Goldeyes | 0 05 | Smelts, No. 1. | 0 08 |
| Halibut | 0 09 0 10 | Smelts, extra | 0 14 |
| Lake Superior herring | 0 03½ | Tullibeen | 0 06 |
| Pike | 0 05 | White fish, winter caught | 0 09 |
| Pink sea salmon | 0 08 | Yellow pickerel | 0 04 |
| Round red | 0 09 | Mullets | 0 04 |
| Salmon trout | 0 12 | Bluefish | 0 12 |

SMOKED, BONELESS AND PICKLED FISH

| | | | |
|------------------------|-------|------------------------------|------|
| Acadia 2-lb. box | 5 40 | Oysters, extra selecta, gal. | 1 25 |
| per crate | 3 25 | Oysters, selecta, gal. | 1 85 |
| Shredded cod | 1 25 | Oysters, standard, gal. | 1 65 |
| Bloaters, box | 0 06 | Pickled lake herring, | |
| Cod, Imperial, per lb. | 0 19 | 100 lb. kegs | 3 80 |
| Fillets, per lb. | 0 07½ | Quail on toast, per lb. | 0 07 |
| Haddie, Finnan | 1 25 | | |
| Kippers, box | | | |

BRITISH COLUMBIA.

Vancouver.—Better catches of halibut are being brought in, the Manhattan having 160,000 pounds, after being out fourteen days. During the winter, halibut were scarce. Little is known of this food fish, but it is evident that it is not in its accustomed place for some months of the year. The price is down again to five cents per pound.

Spring salmon have started in, and as large as 48 pounders have been caught. This is one of the nice fresh varieties.

Sturgeon are also being caught in the Fraser river. This fish is mostly shipped to the large eastern cities where there is a good demand at excellent prices.

Although this is supposed to be the close season for herring, complaint is made that Japanese at Nanaimo are catching large quantities, acting under a license which allows them to catch for bait purposes only. The fish now are spawning. Action is being taken to stop the practice.

NEW BRUNSWICK.

St. John.—The fish market shows little or no change since last report. There is a good supply of all the seasonable lines and prices are about the same.

Lobsters have been selling in Portland, Me., and Boston, for 55 cents per pound.

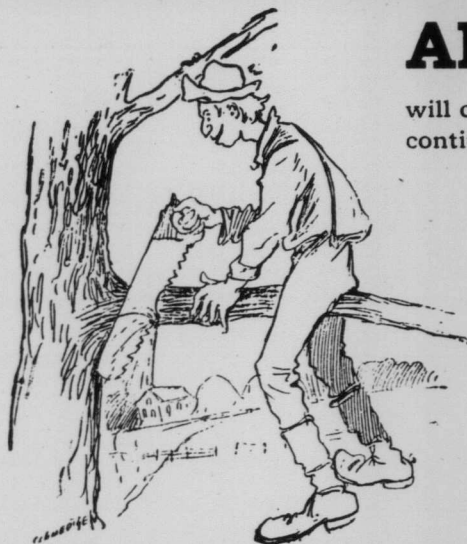
Because a large part of the sardine pack of 1910 was questioned by the Pure Food inspectors, a bill has been introduced into the Maine legislature, providing that every packer of sardines shall be required to take out a license, and his manufactures closely inspected. This would seem to be a step in the right direction. The sardine plants along the Maine and New Brunswick coast are being put in readiness for the early April opening.

BUY ONTARIO SUGAR BEETS.

Michigan Sugar Factories Secure More Than Fifty Thousand Tons Last Year.

The sugar factories of Michigan send their representatives here to "write sugar beets" with the Ontario farmer for their factories. During the season of 1910 there were shipped to the Michigan factories from Ontario 57,302 tons, for which the farmer received \$257,855. Taking the quantity consumed by the three Canadian factories, 77,829 tons, plus the shipments to Michigan, 57,302 tons, give a total production of 135,131 tons of sugar beets as the Canadian crop for the year 1910.

