

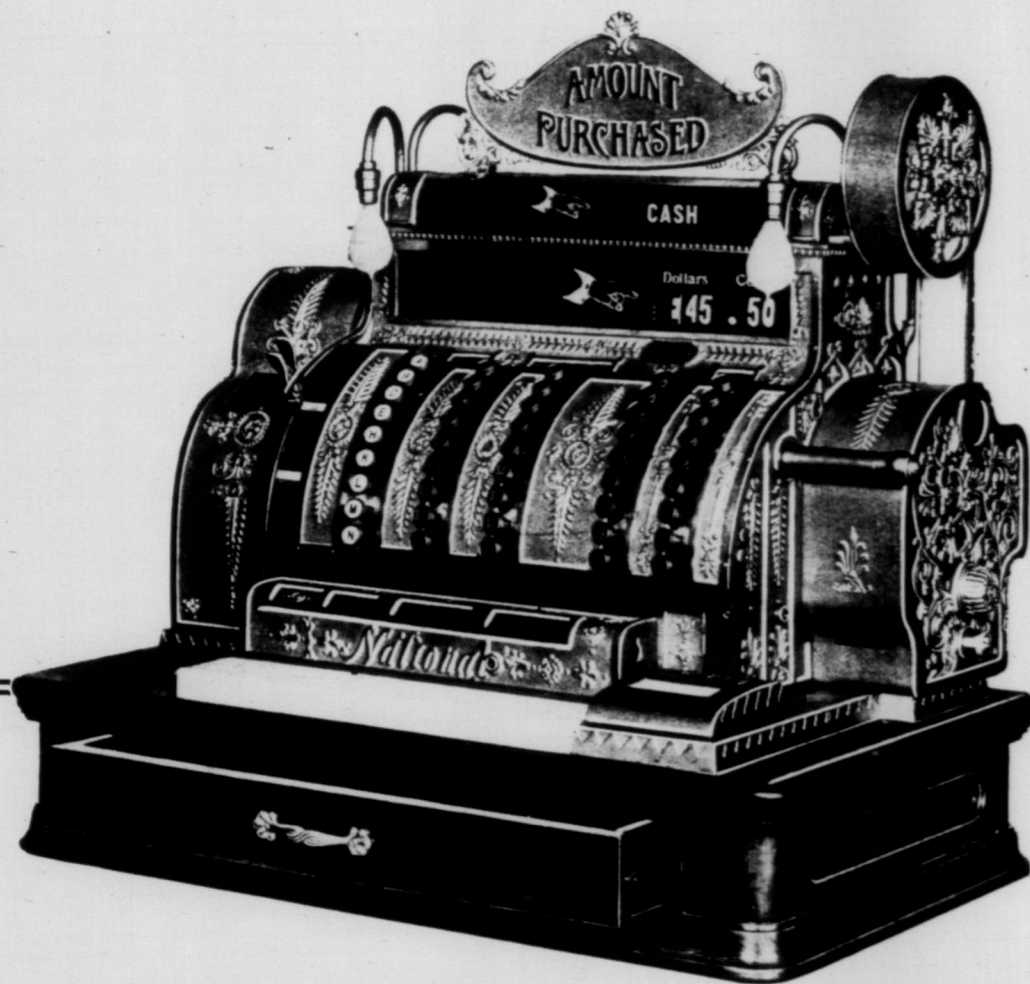
# CANADIAN GROCER

PUBLISHED WEEKLY BY  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, APRIL 26, 1912

No. 17



## I WANT A POSITION BEHIND YOUR COUNTER

I have had experience in many thousands of retail stores for 25 years. I have been steadily improving myself until to-day I believe I have about reached perfection, when it comes to taking care of the details in a retail store.

Nobody knows the trouble of the storekeeper as well as I do, for I have been right up against some of these difficulties.

I know how hard it is to avoid mistakes—how ready customers are to accuse you of being dishonest if you make an error in their accounts.

I know the value of giving every customer a printed receipt with every transaction.

I know how to prevent the petty mistakes and losses that make such a big leak in your profits.

*I will be glad to explain more fully the things I can do for you if you will write for the booklets which describe my capabilities. This information costs you nothing. Write for it to-day.*

I can tell you when your clerks make mistakes in change or other costly errors.

I can show you a quick way of balancing your cash and tell you whether it is all there.

I will promise to make every clerk in your store a better clerk.

I believe you could well afford to pay me \$3 a day, but I am very modest. All I ask is that you pay me 75c. or \$1 a day for about a year.

After that I will work for you as long as you are in business and won't ask for any more pay.

Will you give me a position?

## The National Cash Register Company

Canadian Factory  
TORONTO

Offices in all Principal Cities

General Sales Office for Canada  
285 Yonge St., Toronto

THE  
VASE  
SHAPED  
JAR



# Canada's Quality Leaders

## UPTON'S Jams, Jellies, Marmalades, Catsup

ATTRACTIVE PACKING AND LABELLING OF UPTON'S GOODS MAKE THEM GOOD SHELF STOCK OR WINDOW DISPLAY.



Other brands may come, attain temporary popularity and go, but the brands that are always leaders of quality, consistently satisfactory to the housewife and consequently first-class sellers for the jobber and retailer alike are Upton's pure products.

When you deal in Upton's you join the best class of trade, and your customers get the finest line of goods. Our brands are made from superior material by experts, right in the centre of Canada's finest fruit district, and are quality goods in every essential.

We have created the business for you through our extensive and steady advertising. Put in a stock and reap the benefit coming from the trade we have created.

Order from your jobber.

**The T. Upton Company, Limited**  
HAMILTON, ONTARIO



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# ARE YOU PREPARING FOR SUMMER DRINK TRADE?

*Order Now.*

*Lime Juice  
Cordial*

is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

*As Supplied  
to the British House  
of Commons*

*Stower's Lime  
Juice Cordial*

is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

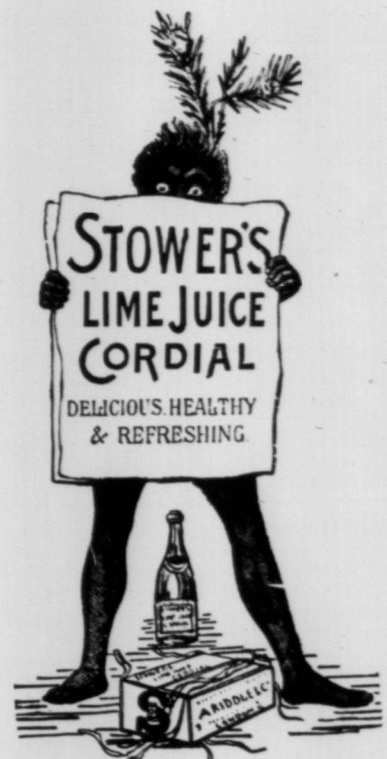
*As Supplied  
to His Majesty  
the King*

*Few Persons  
would Purchase*

plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

ARTHUR P. TIPPET & CO.

Agents:  
Montreal Toronto



**WHEN A CUSTOMER ASKS YOU**

for H. P. Sauce, it's reasonable to suppose she wants H.P.—it's also reasonable to suppose she is not going to be equally satisfied with something else. Lose that customer's confidence and you lose her patronage. But sell her H.P.—and you win her confidence—in you and in the other goods you sell. Besides you make a very satisfactory profit on

W. G. Patrick & Co., Toronto, Montreal.  
R. B. Seaton & Co., Halifax, N.S.  
The Midland Vinegar Co., Birmingham, Eng

**H.P. SAUCE**



**Are You Supplying Good Jam at Fair Prices?**

It is what your customers get for their money that counts. Cheap, inferior goods or high over-priced foodstuffs rarely become popular among your customers—it's the quality fair-priced staple that is wanted.

**BANNER BRAND JAMS**

are pure and wholesome, made from selected fresh fruit—they are a staple that it pays to handle.

**Lindner & Benner, Toronto**

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg



Trade Mark of Quality

**Make Every Customer a "Come Back"**

That's what you want—the steady, satisfied trade.  
That's what you get, when you handle our products.

**SWEETHEART BRAND BAKING POWDER**

OUR SPECIALTY.

COFFEES, JELLY POWDERS, MUSTARDS, EXTRACTS, ETC.

Quality Guaranteed.

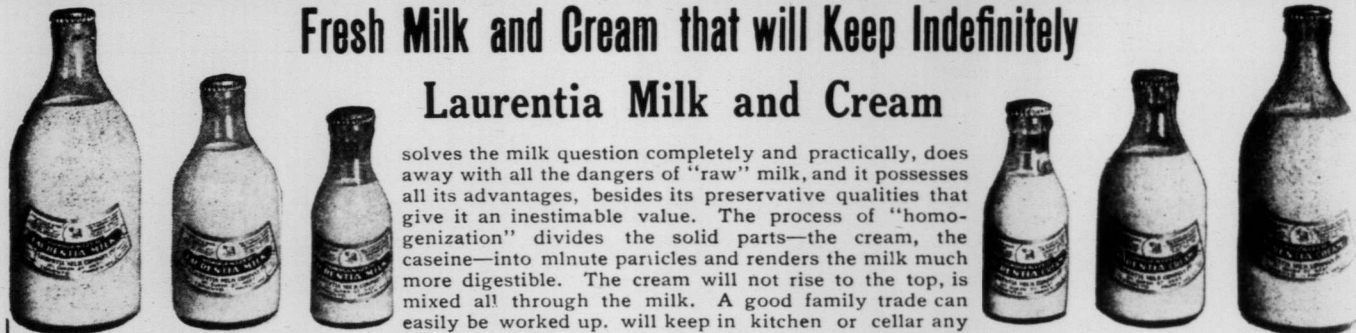
Sales Assured.

**IXL SPICE & COFFEE MILLS, Limited**

LONDON, ONTARIO

**Fresh Milk and Cream that will Keep Indefinitely**

**Laurentia Milk and Cream**



solves the milk question completely and practically, does away with all the dangers of "raw" milk, and it possesses all its advantages, besides its preservative qualities that give it an inestimable value. The process of "homogenization" divides the solid parts—the cream, the caseine—into minute particles and renders the milk much more digestible. The cream will not rise to the top, is mixed all through the milk. A good family trade can easily be worked up. will keep in kitchen or cellar any temperature but frost.

**Laurentia Milk Co., Ltd. - 371 Queen St. W., Toronto**



## Facts Worth Considering

# BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for  
infant feeding.

Recommended by physicians  
everywhere.

For general household use  
best value obtainable.

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

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

Sales Offices and Agencies:—

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

## A POLISH OF APPROVED MERIT

There is only one way to prove beyond the shadow of a doubt the true value of a silver polish, and that is to find out whether it is used by representative silversmiths. If you find it so employed you may readily believe its claim to quality.

### Hendery & Leslie's Polish

Prepared from an old valuable formula, and has since its production received preference over all others from Henry Birks & Sons, Limited, Canada's largest jewellers and silversmiths, and others,



No money is wasted on fancy carton or label. Just a plain Bottle of Quality. The value is inside not outside.

Contains no acids, no ammonia.

Jobbers: Spring Cleaning is at hand. Write for Samples and Price List. We can guarantee good profit.

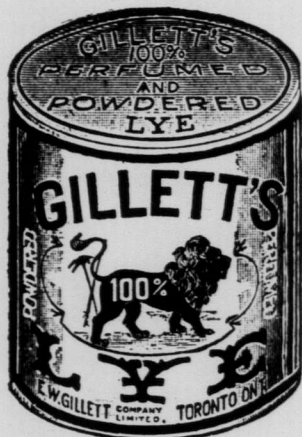
Sole Selling Agents **Henry Birks & Sons, Limited,** Montreal



## Increase Your Sales



Any of the cuts shown herewith will be supplied to merchants who desire to use them for their local advertising. All we ask is that you send us copy of paper in which they appear, and return them to us when requested to do so.