For the year ended March 31, 1910, the sugar imports of Canada amounted to 497,781,481 pounds, while the product of the home factories was estimated at about 25,000,000 pounds.



AN UNEXPECTED FALL

will certainly take place in the returns from your fish department if you continue to overlook the best lines of profit.

Fresh Cured Finnan Haddies
(Ocean Brand)

Boutilier's Smoked Fillets

are well known by the housewife and you are making a mistake in not letting your customers see that you are stocking lines which please.

SMOKIES SMOKIES SMOKIES

Something new, eh? But delightful. They are done up in pairs. Get in a supply immediately and draw your customers' attention to them.

THE SMOKIE RECIPE :

"Place **Smokies** in boiling water from 8 to 10 minutes, then remove the skin and bone. Serve hot with melted or drawn butter."

If your wholesaler cannot supply you, write us direct.

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

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

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

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



Expect Advent of Uniformed Man Driver

Manager of London Grocery Store Expresses Himself in Favor of Innovation—Arguments of Grocers Who Prefer Men to Boys as Drivers—The Care of Outfits and Cost of Carelessness.

(Staff Correspondence.)

London, Ont., March 30.—With the spread of the practice of providing uniforms for messengers and drivers in different branches of trade, it would seem that the grocers will be next to adopt it. The men who drive the wagons of one manufacturing concern in London wear a neat grey uniform with the name in gilt lettering on the collar; a shoe repair company on Richmond street supplies its delivery men with uniforms, and the bank messengers of course, have long worn the insignia of office.

The manager of one of London's largest grocery stores this week expressed himself as in favor of the adoption of the plan by the grocers, and the belief that its introduction by one would mean its adoption by practically all. His idea is that the drivers are the firms' representatives on street and at the back door, and that it pays to make a good impression. Furthermore, it would make the men think more of their work.

Men as Drivers.

In this connection, it is interesting to note that all grocery firms of importance in London employ men as drivers, and not boys. If a driver is laid off through illness or some other cause, it is generally a clerk who takes his place temporarily.

The reasons given for this plan are manifold, The Grocer found on enquiry. Probably the one most generally advanced is that a man will save the additional pay that he draws in taking care of horseflesh. The carelessness and rough driving of the butcher boy is almost proverbial, and that of some of his brothers on the grocery rig is often as bad. In a city of car tracks and curbstones carelessness will often cause damage to rigs that would pay a man's wages.

These wages, by the way, are about \$10 to \$15 in London—quite as high, probably, as any other form of unskilled labor commands. The situation appears to be that they regard their work as permanent and to be properly attended to, while a boy generally leaves school to drive a rig for the purpose of earning a little ready money. He is anything but a fixture, and may have to be replaced at any time by a new boy who will have to learn his routes and methods all over again.

In the village or small town, the grocer's stable is generally back of his residence, and the "boss" himself is more than likely to attend to his horses at night, and on Sundays and holidays. In the city, it is not often that a grocer can secure stable quarters at his house, and a stable man will do the work for him in another part of the town.

Cost of Carelessness.

"I had a valuable horse ruined in a street car collision, with a boy as driver," said a London grocer, who now has three or more men on his rigs. "It was of no further use to me, and the price I paid for another horse would

have covered a man's wages for a long time."

"We have three drivers—all men," said another grocer, "and they save in horses and wagons the extra cost over boys' wages."

It seems likely that the lady of the house would more readily give an order or pay a bill to an adult driver, but this feature hardly counts in London, because canvassing for orders is the exception rather than the rule.

"We find that orders which have been canvassed are not too readily paid," explained a grocer. "Instead of settling a bill, such people order more goods. We don't do it at all."

With the added item of greater care of goods in transit from store to customer, the case appears strong for the "man driver."

GROWING OF BROOM CORN.

Manufacturer Says Nights in Canada are Too Cold.

In reference to an article on the growing of broom corn which appeared in a recent issue of The Canadian Grocer, a broom manufacturer writes as follows:—

"The writer has noticed that for the past thirty years or more whenever broom corn goes to an abnormally high price an attempt is made to grow it here.

"Unfortunately the nights are too cold for good results and it appears almost impossible to secure a fine green growth of broom corn which is the only real valuable bush.

"To-day prices are running from \$50 to \$120 a ton in the far west, say an average of \$100, and this will net the farmer \$33 per acre, which, while a fair return does not appear to be as good, from the profit point of view, as on produce now raised here."

MISSING DISCOUNTS.

Grocer Tells of His Losses on a Series of Articles.

"It is remarkable how much a man can save or lose through attention or neglect of the little things in business," remarked a grocer the other day in the course of a conversation on discounts, a series of articles about which appeared on The Grocer some time ago.

"Why," he continued, "when I commenced to figure out this question of discounts I found that my loss was greater than I had at first supposed. All along I had been paying no attention to it, regarding 1, 2, or 3 per cent. as amounts too small to be bothered with, but when a person figures it up, it certainly makes a difference in profits. A glance over last month's invoices for instance shows me that I bought \$170 worth of sugar. The discount on that would have been \$1.70 for payment in ten days, or 20 days ahead of the usual month. That amount would be received for \$170 for 20 days

which means 18 per cent. per annum while I am only getting 3 per cent. in the bank."

"Do you handle many cakes and biscuits?" was asked. "There is a 3 per cent. discount on them."

"Yes, I sell quite a large quantity of plain and fancy biscuits," was the reply. "During the month of December I got in about \$100 worth. The discount on these would have amounted to \$3.00. I have been finding out that a few such items saved, would go a long way toward paying the rent. I have been looking over my back invoices and find I have been letting a lot of money in discounts slip through my fingers. There is no use crying over spilt milk but I am certainly going to look carefully after this in the future. Let me show you."

"I have prepared a book," he continued, "so that I will be sure not to miss any of these discounts. In that book I enter each invoice on which there may be a saving, with the name of the company and the time it comes due. I have a page for each month so that besides my invoice book, I may check up each month and see if I have taken all discounts that were possible."

TRADE NOTES.

A "Sick and Dividing Tea Company" has been formed in Lincolnshire, Eng., which sells tea at 2s. per pound, carriage free everywhere, and offers to set aside 75 per cent. of its net profits to be handed over to a committee to distribute in sick pay and for funeral expenses among the company's customers. It is also proposed to pay 10s. a week during sickness, to be reduced to 5s. per week after a period. Combined with the sale of tea there is a sort of sick club, by which persons can get medical attendance in return for a weekly payment of 1d. and this branch of the company appears to be open to everyone between 16 and 70 years who chooses to enter and to pay a slightly higher weekly payment without buying any tea.

The value of the cod fisheries to the Dominion of Canada is now nearly \$4,000,000 annually. Since 1869 the cod has yielded Canada an income of \$150,000,000, leading salmon, lobsters and all other species of fish. Up to the present the cod has been dried and delivered to the consumer in that condition, but recent experiments in the canning of this fish have proved most encouraging. It is pointed out that when taken from the water and at once prepared for the table, it has a delicacy far superior in appetizing appearance and flavor to the dry cod and that the canned product in appearance of whiteness and delicacy of flavor, comes very near the fresh cod. If the canning process proves successful, the product will likely cut down the consumption of the dried article a great deal.

ORIGIN OF RAISINS.

The raisins which the grocer sells are simply dried grapes, and, although there are hundreds of varieties of table and wine grapes, there are only a few suitable for raisins, as only the fleshy varieties which develop abundant saccharine matter being used. Raisins contain more sugar and less acid than fresh grapes.

Tea and Tr

Vancouver phase were rem: a local w: points ou: has been months, d: has advan: time duri: the prese: prices fo: reasons g: is larger: er. In C: been take: given ov: which sho: poorly.

"The p: ago," he: one hund: was two: few week: the mark: sult of a: of Brazil: what is l: terests.