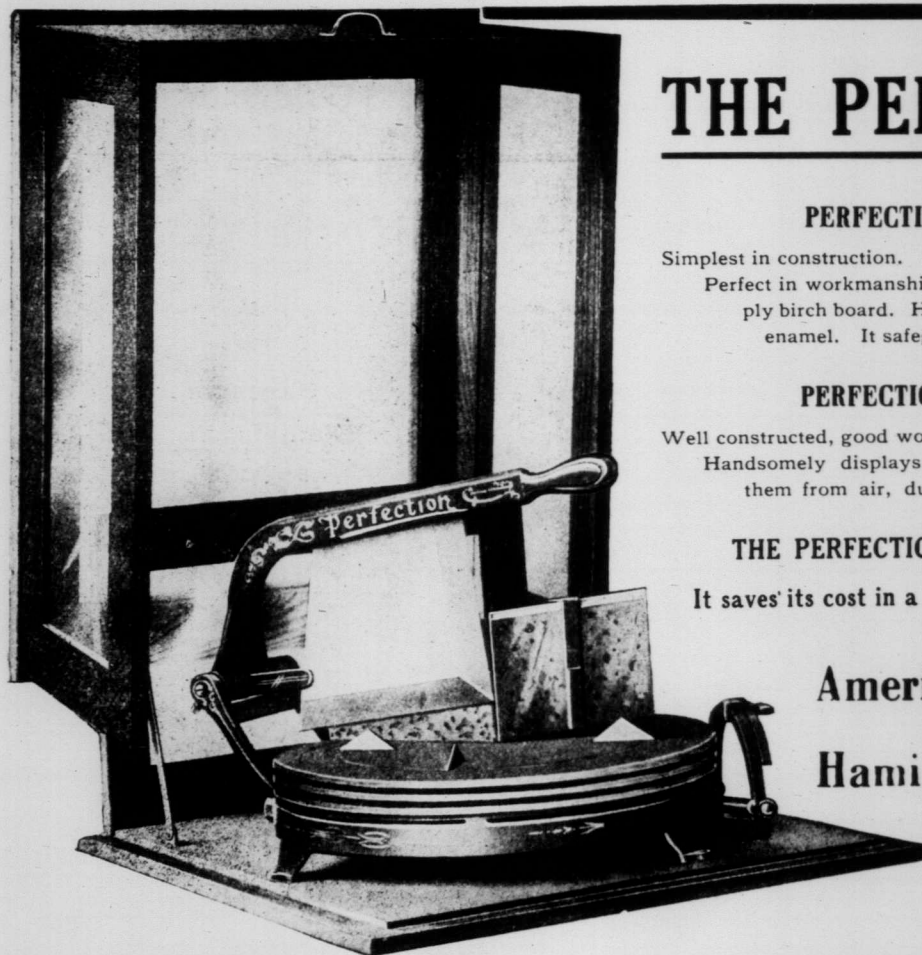


E. W. Gillett Company Limited

TORONTO, ONT.

Montreal

Winnipeg



## THE PERFECT WAY

### PERFECTION CHEESE CUTTER

Simplest in construction. Simplest in operation. Perfect in work. Perfect in workmanship. A bevelled-edged knife. A five-ply birch board. Handsomely finished in scale blue enamel. It safeguards your profits in cheese.

### PERFECTION CUTTER CABINET

Well constructed, good workmanship. High gloss natural finish. Handsomely displays the cheese and cutter. Protects them from air, dust and insects. SANITARY.

THE PERFECT WAY is the safest way.

It saves its cost in a short time, and lasts a lifetime.

American Computing Co.  
OF CANADA

Hamilton,

Ont.





# The Hand Of Public Favor

always points to foods  
of highest quality and  
best value for the money.

That is why **Simcoe Brand Baked Beans** have the public favor. They are popular with all classes, being a healthful, highly nutritious and economical food.

## SIMCOE BRAND BAKED BEANS

are prepared by special processes and are packed solid, either plain or with Sauce.

Feature the 3's Family size, the tin with more Beans at the lower price.

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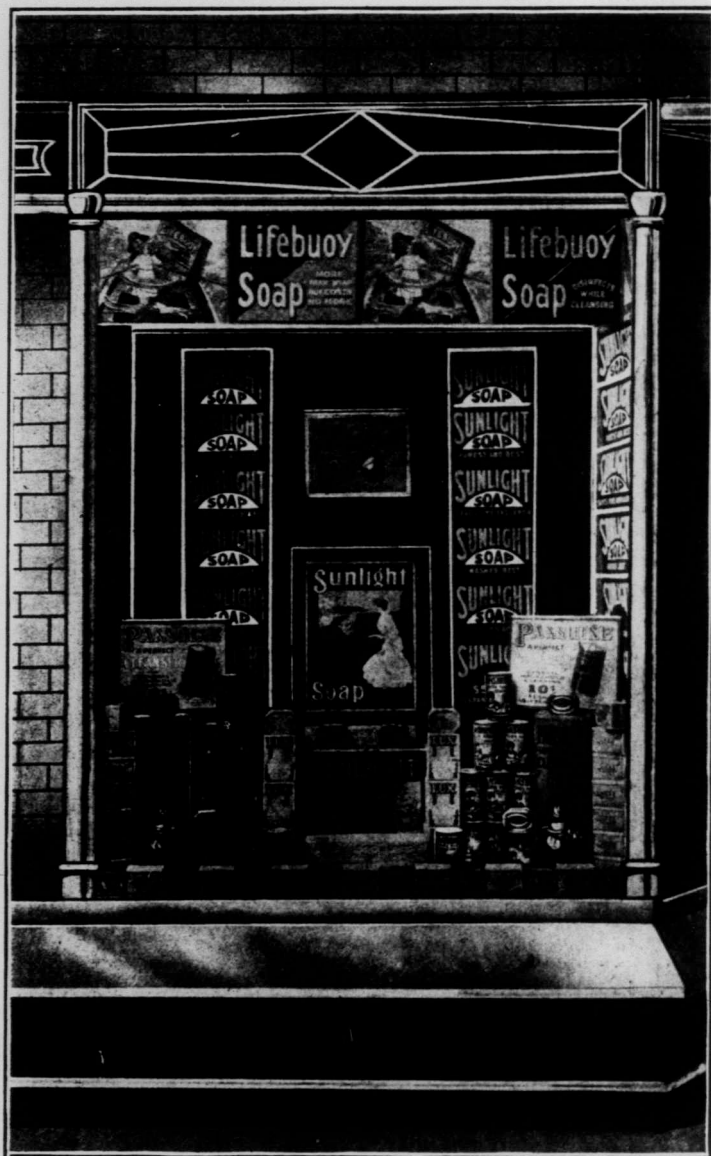
**Dominion Canners, Limited**  
Hamilton, - - - Canada



# LEVER BROTHERS' SETS

## FOR THE FIRST FIVE THOUSAND SETS

**A** LONG with each set we will include large Sunlight dummy boxes, one mounted Sunlight showcard, Lifebuoy and Lux hangers, and Panshine dummy boxes for the purpose of making a window display for one week during the month of May, somewhat after the style of the model window as shown on illustration below.



For the purpose of introducing **PANSHINE CLEANSER** and **LEVER'S CASTILE** (guaranteed pure) and the **5 CENT PACKAGE** of **LUX** we purpose giving, with each of these 5,000 sets, a special case, or cases, of Coral Toilet Soap free, in the proportion ordered of either of the undernoted Sets. The offer appears in the opposite page.

### PANSHINE

This is an exceptionally fine Cleanser, white in color; fine in grade, an excellent cleanser and polisher for all kitchen and general household purposes. The tin is an extra large one with sprinkler top. We propose having a selling scheme behind Panshine Cleanser for introducing this Cleanser to the householder. We anticipate, from the superior quality and cleansing properties of Panshine, securing a share of the trade for Panshine Cleanser. 48 Tins to each case.

#### Particular

1 Case Panshine

FREE—3 Doz  
Soap, m  
value,  
Toronto.

#### Particular

2 Cases Lux,  
or 1 gro  
assorted,  
1 Case Panshine

FREE—3 Doz  
Soap, m  
value,  
Toronto:  
carriage  
your orde  
or Lifebuoy

### LEVER

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**OUR REP**

The 5c. p  
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esteemed



# SELLING SCHEME

## SETS FOR ONTARIO AND QUEBEC

### Particulars of Set No. 1

Price to Grocers  
1 Case Panshine—48 Tins \$3.60

FREE—3 Doz. Coral Toilet Soap, minimum retail value, \$1.80 F. O. B. Toronto.

### Particulars of Set No. 2

Price to Grocers  
2 Cases Lux, 10c. package or 1 gross 5c. Lux, or assorted, - - - \$5.00  
1 Case Panshine—48 Tins - 3.60  
\$8.60

FREE—3 Doz. Coral Toilet Soap, minimum retail value, \$1.80 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

### Particulars of Set No. 3

Price to Grocers  
1 Case Castile - - - \$4.80  
1 Case Panshine—48 Tins 3.60  
\$8.40

FREE—3 Doz. Coral Toilet Soap, minimum retail value, \$1.80 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy Soaps.

### Particulars of Set No. 4

Price to Grocers  
2 Cases Panshine—96 Tins \$7.00  
½ Gross 10c. Lux, or 1 Gross 5c. Lux, or assorted - 5.00  
\$12.00

FREE—6 Doz. Coral Toilet Soap, minimum retail value, \$3.60 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

### Particulars of Set No. 5

Price to Grocers  
2 Cases Panshine—96 Tins \$7.00  
1 Case Lever's Castile, \$4.50 4.50  
1 Case 10c. Lux or ½ Gross 5c. Lux - - - 2.50  
\$14.00

FREE—6 Doz. Coral Toilet Soap, minimum retail value, \$3.60 F. O. B. Toronto; or shipped, carriage prepaid, with your order for Sunlight or Lifebuoy soaps.

### Particulars of Set No. 6

Price to Grocers  
½ Gross Silkskin Toilet Soap \$4.50  
½ Gross 10c. Lux or 1 Gross 5c. Lux - - - 5.00  
2 Cases Panshine—96 Tins 7.00  
2 Cases Lever's Castile, \$4.50 9.00  
\$25.50

FREE—12 Doz. Coral Toilet Soap, minimum retail value \$7.20. Shipped freight prepaid.

## LEVER'S CASTILE SOAP

which can be had in 2, 2½ and 3 lb. bars, and also in 2 sizes of tablets, is expected to command a very large sale.

OUR REPUTATION IS BEHIND THE QUALITY

## 5c. LUX

The 5c. package of Lux is introduced in reply to a demand from various localities for a smaller package of this much esteemed article.

LUX A WINNER!

IF you desire to participate in this advantageous offer it will be necessary to apply for the Assortment now, as the offer is only temporary and may be withdrawn at any time.

PLEASE DETACH AND USE THIS ORDER FORM

**Lever Brothers Limited**  
TORONTO, ONT.

Please supply me with one Set of your assorted Soaps No. .... as per the above offer.

Name .....

Address ..... Through Wholesale

Name of Wholesale Grocer .....

Address of Wholesale Grocer .....

Quantity of Sunlight and Lifebuoy Soaps required:

Send..... Cases Sunlight      Send..... Cases Castile  
Send..... Cases Lifebuoy      Send..... Cases 5c. Lux  
Send..... Cases Panshine      Send..... Cases 10c. Lux

# Clark's

## FAMOUS "INGLASS" SPECIALTIES

Only the Choicest Meats, Poultry and Tongues are used in their preparation.

Your order should be placed now for

# CLARK'S

Ox Tongue	-	"Inglass"	-	-	Nos, 1 1/2 and 2s.
Lunch Tongue		"	-	-	No. 1s
Lambs Tongue		"	-	-	No. 1/2s
Chicken Breast		"	-	-	No. 1/2s
Brisket Beef		"	-	-	No. 1s
Potted Chicken		"	-	-	No. 1/4s
Potted Ham		"	-	-	No. 1/4s
Potted Tongue		"	-	-	No. 1/4s
Potted Venison		"	-	-	No' 1/4s



**W. Clark - Montreal**

Manufacturer of the Celebrated High-Grade

**Food Delicacies**



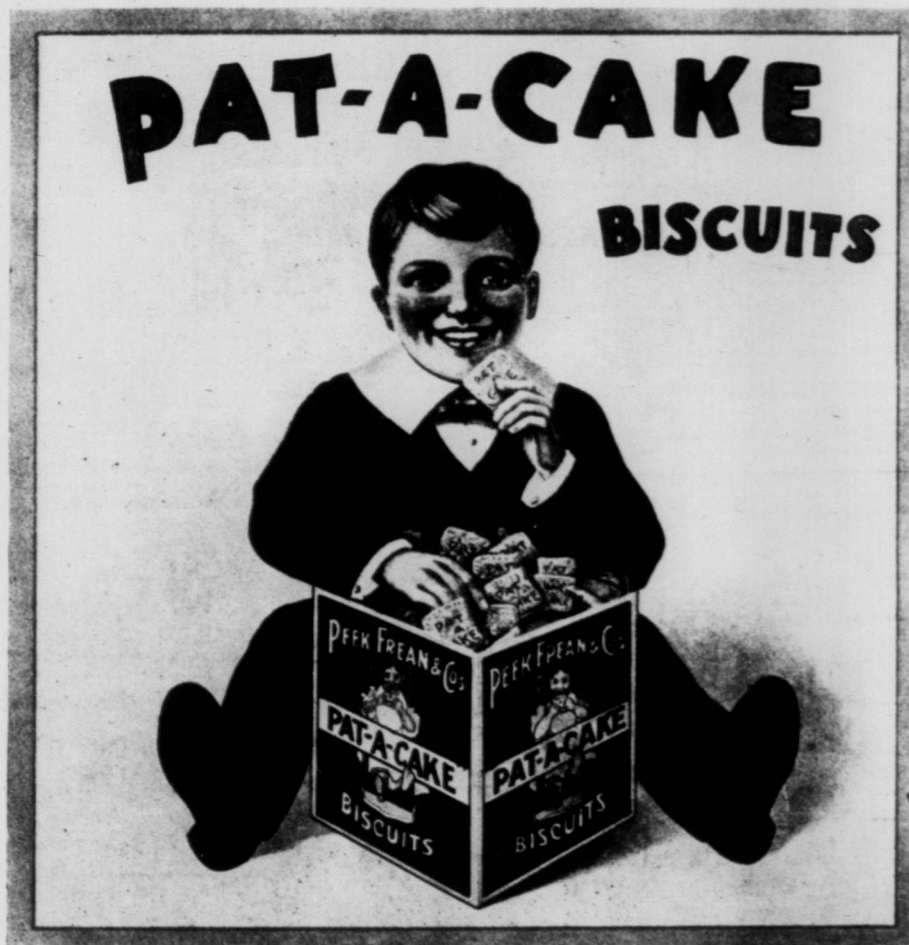


"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

# PEEK, FREAN'S



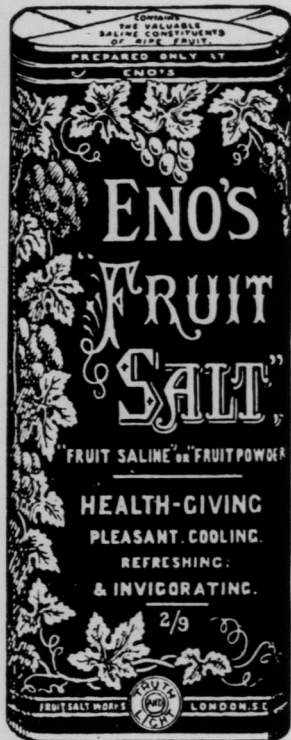
PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.  
EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: The W. H. Malkin Co., Limited, Vancouver.  
Ruttan & Chipman, Fort Garry Court, Winnipeg.  
The Harry Horne Co., 309-311 King Street West, Toronto.

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



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than  
**ENO'S 'FRUIT SALT'**

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



## SANITARY CANS

*"The Can of Quality"*

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

PE

5c.  
 Bl  
 Or

DAIRY

D. S. Perrin &  
 LONDON



THE CANADIAN GROCER

# PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

# SODAS

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

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

A  
House  
old enough to  
have a reputation,  
young enough to  
be abreast  
of the  
times

# Packer's Celebrated Chocolates

NEW IDEAS    NEW BOXES    NEW CENTRES  
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and  
will advise our friends prior to calling.

**H. J. Packer & Co., Ltd.,** Chocolate  
Manufacturers **Bristol,**  
England

## Sardines Are a Healthy Food



**M**EDICAL science tells  
us that the sardine  
supplies an excellent pro-  
portion of nitrogenous  
material, so it becomes a  
real and economical food.  
With

### KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win  
and hold your best trade. The careful preservation in  
the cooked state in oil precludes contamination.

Sell the best—"King Oscar." There's satisfaction  
to customers and good profit to you in the sale.

**CANADIAN AGENTS:**

**J. W. Bickle & Greening**

(J. A. Henderson)

**Hamilton, - - - Ont.**

## Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

**Eureka Refrigerator Co., Ltd.** 54 NOBLE STREET  
TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon





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

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

**The Cowan Co.**  
Limited  
Toronto - Canada

## WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM  
YOUR WHOLESALER**

**White Swan Spices & Cereals,  
LIMITED**  
Sole Distributors - TORONTO

## **Carr & Co.** CARLISLE ENGLAND

Purveyors of Biscuits  
to H.M. the King

**If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.**

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn  
Montreal and  
Toronto

Hamblin & Brereton  
Winnipeg and  
Vancouver, B.C.

L. T. Mewburne  
& Co., Ltd.,  
Calgary

T. A. MacNab &  
Co., St. John's,  
Newfoundland



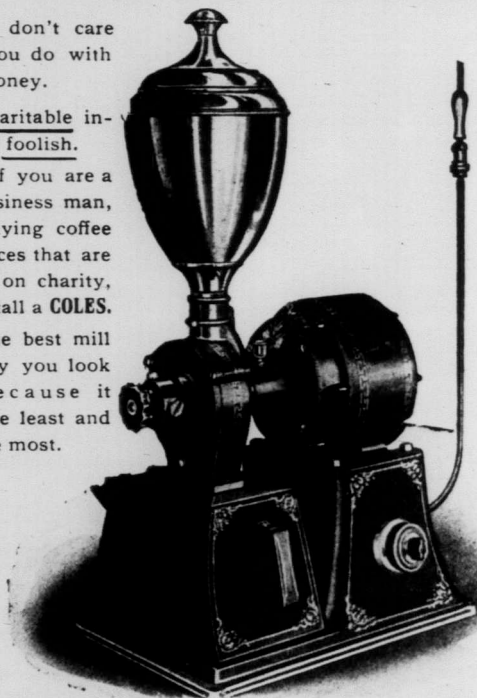
## Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.


But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a COLES.

It's the best mill any way you look at it, because it costs the least and does the most.



**COLES MFG. CO., Philadelphia, Pa.**

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

By Royal  Letters Patent.

# NELSON'S

Gelatine and Liquorice

# LOZENGES

Should be in your confectionery department.

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

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**HAN**

There's no  
people who  
It remove  
grease, tar,  
daintiest of  
Stock

**Snap**



# GROCCERS OF CANADA

**YOU ARE NOT IN BUSINESS  
JUST FOR THE FUN OF IT  
THAT'S THE REASON WHY**

**THE SAFE COMPUTING CHEESE CUTTER  
SHOULD BE IN USE IN YOUR STORE "NOW"**

1. It will maintain absolute accuracy in your cheese department.
2. It will pay for itself in a few weeks or a few months, according to the cheese business you do.
3. It is so simple in construction it can be correctly operated in the dark. Mistakes with a SAFE cutter are impossible.
4. It is a handsome piece of store furniture that costs little and lasts a lifetime.

You need no longer sell cheese at a loss. Every cut is uniform and gives you a profit. You can make money on your cheese by using a Safe Computing Cheese Cutter. Others are doing so. You can do the same.

Order one to-day from your jobber. Don't put it off. Stop the loss with a small investment.

*Sold by leading Canadian Wholesale Grocery Houses.  
Get a booklet which tells all about it.*

## COMPUTING CHEESE CUTTER COMPANY

621-625 Main Street

ANDERSON, IND., U.S.A.



**Clean  
Hands  
Always**

**That's a surety  
when you use**

# SNAP HAND CLEANER

There's no preparation so widely approved by people who require a thorough hand cleanser. It removes instantly all vestige of paint, grease, tar, ink, or dirt, without injuring the daintiest of skin.

Stock Snap and increase your sales.

**Snap Company, Limited**  
MONTREAL



**Always Welcome—NEVER Sent Back**

When Salt is ordered and no name mentioned you gain most by sending the best—you may take it for granted that

# WINDSOR TABLE SALT

is wanted. Send it every time. If someone sends an inferior salt it creates an unpleasantness which starts with the delivery boy and does NOT end at your desk—you might lose the customer.

**THE CANADIAN SALT CO., LIMITED**  
WINDSOR, ONTARIO.

**Tartan**  
**BRAND**

THE SIGN OF PURITY

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

PHONES 3595, 3596, 3597 3598, 748, 462

We are winding up our bookings for  
**TARTAN Brand Canned Goods**

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard. See our travellers, write for particulars or phone

**James Methven, Son & Co., Limited**

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow.

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

**Every Live Grocer**

SHOULD KNOW ABOUT

**"Walker Bin" Fixtures**

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

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

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

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

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

REPRESENTATIVES,--

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Montreal: W. S. Silcock, 33 St. Nicholas Street  
Vancouver, B.C.: W. W. Burke & Co., 334 Cordova St. W.

Berlin, Ontario



**Consider Your Customers**

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

**Club House Queen Olives**

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

**Gorman, Eckert & Co.**

LIMITED

LONDON, Ont.

WINNIPEG, Man.

The S  
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buy only

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Watch the Market

The Sugar market is in a very sensitive condition just now. The raw market is not too strong, but we are nearing the season of large consumption and any slight improvement in prices would create heavy buying. Just now it is wisest to buy from hand to mouth and buy only

*St. Lawrence*

Granulated

**A BIG SAVING**

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

**Golden Ray Cleaner**

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

**Golden Ray**

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

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

**The Golden Ray Co.**

41 Union Avenue, Montreal



**MATCH QUALITY IS CONTAGIOUS**

Satisfy your trade with good matches and you can figure sure on the rest of their grocery store buying.

**Dominion Silent Matches**

make a light every time without spluttering and will not break when struck. Every match is a sure light.

**DOMINION MATCH CO., LIMITED**

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

J. B. Renaud & Co., Quebec, Que.

J. A. Tilton, St. John, N.B.

J. W. Gorham & Co., Halifax, N.S.



**Shoe 2 IN 1 Polish**

**POLISHES WET OR OILY SHOES.**

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

**Well Advertised and Thoroughly Reliable.**

**F. F. DALLEY CO., LTD.**

HAMILTON, ONT.  
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# FURUYA & NISHIMURA

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**EAT**—

Purple and Gold Brand

## RAISINS

California Raisin Day, April 30th.

PACKED BY

GIFFEN-HOBBS CO., - Fresno, California

We have a limited amount of

**No. 3 TOMATOES**  
**GALLON APPLES**  
**No. 3 APPLES**

All Packed in Sanitary Cans

**CHURCH BROS.**  
PICTON, ONT.

## For a Spring Stock---Nothing Equals Soclean



Chiefly because the thoughts of every housewife are engaged in the Spring cleaning of their home. It is the time to push it, and its wonderful workings will make them repeated users of

# SOCLEAN

## The Dustless Sweeping Compound

It is economical, absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, is a disinfectant, leaves a fragrant odor after sweeping.

Soclean is put up in handy-sized lithographed pails, convenient for household use, and will pay you well to stock and push, especially NOW.

## SOCLEAN LIMITED, Toronto, Ont.





**The  
Greatest  
Draw**

with the public—  
**GOODS OF HIGHEST QUALITY AND  
ABSOLUTE PURITY.**

Eiffel Tower Lemonade  
is a National Drink,  
because of its Highest  
Quality and Absolute  
Purity.

**EIFFEL  
TOWER  
LEMONADE**

is without doubt not only the most deli-  
cious and refreshing, but also the purest  
and most wholesome temperance beverage  
ever introduced.

There is an immediate sale for **EIFFEL  
TOWER LEMONADE.** Give your  
customers the opportunity of obtaining  
supplies of this **Best of all Drinks.**

**EIFFEL TOWER  
LEMONADE**  
**IS POSITIVELY PURE,**  
being the concentrated essence of the  
most luscious, ripe Sicilian Lemons,  
the choicest Lemons the world  
produces.

**Retailed in 5c. Packets; 15c. and 25c. Enamelled Air-tight Tins.**

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122, Hastings Street W.,  
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Street W., Toronto.

HOWE McINTYRE, Youville Square, Montreal.  
W. A. SIMONDS, St. Johns, New Brunswick.

# Manufacturers' Agents and Brokers' Directory

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

## WESTERN PROVINCES

### Escott & Harmer

Successors to W. H. ESCOTT CO.  
WHOLESALE GROCERY  
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS  
Offices at  
**WINNIPEG and REGINA**

covering all  
The Wholesale Centres in  
Manitoba, Saskatchewan and Alberta  
Write us re your consignments.

### WATSON & TRUESDALE

Wholesale Commission Brokers and  
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**WINNIPEG.** MAN.  
Domestic and Foreign Agencies Solicited

## — WINNIPEG —

### H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent  
Canadian, British and Foreign Agencies Solicited.  
270 Chambers of Commerce. P.O. Box 1812

### WINNIPEG THE J. J. TOMLINSON CO.

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

### FRANK H. WILEY

MANUFACTURERS' AGENT  
and  
IMPORTER  
757 Henry Ave., WINNIPEG.

### THE TURNBULL Company

DIRECT IMPORTERS OF  
GROCER SPECIALTIES  
Open for additional first class lines.  
179 Bannatyne Ave. East, Winnipeg

### WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs  
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tributed, Warehoused and Forwarded. Warehouse  
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is your opportunity.

SASKATOON, - WESTERN CANADA

### G. C. WARREN

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

### DISTRIBUTORS, LIMITED

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EDMONTON, ALBERTA  
Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.  
Track connection with all Railroads.

## TORONTO

Our Specialties,

WHITE BEANS  
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CURRANTS AND CANNED GOODS

Soliciting inquiries.