"About: coffee wa: seven cen: was in a: Governm: 000,000: and some: and with

Tea and Coffee Trade Symptoms on Pacific Coast

Vancouver, B.C., March 30.—Interesting phases of the tea and coffee trade were remarked upon by the manager of a local wholesale tea and coffee firm. He points out that while the price of tea has been steadily advancing for many months, during the past three months it has advanced more sharply than at any time during the past three years, and the present prospects point for higher prices for some years to come. The reasons given are that the consumption is larger while the production is smaller. In Ceylon alone, 75,000 acres have been taken out of tea production and given over to the growth of rubber, which shows large profits where tea paid poorly.

"The price of coffee three months ago," he said, "also reached a figure one hundred per cent. higher than it was two years before, though the past few weeks have shown a little easing in the market. This seems to be the result of action taken by the government of Brazil acting in conjunction with what is known as the valorization interests."

"About three years ago when green coffee was selling in Brazil as low as seven cents a pound and the business was in a depressed state, the Brazilian Government negotiated a loan of \$75,000,000 with the Rothschilds, Morgan and some of the leading financial houses, and with this they arranged a campaign

to keep up the price of coffee. They purchased a surplus as a reserve, and the government limiting the export of coffee to 9,000,000 bags per year, and anything exported over that amount had to pay twenty per cent. export duty. They also stopped the planting of coffee trees in Brazil, and as a result of this policy coffee rose to a very high price. Of late, however, the valorization interests announced that they will place 1,200,000 bags on the market in two sales, their policy being to keep the market as even as possible. This has resulted in a temporary easing in prices, and the best advised people consider that this is a good time to get in to purchase supplies."

M. Jivia, grocer, Hosmer, B.C., has sold out.

Brittle & Robbins will open a general store at Fort George B.C.

Wheeler & Evans, general merchants, Enderby, B.C., have been succeeded by Evans & Son.

H. L. Gaetz, general merchant, Red Deer, Alta., is opening a branch at Rocky Mountain House.

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

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WHOLESALE

Fruit, Fish and Produce

Commission Merchants

and Dealers in

**HIDES, WOOL and
RAW FURS.**

New Arrivals Daily!

If you wish to obtain the greatest possible profit from your Lenten Fish Business you must keep a good selection of

FRESH FISH

We are specializing just now on all kinds of Fresh Fish available, and have shipments arriving daily. Fresh halibut, haddock and cod are prominent.

Send along your open order for an assortment. We know just what are the best selling lines.

A full range on hand of the finest smoked and salted fish.

The F. T. James Company, Limited
Church and Colborne Streets, Toronto

Grocer's Encyclopedia—The Prune

Some Interesting Facts About Food Fruit That Has Become Famous as Diet in the Boarding House—Countries Where Grown—Manner of Curing and Packing.

"For men may come and men may go but prunes go on forever."

When the poet Tennyson, penned those beautiful immortal lines about the brook he little dreamed that one day they would be warped to satisfy the craving fancy of the boarding house wit. But so it has become. The phrase quoted above is well-worn by the patrons of the boarding house all over the North American continent, and will go down into history, probably as of sufficient popularity to be considered favorably with the countless puns on "hash" that have brightened many an otherwise dull "eating house" table since further back than goes the memory of the present generation.

Still, despite all, the sales of the prune increase, and, as it is recognized generally as a superior food fruit, there seems to be no reason why the demand should not steadily increase. It can hardly be said that this year the large consumption can be attributed to cheapness for prices are extremely high. But trade has kept at a high level, demonstrating that the prune has a place of its own. It is considered very nutritious, mellow and slightly laxative. Stewed in water it is supposed to be a good remedy for costiveness and feverishness. The fact that it is an excellent food, and possesses certain medicinal value as well, should be of some use to the grocer.

What Prune is.

The prune is nothing more than a plum, dried. The word itself is derived from the Latin Prunum, which signifies plum. To be more specific the word is defined as relating to the fleshy varieties of the common plum of firm texture which are easily dried whole, either in the sun or by artificial heat, without fermenting at the pit. It is prepared in many parts of the world (France, Spain, Italy, Servia, Portugal and other European countries all going in for its treating), but the prune that is generally used in this country comes from the States, California and Oregon, where the production seems to steadily grow larger.