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Wholesale Grocery Brokers  
TORONTO

### W. G. PATRICK & CO.

Manufacturers' Agents  
and  
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### W. G. A. LAMBE & CO.

TORONTO  
Grocery Brokers and Agents.  
Established 1894

### MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT  
Agents for Grocers' Specialties and Wholesale  
Grocery Brokers  
TORONTO, Ont. DETROIT, Mich.

Secure our prices for  
Fine FILIATRA CURRANTS, Greek  
cleaned, in half cases,  
before purchasing.

### LIND BROKERAGE CO.

73 Front St. East - TORONTO

## MONTREAL

### FOR SALE

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

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27 St. Sacrament Street, Montreal  
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Wholesale Grocery Brokers. Fully equip-  
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### J. W. GORHAM & CO.

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HALIFAX NOVA SCOTIA  
We are open for a few high class specialty  
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### H. R. SILVER, LTD.

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS  
HALIFAX - NOVA SCOTIA  
First-class frost-proof storage facilities.  
Correspondence solicited on Domestic and  
Foreign lines.

### J. A. TILTON

WHOLESALE GROCERY BROKER  
ST. JOHN, N.B.

Correspondence solicited with Houses  
looking for first-class grocery connections

### W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery  
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Warehouses  
ST. JOHN, N.B.  
Open for a few more first-class lines

## NEWFOUNDLAND

T. A. MACNAB & CO.  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful at-  
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references. Cable address: "Macnab" St. John's.  
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The Brown  
CRESTON



# Manufacturers' Agents and Brokers' Directory

(Continued.)

**LONDON, ENG.**  
**F. KESSELL & CO.**  
Railway Approach, London Bridge, London, Eng.  
**Fruit Pulp Manufacturers and  
Confectioners' Sundriesmen.**  
*Correspondence Invited.*

**BRITISH COLUMBIA**  
**McLEOD & CLARKSON**  
Manufacturers' Agents and Wholesale Commission  
Agents  
852-6 CAMBIE ST., VANCOUVER, B.C.  
Can give strict attention to a few first-class Gro-  
cery Agencies. Highest References.

**O. E. Robinson & Co.**  
Manufacturers and Buyers of Dried  
Evaporated and Canned  
Apples  
Windsor, Ontario  
ESTABLISHED 1886

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

Write us for New Price List of  
**WINDSOR SALT**  
TORONTO SALT WORKS  
TORONTO, ONT. GEO. J. CLIFF, Manager


**No Odor**  
  
*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.

  
The **BROWN** is the only  
convenient **Bag Holder**  
Occupies no counter space.  
The bags are held in position  
by gravity—no perforation of  
bags necessary. Handy. Saves  
Time. Will last a lifetime.  
For sale by jobbers every-  
where. Ask your jobber  
or write  
**The Brown Manufacturing Co.**  
CRESTON - IOWA, U.S.A.

20th Century Retailing DEMANDS  
the Use of  
**ALLISON'S COUPON  
BOOKS**

You can't get away from credit  
business without driving away trade.  
And if you don't use Allison Coupon  
Books you are bound to lose some  
money on credit accounts. Allison  
Coupon Books make credit business  
"good as gold."

HERE'S HOW THEY WORK:—

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

For Sale Everywhere by Jobbers.  
**Allison Coupon Company**  
INDIANAPOLIS, IND., U.S.A.

**CLAY PIPES**  
The best in the world are made by  
**McDOUGALLS**  
Insist upon this make.  
D. McDOUGALL & CO., LTD., GLASGOW,  
SCOTLAND

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

The  
**Condensed Ad.**  
page  
will interest you

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Calcutta, India. D. Mayall, Manager.

**J. & A. D. GRIMOND (CANADA) LTD.**  
A. & M. Smith Ltd., Aberdeen, Scotland  
Fish Preservers and Canners  
Wm. Simpson Ltd., Manchester, England  
Table and Tete a tete delicacies  
Victory "Confections", Gums, Pastilles, Lozenges, etc.  
Victorious all the world over.  
They are RIGHT here.  
Price lists, quotations and samples mailed promptly on  
receipt of enquiry.

FOR—  
"Green Mountains,"  
"Delawares"  
or other varieties of  
**POTATOES**  
for SEED or  
TABLE USE.  
Bags or bulk in Cars.  
Wire or Write  
**Clements Company,**  
LIMITED  
ST. JOHN, - - N.B.

THE PEOPLE OF  
**JAMAICA**  
are now buying things in the  
United States which they ought  
to buy in Canada. They don't  
know what we can do. A small  
advertisement in the  
**KINGSTON**  
"GLENER"  
might bring inquiries. Better  
write for rates to  
**I C STEWART, Halifax**



THE MCGREGOR PAPER BAG HOLDER.

### The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

**KILGOUR BROS.**  
21-23 Wellington St. West, TORONTO

## TEA LEAD

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,**  
A.B.C Codes used 4th and 5th Editions **LONDON, E., ENG.**  
Canadian Agents **HUGH LAMBE & CO., TORONTO**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**CECIL T. GORDON, MONTREAL**

### THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

**WILLIS MFG. CO.**  
**GALESBURG, ILL.**

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

## Spices, and How to Know Them

By W. M. GIBBS

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

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

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Nothing Purer  
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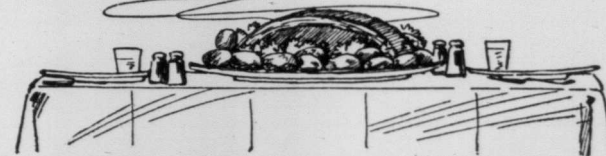
CANADIAN COCOANUT CO., MONTREAL

## "Ontario People's Salt"

supplies the demand of your household trade satisfactorily—chiefly because it is all salt and absolutely pure.

SEND FOR PRICES

The Ontario People's Salt & Soda Co., Limited  
KINCARDINE, ONTARIO



### Well Displayed Goods



always sell to the best advantage. Old Sol's rays are pretty destructive to grocery stock displayed that is not protected by an awning.

Now is the opportune time to attach a

**RAYMOND AWNING**  
to save your perishable stock and your profits that you would lose. They add appearance to the store.

Write us.

**Raymond Bros., - London, Ont.**

## "Brighten Up Sales"

with a line that knows no equal for polishing either brass, copper, or any other metal.

### VENAUTO METAL POLISH

has qualities that necessitate little work, and gets shining results.

Put up in small tins, half-pints, pints, etc. In cream form.

Stock Up For Spring Trade Now

**BANNER MANUFACTURING CO.,**  
Box 35, Station C, - Montreal







## A New Record



Nine thousand, six hundred and twenty-four (9624) pounds more "SALADA" were sold in week ending April 13th, than in any other week in our twenty years existence, an amount equal to one hundred and seven tea chests weighing ninety pounds each. Think of it! If these chests were piled one on top of the other, they would just reach to the top of the new C.P.R. skyscraper at the corner of King and Yonge Streets, Toronto. This bumper week was 39,257 lbs. larger than the corresponding week of last year.

Can you have greater proof than this of the popularity of "SALADA" and how it pays to push it?

# "Salada"

Toronto

Montreal

## A MONEY MAKING OPPORTUNITY

**COMPOUND JAMS ---** Of exceptionally good quality.

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**

5 case lots—Delivered—

## APPLE BUTTER

Packed in the same sizes, at the same price.

## CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.

Quarts— " " " " brls. 4 " 1.35 "

You cannot equal this, either in price or quality.

Another good line---**SWEET GHERKINS---**to retail at 15c bottle

This will sell at sight—Exceptionally good value.

**EBY-BLAIN, LIMITED** Wholesale Grocers  
TORONTO



## For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

**COLMAN'S MUSTARD**  
**KEEN'S MUSTARD**

Double Superfine Quality  
—In square tins

Any dealer stocking these brands will be catering to the demands of the general public.

**MAGOR, SON & CO.**

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., MONTREAL  
Toronto Office, 30 Church St.



## Mrs. Jones Would Be Glad To Know—

that the best cooks are using Crown Brand Corn Syrup in practically every dish where sweetening is needed. Suggest to her that

## CROWN BRAND CORN SYRUP

is not only for such obvious things as gingerbread, ginger cakes and ginger cookies, but also that it is unexcelled in sauces, preserves, pastry, puddings and other desserts.

**THE EDWARDSBURG STARCH CO.**  
LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

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# Trade to Go After During Month of May

Last Month of Spring Time to Introduce Summer Lines—Canned and Preserved Fruits, Housecleaning Articles, Cooked Meats, Etc., Should be Among Good Sellers if Pushed—Stocks of Summer Drinks Should be Looked After—Cleaning Up the Store.

We are now on the threshold of another May, the month which marks the turning of spring into summer, and accordingly a change in the variety of goods asked for and used. There are certain classes of foods which are in greater favor than others during the winter months but as the year blossoms forth and warmer weather makes its debut, these lines must give way somewhat to those which the consumer seeks under the changed climatic conditions.

This opens up another avenue of possibilities to the live grocer and he should not lag behind in changing to the new conditions demanded by reason of the change of season. Those lines which have occupied the centre of the stage on account of being particularly suitable to the colder weather must be shifted a little and summer foods and necessities given the stellar position on the stage of display.

## Make Early Bid for Summer Trade.

The business man does not wait for his competitor to lead off with summer lines or allow him to coral an appreciable trade before he gets his sails up. While May is still in its middle life such lines as lemonade powder, lime juice, mineral water, camp coffee, cooked meats, prepared breakfast foods, fancy biscuits, canned foods and all that lengthy list of goods which afford short cuts to the preparation of meals, will begin to occupy a position of prominence on shelf and display.

Cereals is one line in which a change will be noticed as the weather becomes warmer. Lighter varieties and those ready for use will come into special demand. Stocks should be watched that heavy lines are kept within safe compass while dealers should put more life into the lighter varieties. While shelf display and personal salesmanship will do much towards this end, it would be well to combine these with window display. Some very attractive window trims may be arranged without a great deal of trouble. Some unusual selling design will bring best results. While a

plain arrangement of goods may attract passing attention, it takes something out of the ordinary to impress the article on the customer.

## Preserve Supplies Getting Low.

That household supplies of preserves are now in small compass is a point which has been dwelt on before. The home-made fruit is conspicuous by its absence. Any man behind the counter serving women customers will concur with this. He hears them bewail the fact quite frequently. This is a cue that should mean more business to the grocer ready to grasp the opportunity. Thanks to the pinnacle of perfection which canning and evaporating has reached in recent years, the retailer's stock of fruits—even if there was a comparative shortage last year—are not in the same scant condition as that of his customers. He has canned fruits, jams and marmalades to offer which in their excellency do not have to take second place to the home made product—although to suggest this to many a woman would be a rude shock to her pride. However, there is nothing to prevent any dealer dwelling on the quality of goods he knows well, nor to keep him from pointing out the good features of his extensive list of dried fruits for desserts or pie products. Do not neglect to keep these lines ever prominently before customers. The big season for their sale is just opening up and the dealer should not allow this opportunity for extra business to escape.

## Housecleaning in Full Swing.

Have you been around among your customers of late? Even the man behind the counter will be able to tell the subject uppermost in the minds of most women at the present time. Spring house cleaning is once more in the air. Either the housewife is busy at the annual spring clean up or plans are being carefully laid and the day patiently awaited when weather will permit windows and doors to be thrown open, carpets torn up, and activity mostly of the scrubbing order to become general.

When women are in this state of

mind is the time for the dealer to assist himself as well as his good customers by introducing all those things which allow this work to be done in the easiest manner. Women will warmly welcome any suggestions which will tend to lighten their labors. Soaps, soap powders, lyes, cleansers, ammonias, brushes, brooms, and stove, furniture and metal polishes, are among the lines which should be talked and displayed, whenever possible using a wind-down to help in the cause.

## The Time for Seed Sales.

Spring and warmer weather also suggest another line that should be given prominence. This is the time to push seeds. Country dealers of course have the greater possibilities in this line, finding sale for field as well as garden and flower seeds. It is requiring real salesmanship this year to sell many seeds on account of the extremely high prices, but there are strong arguments to show the farmer that it is in his own interests to sow just as large a quantity as usual. Prices at the time of harvest will well warrant it and he can by no means afford to run chances of poor crops by neglecting to sow enough seed.

City dealers will find demand confined mostly to garden and flower seeds but these should be worked to their full limit. Where is the man, if there is ground available, who does not take pride in an array of vegetables cultivated by his own hand or the woman who does not similarly rejoice in a bed of flowers. Work this pride of home cultivation to the fullest extent possible. Talk and display seeds. It means money these days.