The California prune is said to contain a much smaller proportion of stone and skin than the European variety, while the meat and saccharin matter is much greater. It also is said to be superior in flavor and to keep better and longer without sugaring. The French prune is sometimes imported to this country, but this year the production in that country, as in other parts of the world, has been but small, so that outside supplies had to be drawn upon to supply the home demand.

The Curing of It.

In preparing the fresh-gathered, ripe, and thick skinned plum is first dried in the sun until soft, sometimes spread on hurdles, and then spends about twenty-four hours in a slow brick oven. After cooling, it is put in a warmer oven, and again a third or fourth time, until sufficiently dried. Great care has to be exercised that the skin be not broken, and that the fruit is not packed until all surplus moisture has entirely disap-

peared; if packed while damp it will mould in the package. A skilled packer can tell by the sense of touch just when the fruit is fit for packing and when it is not.

In Servia and other parts of Europe very primitive methods are still employed in curing. In Provence the freshly gathered fruit is plunged into pots of boiling water, where it remains until the water again arrives at boiling point. It is then removed from the broilers, placed in baskets and gently shaken until cool, when it is placed on long trays and exposed to the heat of the sun to complete the desiccation. The fruit loses about 60 per cent. in weight, it is said, during the process. The prune is one of the chief resources of Servia and large quantities have been exported from that country into France, so the story goes, and re-exported as French at considerably higher prices.

The French prune industry has been declining of late years, America having proved a formidable competitor. The system of drying fruit in America has the best results and in some parts of France American methods are being adopted.

In this country prunes are packed in 25 and 50-lb. boxes. They are ranged in several sizes. The large ones, which have the smallest stones, being the dearest. This year, there is a noticeable scarcity of prunes, particularly in the smaller sizes, and prices have risen to a new high level.

The Hudson's Bay Company will build, it is said, a store in Calgary, Alberta, to cost a million and a half dollars.

In 1892, teas from India and Ceylon formed only 3 per cent. of America's imports, while in 1910, they comprised 30 per cent., a ten-fold increase. Or in figures: in 1892, the Ceylon and India tea brought into America was but 3,098,000 pounds, while in 1910 it was 13,655,000 pounds. The total importations were 118,179,000 pounds.

Never Run Short of
SHAMROCK

**BIG PLUG
SMOKING TOBACCO**

Your client will buy his
groceries where he buys
his SHAMROCK tobacco

CLAY PIPES

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

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

**SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.**

TANGLEFOOT



**THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD
IN QUALITY.
ALL OTHERS ARE IMITATIONS**

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



BRUSHES

are now among the most seasonable lines and if you wish to start the season right you will put in such leaders in Kalsomine Brushes as our

**POLAR
ARCTIC
KRACKER
KLINKER**

In scrubs and all household brushes our genuine solid back goods are unequalled.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

HAMILTON, - - -

Ont.

THE CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

AGENTS WANTED.

FIRST-CLASS English Vinegar and Sauce Makers require Agent to represent them in Montreal. Apply Box 61, CANADIAN GROCER, 88 Fleet Street, London, England. (13)

ARTICLES FOR SALE.

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

MISCELLANEOUS.

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

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

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

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (11)

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

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

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

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

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

MISCELLANEOUS.

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

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

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

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

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

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (11)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

POSITION WANTED.

YOUNG MAN wishes engagement. Active, strong, well educated, not afraid of work. Excellent references. HAYNES, 93 Wood St., Toronto. (1w)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very convenient. The Stock amounts to about \$7000. Terms cash. For particulars apply to

J. K. DOWSLEY

Executor Estate John Mayberry, Prescott, Ont.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Diamond
1-lb. tins, 2
1-lb. tins, 3
1-lb. tins, 4
EKEP

Cases.
4-dozen...
3-dozen...
1-dozen...
3-dozen...
1-dozen...
1-dozen...

MAG
BAKI
POWD
CONTAINS

or more of

RO
WING

White S
doz. in ca
1-lb. tins, 8

491

Cartons
No. 1, 1-lb.
No. 1, 1-lb.
No. 2, 5-oz
No. 2, 5-oz
No. 2, 5-oz
No. 10, 13-oz
No. 10, 13-oz

FOR
CIT
BAKI

DO
Aylm

Strawber
Raspber
Black cur
Red curr
Raspber
curr
Raspber
goose
Plum jan
Greengag
stone
Gooseber

Strawber
Black cur
Raspber
Fruit



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant, Lasting Shine

The housewife who is houseproud—and such excellent people are in a large majority—finds

**Black Knight
STOVE POLISH**

quite the best for producing a rapid, lasting and brilliant shine.



Are you partaking in the profit offered from the sale of "Black Knight?" It is very economical in use and will not stain the hands.

Better send along your order to-day.

F. F. Dalley Co., Ltd.

HAMILTON, CAN.

BUFFALO, N.Y.

**USE
NEW BRUNSWICK
"KRAFT"
WRAPPING PAPER**

ASK YOUR WHOLESALER

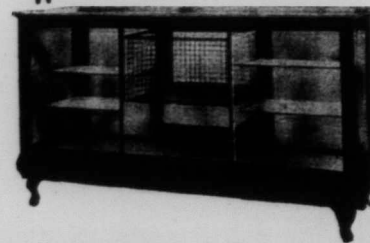
The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 145 Wellington St. W. TORONTO. Main 1093

**Silent Salesman Refrigerator
One of the Famous Arctic Line**

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co. Limited
Toronto, Ontario

COFFEE IN PERFECTION

"KIT" COFFEE

Embodies in liquid form all that is best in the finest growths of the coffee berry.

**STRONG
FRAGRANT
DELICIOUS**

For full particulars apply to

**KIT COFFEE COMPANY
GOVAN - GLASGOW, SCOTLAND**



TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. **LIMEHOUSE, LONDON, E., ENG.**
A.B.C. Codes used 4th and 5th Editions.
Canadian Agents: **ALFRED B. LAMBE & SON, TORONTO.**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T GORDON MONTREAL

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

WAR DECLARED

ON DIRTY HANDS

and SNAP wins all along the line in chasing paint, tar, stains or dirt of any kind.

SNAP

leaves the hands clean and smooth, and is beneficial to the skin. It has many imitators but no equal.

ORDER FROM YOUR JOBBER.

SNAP CO., Limited

Montreal,



Canada

WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelve days a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, etc. and to Cleaners.

'WELLINGTON'

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of Emery, Black Lead, Emery, Glass and Flax-Cloths and Papers, etc.

Wellington Works, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

■ ■ ■ ■ ■
■ **ROCK** ■
■ **SALT** ■

(Crushed and Lump)

■ **Atlantic Sea** ■
Salt

■ and salt for every purpose ■

■ **VERRET, STEWART & CO.** ■
LIMITED
MONTREAL

Your Customers Know—

AND WILL BUY

**WETHEY'S
MINCE MEAT**

IN ANY FORM

because they are acquainted with
our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat
in cartons--also ready for use
in enamelled cans and pails--
also in wooden pails and tubs.
We have mince meat to just suit
your trade--no matter what it
may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

**"I have covered three-quarters of the grocers here
and found all but one taking The Canadian Grocer,
and I am sending through his order."**

This is an extract from a letter from one of our subscrip-
tion salesmen who visited a Canadian city, last week, with
a population of 20,000.

"I am forwarding another list of subscribers from here (Port Arthur)
and may say that The Grocer has now every grocer in the city but one,
and he is too much interested in sporting events to read anything but
the sport page of the newspapers."

This is an extract from a letter of another of our salesmen
received the following day.

All of which goes to show the thoroughness of the canvass
made by this paper; it illustrates, too, the **ATTENTION**, the
INTEREST and the **RECEPTION** which The Grocer receives,
because it is a **BUSINESS** paper for **BUSINESS** men—
an actual money-maker.