## Make the Store Look Brighter.

Something has been said relative to spring cleaning. Remarks were confined to customers, but it would probably be well to impress upon the grocer the desirability of overhauling his own store and putting things in shape for the summer. If it has not already been done, there are few stores which could not stand a little cleaning. Then again the dealer probably remembers some things which did not work quite to his liking last summer. For instance, the window may not have been as free from flies as one would wish. Now is the time to give attention to this and similar matters before summer and warmer weather arrives.



## Theft Cases, and the Losses They Entail

Recent Articles in The Grocer On This Subject Arouses One Dealer—He Now Weighs, Counts or Watches Everything Purchased—Money Lost in Not Keeping Track of Bread Purchases Properly—How a Dealer Saved His Competitor From Losing Case of Oranges.

"Those articles which The Canadian Grocer has been publishing enumerating instances of thieving carried on against grocers, and pointing out the needfulness of making sure that every article paid for is received, certainly woke me up," said a grocer to the writer the other day.

"I have already saved considerable by following such advice, and I expect to save still more when I get a more perfect system working to prevent it. I gave little attention to the matter before, but I have firmly made up my mind that it pays to be watchful. I believe there are many grocers losing money which they wouldn't if they gave enough attention to its prevention.

"I do not know of many instances of thieving carried on against me by drivers and others that make a practice of it, but that's just where the trouble comes in. If we knew about it, most certainly it would soon be stopped.

### How Bread Was Bought.

"I used to buy bread from a certain baker. Sometimes I would pay the driver, while other times I would tell him to charge it. I didn't keep any count of what I paid for or what I didn't. When I came to pay my bill, however, I found that there were only a few days during the month when bread wasn't charged to me. Evidently during the majority of days I paid for it, the driver put the money in his own pocket and charged it to me. Of course, I put up a big kick, and the baker allowed me a certain amount off. Now, every transaction is put through my books, so that in the future I don't expect to lose any money in this manner."

### Helped His Neighbor.

He also gave an instance of how he had prevented the competing grocer across the street from being duped out of a case of oranges by a dishonest driver.

"A few days before Christmas last year, the grocer across the street got in a big supply of oranges. I saw the man drive around to the rear of the store with them, and when he came out he still had one case on the sleigh. When he drove by I noticed that the case had my competitor's name on it. This aroused my suspicions, so I asked him if he were sure he got all his oranges. He counted them over and found he was one case short of what he had paid for.

It was made right, of course, but if he had not discovered it his profits on his Christmas orange sales would have been clipped pretty short.

### Makes Sure of Weight and Count.

"I have also found that it pays handsomely to do some weighing and counting of goods delivered. I think most grocers are getting to recognize that. Mistakes, you know, are liable to happen, even in the best regulated firms. A short time ago I had an example of short weight in buying potatoes. I ordered ten bags and ten were delivered. One looked rather small, so I weighed it. It just balanced at 79 pounds, while the standard was then 90. I thought, however, it was probably made up in the other bags, which were larger. Later, however, I decided to find out for sure, and put them on the scales. I found that the ten bags lacked 49 pounds of the required amount, which meant \$1.08 to me. It just shows how profitable at times it is to weigh goods.

### A Catsup Shipment.

"I thought I had discovered another case of shortage yesterday," he continued. "A case of catsup had been brought in, and, as is my custom now, I counted the bottles. There were only 23, although I was charged with 24. It wasn't the wholesaler's fault, however. I found that the boy in unpacking the case had neglected to remove the last bottle from the sawdust."

Thus is shown another advantage of checking goods up.

"What system have you for preventing leaks through such mistakes?" this grocer was asked, whereupon he gave his plan.

"When goods come in my clerk or I secures the invoice and see that we have received not only the proper number of cases, but also exact count of each article called for in the invoice

"Then I look over the prices to see that they are correct, when the invoice is passed on to the bookkeeper, who goes over the figures to see they are carried out correctly, and that the addition is right.

### Mistakes in Arithmetic.

"This last is quite necessary, for cases of incorrect billing come to light at intervals. Sometimes an article will be quoted at the right price per pound, but when you multiply this price by the number of pounds, you find that it does

not agree with the amount billed. At other times errors in addition will be discovered by going over the invoice thoroughly. I also watch my weekly and monthly statements the same way.

"I don't mind paying for what I get, but I don't want to pay for any more," was this dealer's final comment.

### CABLE RATES TO WEST INDIES.

The following are cable charges existing between Halifax and some of the British West Indies that are considered enormously high by business men:—

	Per word.
Halifax to Antigua .....	\$ .81
" Barbados .....	.91
" British Guiana .....	1.44
" Dominica .....	.77
" Grenada .....	.89
" St. Kitts .....	.89
" St. Lucia .....	.85
" St. Vincent .....	.86
" Trinidad .....	.98

These cable rates formed a part of the discussion at the conference between representatives of the West Indies with the Canadian Minister of Trade and Commerce. The rate to British Guiana is stated to be higher than to any other part of the world.

### MOVED FANCY GROCERIES.

Two young men who had bought a general store in a conservative rural district adopted the following methods to arouse their patrons to interest in fancy groceries. The last of June they gave away wooden plates for picnics on the First of July. On the back of each plate was a price list of picnic accessories. Stiff cards bearing the same list were sent to all their patrons. In the store these articles were conspicuously and tastefully arranged. This proved so successful that their stock was sold out twice, while the former proprietor of the store predicted they could not dispose of it in a year. An appropriate price list is also sent out at "threshing time," Thanksgiving and Christmas.

### CHANCE TO EARN A DOLLAR.

A dealer pays \$2 for a dozen of a certain brand of preserved fruit. For how much must he sell the dozen to make 10 per cent. after allowing 15 per cent. for cost of doing business?

The above question is submitted to grocery clerks in Canada and a prize of one dollar (\$1) will be given by The Canadian Grocer to the clerk who sends in the first correct answer. With the answer there must be given the course of reasoning on how it is obtained. Sit down at once and let us have your reply. Address, The Editor, The Canadian Grocer, 143 University Ave., Toronto.

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# Business Increases 100 p.c. in Six Years

Methods Employed by Hamilton Dealer—Much Value Placed Upon Display and Advertising—Makes It a Point to Get New Crop Goods as Early as Possible—Well Equipped with Store Fixtures and Conveniences.

The business now operated by A. G. Bain, of Hamilton, Ont., was begun more than six years ago under the name of Bain & Adams.

The sales of the store during the sixth year compared with the year the firm started business, showed an increase of 100 per cent.

In the accompanying photograph is shown an interior view of Mr. Bain's store, which to say the least is attractive. That goods are shown in such a manner as to sell them is a certainty. The writer on a recent half hour visit to the store saw that plainly demonstrated.

situated the cashier's and book-keeper's office.

## The Array of Equipment.

At the rear of the store are two display refrigerators, as well as an electric coffee mill. Chairs are provided for the convenience of customers while giving their orders. The store is also equipped with cash carriers, electric fan, computing scales, cheese cutter, etc., while the windows are improved by the addition of mirrors.

"Our fixtures are not expensive," said Mr. Bain, "but we aim to show our goods so that they will appear attractive. We have nothing but plain coun-

## Advertise in Three Papers.

Mr. Bain makes use of three papers daily for advertising purposes. Readers are run in each one announcing new arrivals as well as specialties. The space in each is not large, but it is the fact that they keep at it persistently that brings results. An attractive 60-page catalogue, 8 x 4 1-2 inches, is issued by the firm about every eighteen months. In it the lines handled are alphabetically arranged with prices. These catalogues are widely distributed.

The methods that are being used by this store for the extension of trade



An Interior View of A. G. Bain's Store in Hamilton, Ont.

## Show Cases for Display.

The store has two large show windows which are responsible for a large portion of their trade. They were constructed with the value of display in view, and this is carried out in trimming them also. The window lights are left burning during the evening, and with the attractive manner in which they are usually dressed and the large number of people who pass every night, they secure a good deal of attention after the store has closed.

Counters extend along one side of the store only, the other side, as shown in the photograph, being used for the display of goods on tables, which may be changed as desired. On this side is also

ters, shelves, tables and fixtures. It is the goods properly arranged that gives the store a good appearance." He believes in good display as a means of attracting trade.

A high class trade is done in this store. Quality goods, both domestic and imported, are handled.

During the entire winter imported vegetables may be had.

When the new crop supplies of any line arrive, Mr. Bain tries to be the first to show them. For instance, as soon as new crop strawberries arrived on the market they were prominently displayed. Good service combined with the highest class of goods is the means used to create and hold trade.

makes sure the fact that the business has not yet reached its zenith.

## GROWTH OF CONDENSED MILK.

The number of condensed milk factories in operation in Canada increased from four in 1900 to twelve in 1910, and the value of products increased from \$269,520 to \$1,839,871. There were in 1910 six factories in Ontario with a product value of \$1,335,689, two in Nova Scotia with \$133,956, two in Quebec with \$275,000, one in British Columbia with \$44,326, and one in Prince Edward Island with \$50,900. In 1900 there were two factories in Nova Scotia and one each in Prince Edward Island and Ontario.

# 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, Prince Edward Island and Newfoundland.

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

## OFFICES:

## CANADA—

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Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

## UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York.

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne, 140 South Dearborn St. Phone Rand 3234

## GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

E. J. Dodd

## FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription: Canada, \$2.00; United States, \$2.50;

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

PUBLISHED EVERY FRIDAY.

## COST OF DOING BUSINESS.

The following statement made in the course of an address at a recent convention of retail grocers will bear a good deal of consideration:—

"It is more effective to teach our members what it costs to do business than it is to try and limit prices."

This is talking good common sense. The great work of any organization of merchants must be of an educative character, because the more a man knows about his business, and uses that knowledge in a practical manner, the more successful will he become.

Every dealer is in business to make a living for himself and family and if he knows exactly what it costs him to operate and maintain his business he is more likely to get a profit above the cost. He will see, if he possesses any common sense whatever, that he must, if his cost is 15 per cent. to do business, get more than 15 per cent. above cost of his goods. It is acknowledged by all business men that lack of knowledge and a system of keeping definite track of what it costs to operate, has been the cause of many failures. The only thought of many in the trade appears to be to get the goods out of the store; they work early and late and find to their sorrow in a short time that their credit is gone, and when too late that they have been conducting business at a loss.

Surely this great problem of cost should be given more attention at all retail gatherings. It is safe to say that if every grocer and general merchant in Canada knew exactly what it cost them to conduct their businesses, there would be fewer failures and more outstanding successes among the retail trade to-day.

## CLEANING UP THE STORE.

It is preaching what one does not practice when a dealer displays, advertises and otherwise attempts to sell house cleaning articles, and delays his own house cleaning operations.

If the store, warehouse and back yard have not yet had an overhauling with a view to removing the dirt and straightening up things, now is the time to give this phase of the business some attention. It is not necessary here to elaborate on the amount of dust and refuse that seems to gather from nowhere in every corner of the

store. It can usually be found without much inspection. The ceiling and walls will probably require a coat of whitewash or paint. The floor, counters and woodwork may need some varnish and the store front a coat of paint.

Every dealer has on his shelves numerous sweeping powders, furniture polishes, lyes and cleansers which might well be brought into commission at this time. Once they have been tried, they can be talked up more intelligently to customers.

The spring cleaning campaign should certainly be attended to at once. It results in a brighter appearance to the store which invites business and should be a part of every dealer's selling plans at this time of year.

## THE FIRE INSURANCE PROBLEM.

The folly of conducting a business without being well insured has frequently been demonstrated. Some men are learning this much to their sorrow and at a great cost. Not only does the merchant owe it to himself to be fully insured, but to his creditors as well. To give sufficient protection to the men who allow him goods on credit is only just. But there is another side to the insurance question which men are prone to forget.

In an address before the Canadian Credit Men's Association in Toronto last week on "Fire Insurance and Its Relation to Credit," John B. Laidlaw pointed out that there were many retail merchants in Canada who had their insurance in very bad shape and that in case of fire they would probably be able to collect only a percentage of the amount expected.

That this is true, and there is deep reason to believe such is the case, is regrettable. Many merchants do not give the fire insurance the thought they should. Not only is it necessary to carry a policy of the amount which would cover the loss in case of fire, but it is just as essential that the merchant make sure that in case of fire he will be able to collect the amount he expects.

Some men, even business men, are willing to take too much for granted. They are led to believe perhaps that the company in which they are insured is strong or that in case of fire they will receive a certain amount, but they fail to investigate to make sure that such is true.

The man who insures should first be well insured. Before taking out a policy he should make certain that the company is a sound and reliable one. When he gets his policy it is also his duty to carefully read it to see that terms are as he understands them, and study the conditions he must himself comply with to insure the policy against protest.

## MOCHA COFFEE CASE.

A United States pure food case of considerable interest to the coffee trade was recently before the courts in Chicago. The charge was the misbranding of Mocha coffee, the defendants being the Thomson & Taylor Spice Co.

The real problem at stake is as to whether or not it is lawful in the United States to label Harrar or Abyssinian coffee as Mocha coffee. The Government claimed that under the Pure Food and Drugs Act, and a subsequent amendment which ruled that only coffee grown in the Yemen province of Arabia could properly be labeled Mocha, the label on a shipment in question reading "Java and Mocha Gold Brand Coffee" was false and mislead-



## THE CANADIAN GROCER

ing, because the coffee was a blend of Java and Abyssinia.

The defendants admitted that the coffee was a blend of Java and Abyssinian coffee, but claimed that the Abyssinian was purchased prior to the Pure Food and Drug Act; that it was purchased as Mocha in good faith. They tried to show that whereas for many years it was a matter of trade custom to buy and sell Abyssinian coffees as Mocha Longberry, this custom was abandoned by many coffee men in 1908, the time the amendment to the Pure Food Act was made, rather under the coercion of the Department of Agriculture, and merely to place themselves in harmony with the law. The defence denied that there was any law respecting the matter.

If the Government is sustained in its contentions, the trial may be considered as a test case, so far as the geographical name of any article and its place of growth is concerned. For instance, the decision may be a factor in determining whether or not there will be discontinued in the United States the name "Rocky Ford" as applied to melons grown anywhere but in the Rocky Ford district in Colorado; or Blue Point oysters, if they come from any place other than Blue Point, Long Island, etc.

The case is being watched with considerable interest by not only coffee men, but other sections of the trade.

### WESTERN SEEDING PROSPECTS.

The weather during the past week has been favorable for farmers in Western Canada, and the ground is drying nicely.

Considerable grain has already been sown in Manitoba, while further west in Saskatchewan seeding is progressing rapidly.

Much of the grain that was left in the stook and stack over winter is now being threshed, and is turning out very well, much better than expected.

Large quantities of wheat that farmers expected to realize on only as feed grain is grading number three, and bringing a fair price. If the weather continues favorable for the next two or three weeks there will be an undoubtedly optimistic feeling throughout the West and general business will be good.

There is a sense of gloom prevailing over the city of Winnipeg, and all flags are floating at half-mast on account of losing such a large number of her most respected citizens by the foundering of the Titanic.

### EDITORIAL NOTES.

Know thy cost, Mr. Dealer; know thy cost.

\* \* \*

Cooked ham should now be featured; it helps in the quick-lunch operations.

\* \* \*

Let the people know about the goods you carry. Few of them are mind-readers.

\* \* \*

It profits a dealer little if he makes many large sales and only a few small collections.

\* \* \*

Maple syrup almost sells on sight these days. See that it is sighted by every customer.

Prices are breaking somewhat on prunes. Many wholesalers have quotations to offer lower than the standard prices.

\* \* \*

The clerk who is mathematically inclined has a chance of earning an extra dollar. See the offer on another page of this issue.

\* \* \*

Any attempts to push canned beets should result favorably. They are delicious to the taste and serve as a splendid dinner vegetable.

\* \* \*

One of the greatest icebergs in the retail business is lack of sufficient knowledge of costs. Many a merchant has foundered on this obstacle.

\* \* \*

Whatever goes up is sure to come down, is an old adage coming true in the case of butter. It is wending its way slowly down the hill.

\* \* \*

The baseball seasons in many Canadian cities will soon begin. The opening is usually coincident with the death of many grandmothers of delivery boys.

\* \* \*

The merchant who advertises will never be among the unknown dead. Add to advertising "judgment" and you have a strong business builder.

\* \* \*

Horticulturally speaking, April is the month for starting things. Start those much needed house cleaning operations before the month closes.

\* \* \*

Pickles are a splendid seller this spring. The housewife's stock ran out earlier than usual, not so many having been "put down" last year.

\* \* \*

The average housewife wants bacon sliced thin. The dealer who always supplies her wants is above the average in her estimation.

\* \* \*

Overweight seems to be one of the general bad features in confectionery retailing. Grocers are too soft-hearted altogether—a lesson from Shylock would be beneficial for some.

\* \* \*

New Brunswick is going in strongly for apple culture, which is certainly a worthy object. The Fruit Growers' Association of that province will set out 20,000 more apple trees than last year.

\* \* \*

The price of glass has been put up by Montreal dealers who sell to the hardware trade. It is not likely, however, that this will affect fruit jar prices. A Toronto manufacturer told The Grocer that while manufacturing costs have advanced during the past year, there has been no advance in price of fruit jars, and none are contemplated. Their prices this season are exactly same as last.

## Items in the Cost of Doing Business

Expenses that Amount to About 10 per Cent.—Stock Turned Over Sixteen or Seventeen Times Looks Like a Record—Adding Rent to Cost Whether Store is Rented or Not—An Invitation Accepted.

\*By Henry Johnson, Jr.

Ottawa, Ont., Feb. 23, 1912.

Dear Mr. Johnson,—I am sure that I would enjoy a visit with you; but it is not likely that you would receive much inspiration from a trip to our town or my store. I am just a common little grocer, one of the "2 x 4" kind, but always willing to learn.

I have enjoyed your articles in The Grocer very much for a long time, and have derived a lot of profit from them, too. Once or twice I have shown them to traveling men, who said they were probably all right, only likely were written by some man who was not in business, or never had been. On the same line, they would say, as the old maids writing to the ladies' magazines telling mothers how to raise their babies! That was my reason for asking if you were now in business.

You can readily see by the figures which I have sent you that I am only a small dealer; but I believe I have made a good showing for the amount of capital invested. I have always made some money; but I lost heavily by fire once.

I sometimes have aspirations for a big business, but guess the best thing for me is to peg along as I have done and leave the larger affairs for people with more brains.

But be sure and see me if you ever get in this part of the country. I thank you for your personal interest.

Very truly yours,

M. F. H.

### Bouquet for the Small Dealer.

Is that a nice sort of letter to receive? If you would know, reflect that I have reviewed this man's business for several years. Then you will see how I come by his evidently complete confidence.

He need not depreciate his own capacity, ability nor accomplishment. It is the smaller merchant who "has time" to think that does the real thinking, on the average; and from him I can usually learn the most. I have learned from M. F. H., as we all learn most and best, through trying to teach him.

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

Further, the joy of his contentment is something he should cherish, for riches will not buy that.

Funny about my good friends, the "boys on the road." They are all such chums of mine, generally such fine, solid, well-meaning fellows, that I am glad to hear from them if only to be called an Old Maid! Tell 'em who I am, M. F. H. Maybe some of them will recall me. Tell them to get in line on the right way to figure—my way; for it is the accepted way of to-day and to-morrow, and they all want to be Issers and To-be-ers, not Haswassers!

### Will Accept the Invitation.

Yes, my friend; if I ever get into your town I shall sure go to see you. I'll take my chances of getting the value out of the time spent with you, too.

Winnipeg, March 11, 1912.

Mr. Johnson.

Dear Friend,—I have been interested in your comments on cost of doing business. I am sending you my statement of the past year's work. I make my expense a little less than 10 per cent. Please tell me what I have left out. Part of the statement is guessed at. I meant to make it large enough where I guessed. Most of it is all right. My delivery is by contract, no horses or wagon to keep up. Drayage the same. My stock invoiced \$1,700 this time, had some more flour than last year at invoice time. With best wishes, I remain yours,

C. J. H.

The accompanying statement is certainly interesting:

Clerk hire.....	\$ 960.00
Paper, twine, sacks .....	250.00
Interest on investment .....	215.00
Delivering .....	240.00
Drayage .....	80.00
Insurance .....	47.00
My salary .....	720.00
Advertising .....	70.00
Lights.....	35.00
Coal.....	35.00
Stamps and stationery .....	20.00
Deterioration, fixtures .....	10.00
	<hr/>
	\$2,682.00

Sales..... \$28,440.00

### Record Daily Expenditures.

I can think of only a few items omitted from that statement. For instance, rent, telephones, taxes, ice; maybe also,

association expenses, contributions, and there should be a miscellaneous entry to cover numbers of little things now omitted—the trade papers he reads, like The Canadian Grocer, for example.

The only proper and safe course is for every man to keep a set of books—two will do the trick—which will enable him to record his daily expenditures for all things; for no man can do this work correctly from memory.

My friend pays rent, whether he owns the building or not. Need I argue that point? If he owns the building, it is worth money. He could rent it, so he should charge his business with the rent he could get for the property. This is the least he should do. Maybe he should do more. Maybe he could not rent the place at all, but has built it for his business. Then it is of special value to the business and, as the investment for the business was unusually hazardous because of scarcity of other possible tenants, the business should pay more than the average going return on business property.

### Why Rent Should be Charged.

Say the place is worth 2,000. That it cost \$2,000. Mr. H. could invest that money in bonds or mortgages where it would pay him 6 per cent. safely, reliably, without thought or worry on his part. Hence, it must pay 6 per cent. first. Then taxes of 1 per cent.; repairs of 2 per cent.; depreciation, 2 per cent. That makes 11 per cent. The rent should be 12 per cent, or \$240 a year, \$20 per month. This is going on the theory that there is no other tenant to be had. If the town is growing and other occupants might readily be obtained, the 2 per cent. depreciation is eliminated because enhancement of value will compensate for that feature. Then 10 per cent., \$200 a year, is enough. But remember this: You cannot do business without paying rent, whether you think so or not. So let us add:

Rent .....	\$240.00
Phones.....	24.00
Taxes (mercantile) .....	20.00
Trade papers.....	3.00
Associations .....	5.00
Ice .....	10.00
Contributions .....	10.00
Sundries.....	26.00
	<hr/>
	\$338.00

### An Economical Expense.

As he shows it, his expense is 9.43 per cent. plus—wonderfully low. Even with the additions I have made, it is only 10.61 per cent. plus, say 10½ per cent.; and that is a very economical figure on which to run a business nowadays. I think that, even if I have not hit the right items and amounts in my addi-

tions, I should like how the b how it st be very pr about 7 pe gin on the give Mr. H to invest year. Eve \$1,422.00, ed on a gr ther avera ther details Now note

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"Althoug highest pric vance is in roasters, wh came to sue getting back one at the is claimed t a pound mo ago, while i the retailer l The roasters price to the had reason to vance in who temporary, a curtailment o to the consum

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### Coff

"It should coffee is at all plenty of coffee two-thirds of th der the valoriz



tions, I am not far from the facts. I should like, now, to have a statement of how the business stood a year ago and how it started this year; for it should be very profitable, as there is room for about 7 per cent. to 8 per cent. net margin on the sales of \$28,440, which would give Mr. H. from \$1,990.80 to \$2,275.00 to invest outside of his business every year. Even 5 per cent. net would be \$1,422.00, and that could be accomplished on a gross margin of only 16 2-3 per cent. average. So I shall hope for further details.

Now note an astonishing thing. Here

is an overturn of stock nearly 16 1/2 times in a year, taking the \$1,700 inventory as a basis. If that stock is unusually full, as he says, then maybe he is turning his stock 17 times or more. He charges himself \$215 interest. On 6 per cent. basis, this would mean an investment of \$3,580.33 1-3 and sales of \$28,440 would mean a turnover of the entire investment just under 8 times.

I should like to hear from Mr. H., for he certainly should be successful and I should also like to know how nearly correct is my diagnosis.

## Plenty of Coffee That Cannot Be Got At

**Held Up in Brazil Under the Valorization Scheme, Says an Authority—The Planter Making Money Under This System — Outlook for Still Higher Prices.**

A Canadian coffee man states that the following opinion presents the coffee situation in the proper light: —

“Although coffee now commands the highest prices in years, a further advance is imminent, according to local roasters, who declare that matters have come to such a pass that they are not getting back a new dollar for an old one at the present selling prices. It is claimed that green coffee costs 10c. a pound more than it did three years ago, while in that period the cost to the retailer has been increased only 5c. The roasters have been slow to raise the price to the distributors, because they had reason to suppose that the sharp advance in wholesale prices would be only temporary, and they feared a serious curtailment of consumption if the prices to the consumer went up too rapidly.

### Advance Was Permanent.

“The advance in wholesale prices, however, has proved far more permanent than expected, and there is so little in sight to suggest any relief that the roasters have only one of two courses to pursue, either to go out of business, as indeed, several have in the past year, or get prices for their goods that will net them some profit. If the retailer is obliged to pay more for coffee, it is only natural that higher prices will be demanded from the consumer. Coffee, which used to retail for 35c. a pound, should now bring 45c., and goods that a few years ago sold at 22c. should bring 30 to 32c. to cover the increase in wholesale prices.

### Coffee Not Scarce.

“It should not be understood that coffee is at all scarce; indeed, there is plenty of coffee in the world, but almost two-thirds of the total supply is held under the valorization scheme and inter-

ests friendly to those behind that plan, which has for its principal end the maintenance of coffee at a high price. The present world's supply of coffee is about 12,000,000 bags; of that total about 500,000 bags are held by the valorization interests, while in Brazil there are about 2,500,000 bags more, which are practically kept out of the channels of trade because the owners ask more money than the coffee is actually worth. Thus something like 7,000,000 bags of coffee are kept off the market, and there is only a floating supply of approximately 5,000,000 bags.

### Planters Becoming Wealthy.

“The owners of the larger part of the available supply are in a position to do what they will with the market, and as present indications are that the next Brazil crop will be a small one, they are inclined to take every advantage of their position. The Brazilian planter is waxing wealthy on the present high prices of coffee, and interest on the bonds floated under the valorization scheme is easily met while the Brazilian Government gets its share in what the local roasters are pleased to call a ‘hold-up’ by a surtax, or an export duty on all coffee exported in excess of 10,000,000 bags in one year. In fact, the roasters and consumers of the country seem to be the only ones in the industry who do not benefit by the present high prices.”

### TO DEFINE POLICY.

**Meeting of Executive of Ontario R.G.A. Called for May 8 in Brantford.**

President D. W. Clark, of the Ontario Retail Grocers' Association, has arranged for a meeting of the executive of

the new organization for Wednesday, May 8, at Brantford, Ont. The views of the various members were obtained in arriving at the place and date, the majority favoring Brantford.

At this meeting the policy of the association will be formulated and then efforts will be directed to the organization of associations in different centres of the province. From replies received by President Clark from members of the executive, they are all enthusiastic over the prospects, and are anxious to get down to work at once.

### ORGANIZER FOR ONTARIO.

**R. M. A. to Have Representative Call on the Trade.**

M. Moyer, who for many years was in the retail grocery business, has been appointed general organizer of the Retail Merchants' Association of Canada for Ontario and will begin his duties in



M. MOYER.

Who will tour Ontario as organizer for the Retail Merchants' Association.

a couple of weeks' time. He states that an active organization campaign will be undertaken and hopes to form branch associations in various centres before a year's time. He will hold meetings in different towns and cities, at which he will explain the aims and objects of the association work.

### THE R. M. A. OFFICERS.

Toronto, Apr. 25. — The Toronto branch of the Retail Merchants' Association of Canada at a meeting last week elected the following officers:—President, J. C. Van Camp; 1st vice-pres., W. G. Sheppard; 2nd vice-pres., W. G. Britnell; treasurer, F. C. Higgins; secretary, John Impey; auditor, O. M. Moore; representative to Canadian National Exhibition, Thomas Bartrem.



# Latest Review of the Grocery Market

Sugar Continues in Weak Position—Prunes Still Easy at Some Points—Syrups Up in Winnipeg—String Beans Higher in New Brunswick—Brazil Nuts Down in Montreal—Beans Hold Strong Position—Twine Is Higher.

## QUEBEC MARKETS.

Hallowee Dates—Advanced.  
Brazil Nuts—Declined.  
Molasses—Strong.  
Sugar—Weak.

Montreal, April 25.—An active spring business is reported in all lines of the trade. Exceptionally good deliveries are partly responsible for the favorable turn of affairs, and dealers claim it will be a record season notwithstanding the many drawbacks and disadvantages offered within the last few months.

It is interesting to note that sugar is waiting for a decline and nothing at present is likely to vary its downward course.

Molasses offers an exceptionally strong market on import orders.

Canned goods have started to become active, a few changes having been made this week. Standard peas are quoted at \$1.10; early June, \$1.15; fine, \$1.80, and extra sifted, \$1.80. Canned corn is now selling at 95 to 97½ cents per doz. Split peas are down to \$3.90 per bag.

SUGAR.—Sugar situation at present is interesting. Values for all grades are high, but wholesalers predict a decline before long. Trade is only moving in limited amounts.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 55
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls. boxes	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbls. granulated and yellow may be had at 5c above bag prices.	

SYRUP AND MOLASSES.—Trade in molasses is of a satisfactory volume. Prices since last issue offered signs of weakening in sympathy with the recent drop in raw sugars, but stiffened again. A good business is being done in import orders. Syrup has offered no new features during the week. Business continues good, the general tone of the market is strong.

Fancy Barbados molasses, puncheons	0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03½	0 03½
Corn syrups, half-barrels	0 04	0 04
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 3½-lb. pails	1 90	1 90

Corn syrups, 25-lb. pails	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25
Cases, 10-lb. tins, ½ doz. per case	3 15
Cases, 20-lb. tins, ¼ doz. per case	3 10

DRIED FRUITS.—Steady routine market noted in dried fruits. Business for spring trade is brisk and well supplied. Hallowee cleaned dates have experienced an advance, owing to slight local scarcity joined with the exceptionally heavy call. Direction of prices tend downward in prunes.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08¾	0 09¼
Currants, fine filiatras, per lb., cleaned	0 07½	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08¼	0 09
Currants, Patras, per lb.	0 09	0 09¼
Currants, Vostizzas, per lb.	0 09¼	0 10
Dates, 1-lb. packages	0 06½	0 06½
Dates, Hallowee, loose	0 11	0 11
Figs, 3 crown	0 07¾	0 19¼
Figs, 4 crown	0 08	0 10¾
Figs, 5 crown	0 08¼	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 8 crown	0 11	0 17
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10¼	0 11¼
Glove boxes, 10-oz., per box	0 07	0 07¾
Prunes—		
20-30	0 13	0 13
30-40	0 12¼	0 12¼
40-50	0 11½	0 11½
50-60	0 11¼	0 11¼
60-70	0 10½	0 10½
70-80	0 10	0 10
80-90	0 09¼	0 09¼
90-100	0 07	0 07
100-120	0 08	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09	0 09
Choice fancy seeded, 1-lb. bags	0 09¼	0 09¼
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63¼	0 63¼
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75¼
Malaga table raisins, clusters, per ¼ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08¼
Valencia, select, per lb.	0 08¼	0 09¼
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The situation as regards tea for the week, remains as previously reported. Results of Japan crop will be received next week; this may tend to vary the market.

Japans—		
Choiceest	0 40	0 50
Choice	0 36	0 37
Fine	0 30	0 35
Medium	0 28	0 30
Good common	0 21	0 24
Common	0 19	0 21
Kamashino	0 17	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Tysons	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingney gunpowder, low grade	0 14	0 18
Pingney gunpowder, pea leaf	0 20	0 30
Pingney gunpowder, pinhead	0 30	0 50

COFFEE.—A local coffee dealer says the market is "of a dragging order," a good inquiry is reported with values ruling quiet and firm.

Mocha	0 25	0 28
Rio	0 21¼	0 23¼
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26¼

SPICES.—Values on spices for the week show little or no change with market conditions practically the same

as previously mentioned. Trade is routine and likely to continue so until the spring advances further. Navigation will also add to activity of the market.

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

NUTS.—Good amount of business continues to be done in shell varieties. Brazils gave been active this week, offering a decrease. Spring orders are bringing greater calls especially in the peanut market.

In shell—		
Brazils	0 14½	0 16
Filberts, Sicily, per lb.	0 10¼	0 12
Filberts, Barcelona, per lb.	0 10¼	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14¼	0 15¼
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13¼	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08¼	0 09
Coon, roasted	0 08¼	0 09
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 10	0 11
Sun, roasted	0 10	0 11
Spanish, No. 1	0 13	0 15
Virginia, No. 1	0 18	0 19
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 08	0 10
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

RICE AND TAPIOCA.—No developments moved the markets for rice or tapioca during the week. Greater inquiry is noted, but sales still continue on same lines.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, pockets, 25 lbs.	3 55	3 65
Rice, grade B, ¼ pockets, 12½ lbs.	3 65	3 75
Rice, grade C.C., bags, 250 lbs.	3 35	3 45
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., ¼ pockets, 12½ lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 00	4 10
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 45	5 55
Carolina rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

## ONTARIO MARKETS.

POINTERS—  
Sugar—Still weak.  
Prunes—Concessions made in prices.  
Beans—Steady.  
Cotton Twine—1c lb. higher.

Toronto, April 25.—Trade during past week or so has been none too brisk. In fact most jobbers are willing to concede

that during the season, the market will see a great deal of the lower rates can be made out of the market against \$4.

It was that cotton and dealers recently advised. An exception during the week, the grocer fact that appetizers retailers should be made in price and beans. Some who are to purchase pork and at least SUGAR. continues to be week. More news regarding the receipt of favorable ruled weak. However, sufficient stock is being along t

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that during past month there has been no overrush. However, trade is no more quiet than other years at this season. Another consideration is backwardness in opening up of spring season, "Trade in sugar," said one jobber, "has been slow, and it naturally makes a considerable difference in total sales."

Prospects are however, bright and confidence is expressed that near future will see greater activity. For one thing navigation will shortly be opening in earnest on the lakes and this will help a great deal. Retailers are awaiting the lower rates and wholesalers already have considerable business booked to go forward as soon as the better freight rates can be secured.

Country roads are also improving and farmers will be enabled to get out to make purchases. Retailers stocks in many lines such as dried fruits and canned goods are getting into smaller compass and will soon have to be replenished. Add to this the fact that housecleaning articles are beginning to move out and you have the reason for rosy dreams on the part of wholesalers.

Sugar continues weak under easy raw market caused by heavy receipts from Cuba. Demand for refined is dull. Refined in Toronto is \$5.45 per cwt. as against \$4.70 a year ago.

It was pointed out some time ago that cotton was moving upward and that a firming in cotton twine was not unlikely. It continued in this direction and dealers in cotton twine have recently advanced prices 1 cent per pound.

An exceptionally good demand is noted for pickles this spring. In fact all during winter there has been better demand than usual. Reason probably is that on account of high prices of vegetables last year housewives did not put away many pickles and have to rely on the grocer for these now. This and fact that palate demands some of these appetizers in spring is good reason why retailers should give pickles prominence.

Beans continue to hold a strong position. Big upward move which has been made in prices has naturally firmed pork and beans. It has been suggested that advance in these may become necessary. Some wholesalers are advising customers to purchase, using argument that pork and beans are staple lines anyway and at least will remain steady.

SUGAR.—Tone of sugar market still continues one of weakness, raws having continued easy and lower during past week. More definite and substantial news regarding what can actually be expected from Cuba is awaited. At present receipts of raws point to extremely favorable outturn and market has ruled weak. There are those who maintain, however, that planters have not sufficient storage facilities and are sending along their sugar and that this ac-

counts for favorable showing which will mean less favorable conditions later on.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 55
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 65
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb. boxes	5 55
Red Seal, 5-lb. box	0 37
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 60

SYRUP AND MOLASSES.— Fact that corn still holds a stiff front accounts for present strength in corn syrups and starch. Position of these two lines is well maintained. Considerable business is still being done in syrups while approach of warmer weather will mean a larger demand for starch.

Weakness in sugar has had tendency to break faith in molasses situation but conditions seem to indicate quite a steady undertone. Demand from retailers for this line continues routine.

Syrups—	
2-lb. tins, 2 doz. in case	Per case. 2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, 1/2 doz. in case	2 80
20-lb. tins, 1/4 doz. in case	2 75
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04
Pails, 38 1/2 lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals. 12 to case	5 40
1/4 gals. 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 00
1/2 gallons, 12 to case	7 20
Quarts, 24 to case	7 20
Pints, 24 to case	4 80
Quart bottles, 12 to case	3 80
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 25 0 32
Barbades, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—It is pleasing to note that here and there are wholesalers who note greater activity in dried fruits. With more than one firm, prunes have recently taken on more life denoting reduced stocks in retailers' hands.

Tone of prune market continues easy both locally and at coast points. Local jobbers are well supplied, and to induce business, lower prices have been quoted by many firms. No doubt on certain sizes, sales are being made by some firms at figures below quotations, but owing to variations in prices of different houses, it is difficult to get an exact line on values. Apparently larger sizes are in most plentiful supply here.

Figs as pointed out before are getting into smaller compass and are firm. Layer figs are well cleaned up, fanciest varieties being about done. Tapnets are also in rather scant supply for season.

Dates are in much same condition as figs, and are considered good property. Valencia raisins are quoted 1/4 cent under quotations by some firms. Seeded raisins continue easy on the coast.

Prunes—	
30 to 40, in 25-lb. boxes	0 12 1/2 0 13 1/2
40 to 50, in 25-lb. boxes	0 11 1/2 0 12 1/2
50 to 60, in 25-lb. boxes	0 11 0 11 1/2

60 to 70, in 25-lb. boxes	0 10 1/2 0 11
70 to 80, in 25-lb. boxes	0 10 0 10 1/2
80 to 90, in 25-lb. boxes	0 09 0 09 1/2
90 to 100, in 25-lb. boxes	0 09 0 09
Same fruit in 50-lb. boxes, 1/4 cent less.	
Bosnia prunes	0 05 1/2 0 06
Apricots—	
Choice, 25-lb. boxes	0 22
Slabs	0 20
Candied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 10 1/2
Citron	0 10 0 10 1/2
Figs, 1 to 1 1/2 inches, per lb.	0 08 0 13
Tapnets	0 04 1/2 0 04 1/2
Bag figs	0 05 0 07
Evaporated peaches	0 15 0 17
Dried apples	0 08 1/2 0 10
Evaporated apples	0 10 1/2 0 11 1/2
Currants—	
Fine Filletas	0 07 1/2 0 08
Patras	0 08 0 08 1/2
Vosticas	0 10 0 11
Uncleaned, 1/4 cent less.	
Raisins—	
Sultana, choice	0 12 0 14
Sultana, fancy	0 14 1/2 0 15 1/2
Valencias, selected	0 08 0 08 1/2
Seeded, 1 lb. packets, fancy	0 08 1/2
Seeded, 16-oz. packets, choice	0 08 1/2
New Dates—	
Hallowees—	
Full boxes	0 06 1/2
Package dates, per 1 lb.	0 07
Figs, choicest, 15-lb. boxes	0 08 1/2 0 09 1/2
Figs, choicest, 50-lb. boxes	0 08 1/2 0 09 1/2

TEA.—No particular alteration in local situation. A report from London says that notwithstanding present adverse industrial conditions, demand continues active and testifies to inherent strength of the position.

Shipments from Colombo to the United Kingdom during March were 350,000 lbs. over those for 1911, and the estimate for April is an increase of 1,250,000 lbs. over 1911. London advices from Colombo are to the effect that yields are still improving. These facts may have the effect of weakening prices for the time being of the lower grades of Ceylon tea, but large dealers do not anticipate an easier market for good-liquoring Indian and Ceylons for some time.

COFFEE.—Nothing in situation to denote any variation from present steady to firm position. Market is well maintained by strong statistical position and fact that it is in strong hands. Demand from retailers is normal.

Rio, roasted	0 23 0 24
Green, Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maraibo, roasted	0 24 0 25
Bagotas	0 27 0 28
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 25 0 26
Jamaica	0 24 0 25
Chicory	0 12 0 13

SPICES.—Trade is somewhat healthier and prospects are bright. No special features to prices. Future of some lines is rather uncertain. Mace looks strong. New crop futures in China cassia due late summer or early autumn are lower.

	Tins.	1/4-lb.	1/2-lb.
Allspice	15-18	65-70	75-80
Cassia	30-35	85-1 15	95-1 25
Cayenne pepper	23-25	90-1 05	90-1 15
Cloves	23-25	75-0 95	85-1 10
Cream tartar	27-30	90-0 00	
Curry powder	25-30		
Ginger	22-27	65-0 85	75-0 95
Mace	50-65		6-1 75
Nutmegs	30-45	90-0 00	1 00-0 90
Peppers, black	18-22	67-0 75	80-0 90
Peppers, white	25-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	18-20	75-0 00	75-0 00
Turmeric	15-20		
Range for pure spices according to grade. Pails or boxes 3 cents per lb. below tins. Barrels 3 cents below tins.			
Mustard seed, per lb. in bulk			0 12
Celery seed, per lb. in bulk			0 20
Shredded cocconut, in pails			0 16 1/2 0 17 1/2

NUTS.—Some firms quote shelled walnuts at 28 cents. Brazils are worth



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around 15 cents with tendency downward with larger quantities of new crop arriving.

Peanuts are taking on more life. A report from producing section of United States says present situation on farmers' stocks is firm and supply left in their hands small.

"Stocks of farmers' goods," says a Southern report, "are lighter than last year at the principal markets, and the situation is strong from a statistical standpoint and with average trade conditions the supply of Virginia and Spanish peanuts will be exhausted before the new crop is ready for market."

Almonds, Formigetta	0 15	0 15 1/2
Almonds, Tarragona	0 15 1/2	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 11	0 30
Walnuts, shelled, old	0 11	0 12
Peanuts, roasted	0 17	0 18
Peanuts, green, extras	0 10	0 15
Peanuts, green, jumbo	0 10	0 13
Peanuts, green, jumbo	0 10	0 13 1/2
Peanuts, green, jumbo	0 10	0 10

RICE AND TAPIACO.—Demand on fair level in both these lines. Nothing new that would have influence on prices but values are well maintained. Correspondence from East note steadiness in fancy lines. Considerable strength in United States markets.

Standard B, from mills, 500 lbs., or over, f.o.b. Montreal	3 65
Rice, standard B., f.o.b. Toronto	3 55
Per lb.	
Rangoon	0 03 1/2
Fancy rangoon	0 04
Patna	0 05
Japan	0 05 1/2
Java	0 06
Carolina	0 08
Sago, medium brown	0 06 1/2
Tapioca	
Bullet, double goat	0 08
Medium pearl	0 06 1/2
Flake	0 08
Seed	0 06 1/2

BEANS.—Holder's ideas on beans continue firm. Stocks in farmers' hands and at principal centres are small, demand is good and considerable period yet to go before new crop will be available.

Prime beans, per bushel	2 60	2 65
Hand picked beans, per bushel	2 75	2 80
California Lima beans, lb.	0 08	

CANNED GOODS.

TORONTO.—Peas and corn are quoted lower in Montreal, at least by some firms, but local wholesalers maintain quotations and most of them say there is nothing to warrant a break in prices as there is no over-supply and end of season will find decks well cleared. There are said to be some firms who on account of temporary quietness had a slight attack of "cold feet" but one wholesaler pointed out that it is usual for late winter to be marked by this lull but that now is the commencement of a good selling season and that these lines should commence to move more freely. Spring naturally brings green peas to mind, and canned article is next best thing, and not a bad substitute either.

Salmon maintains its strong position, and there are indications of strong market, especially on sockeyes again this year

as being another "lean" year, pack cannot be expected to increase. Naturally under high prices there is tendency either to use cheaper article or purchase best article in smaller packages. Latter seems to be line followed, as people who have once used good salmon always want it. For this reason sale of 1-2 lb. tins has been increasing during past couple of years.

High prices for beans has caused firmness to pork and beans, and it has been suggested that conditions may come to such a stage that an advance will be necessary in prices. Manufacturers point out that not only have beans advanced, but everything else connected with manufacture, including solder, cans, nails and cases have been on increase. They say no advance will be made until absolutely necessary, but that profits are now clipped to a pretty close margin.

FRUITS.

3's-Apples, preserved	1 82 1/2
3's-Apples, standard	1 10
Gal.-Apples, standard	3 05
2's-Blueberries (huckleberries), standard	1 50
Gal.-Blueberries (huckleberries), standard	6 00
2's-Gooseberries, preserved	2 02 1/2
Gal.-Gooseberries, solid pack	8 82 1/2
2's-Grapes, white, Niagara, preserved	1 57 1/2
Gal.-Grapes, white, Niagara, standard	3 57 1/2
2's-Peaches, white, heavy syrup	1 92 1/2
3's-Peaches, white, heavy syrup	2 92 1/2
1/4's-Peaches, yellow, flat, heavy syrup	1 57 1/2
2's-Peaches, yellow, flat, heavy syrup	1 92 1/2
3's-Peaches, yellow, flat, heavy syrup	2 02 1/2
3's-Peaches, whole, yellow, heavy syrup	2 12 1/2
3's-Peaches, pie, not peeled	1 52 1/2
3's-Peaches, pie, peeled	1 72 1/2
Gal.-Peaches, pie, not peeled	4 42 1/2
Gal.-Peaches, pie, peeled	5 57 1/2
2's-Pears, heavy syrup	1 82 1/2
3's-Pears, heavy syrup	2 42 1/2
2's-Pears, light syrup, globe	1 37 1/2
3's-Pears, light syrup, globe	1 77 1/2
3's-Pears, pie, not peeled	1 42 1/2
3's-Pears, pie, peeled	1 57 1/2
Gal.-Pears, pie, not peeled	4 12 1/2
2's-Plums, light syrup	0 92 1/2
3's-Plums, light syrup	1 37 1/2
2's-Plums, heavy syrup	1 47 1/2
3's-Plums, heavy syrup	1 47 1/2
Gal.-Plums, standard	3 57 1/2
2's-Plums, egg, heavy syrup	1 47 1/2
3's-Plums, egg, heavy syrup	1 72 1/2
2's-Plums, Green Gage, light syrup	2 27 1/2
3's-Plums, Green Gage, light syrup	1 02 1/2
2's-Plums, Green Gage, heavy syrup	1 32 1/2
3's-Plums, Green Gage, standard	1 92 1/2
Gal.-Plums, Green Gage, standard	4 77 1/2
2's-Cherries, black, pitted, heavy syrup	1 97 1/2
3's-Cherries, black, pitted, heavy syrup	1 57 1/2
2's-Cherries, red, pitted, heavy syrup	1 57 1/2
3's-Cherries, red, pitted, heavy syrup	1 57 1/2
Gal.-Cherries, red, pitted, heavy syrup	8 57 1/2
2's-Cherries, white, pitted, heavy syrup	2 67 1/2
3's-Cherries, white, pitted, heavy syrup	1 67 1/2
2's-Currants, black, heavy syrup	2 02 1/2
3's-Currants, black, heavy syrup	2 32 1/2
Gal.-Currants, black, standard	5 32 1/2
Gal.-Currants, black, solid pack	8 32 1/2
2's-Currants, red, heavy syrup	2 02 1/2
3's-Currants, red, heavy syrup	2 32 1/2
Gal.-Currants, red, standard	5 32 1/2
Gal.-Currants, red, solid pack	8 32 1/2
2's-Gooseberries, heavy syrup	2 30
Gal.-Gooseberries, standard	7 05
2's-Lawtonberries (blackberries), by. sy.	1 82 1/2
Gal.-Lawtonberries, preserved	2 02 1/2
Gal.-Lawtonberries, standard	7 07 1/2
2's-Pineapple, sliced, heavy syrup	2 27 1/2
3's-Pineapple, sliced, heavy syrup	2 27 1/2
2's-Pineapple, whole, heavy syrup	2 27 1/2
3's-Pineapple, whole, heavy syrup	2 37 1/2
2's-Raspberries, black, heavy syrup	2 40
3's-Raspberries, black, heavy syrup	2 40
Gal.-Raspberries, black, preserved	2 40
Gal.-Raspberries, black, standard	7 30
Gal.-Raspberries, black, solid pack	9 55
2's-Raspberries, red, heavy syrup	2 40
3's-Raspberries, red, heavy syrup	2 40
Gal.-Raspberries, red, standard	7 30
Gal.-Raspberries, red, solid pack	9 55
2's-Rhubarb, preserved	1 57 1/2
3's-Rhubarb, preserved	2 32 1/2
Gal.-Rhubarb, standard	3 57 1/2
2's-Strawberries, heavy syrup	2 40
Gal.-Strawberries, preserved	2 40
Gal.-Strawberries, standard	7 30
Gal.-Strawberries, solid pack	9 55

VEGETABLES.

2's-Beets, red kidney	1 17 1/2
2's-Beets, blood red Simcoe	1 02 1/2
3's-Beets, whole, blood red Simcoe	1 32 1/2
3's-Beets, sliced, blood red Simcoe	1 37 1/2
3's-Beets, whole, blood red Rosebud	1 42 1/2
3's-Beets, whole, blood red Rosebud	1 57 1/2
3's-Cabbage	1 02 1/2
2's-Carrots	1 02 1/2

3's-Carrots	1 32 1/2
2's-Cauliflower	1 70
3's-Cauliflower	2 12 1/2
2's-Corn	1 10
Gal.-Corn on cob	4 82 1/2
3's-Corn on cob, golden dwarf	4 82 1/2
2's-Parsnips	1 17 1/2
3's-Parsnips	1 32 1/2
3's-Pumpkins	1 02 1/2
Gal.-Pumpkins	3 15
3's-Squash	1 17 1/2
Gal.-Squash	3 37 1/2
2's-Succotash	1 17 1/2
3's-Tomatoes	1 85
Gal.-Tomatoes	4 82 1/2
3's-Turnips	1 17 1/2
2's-Asparagus Tips	2 57 1/2
3's-Beans, golden wax	1 42 1/2
2's-Beans, golden wax, midget, Auto brand	1 30
2's-Beans, golden wax	1 25
3's-Beans, golden wax	1 42 1/2
Gal.-Beans, golden wax	4 27 1/2
2's-Beans, refugee or valentine (green)	1 15
3's-Beans, refugee (green)	1 42 1/2
2's-Beans, refugee, midget, Auto brand	1 32 1/2
2's-Peas, extra fine sifted, size 1	1 80
2's-Peas, sweet wrinkle, size 2	1 40
2's-Peas, early June, size 3	1 35
2's-Peas, standard, size 4	1 30
2's-Spinach, table	1 62 1/2
3's-Spinach, table	2 27 1/2
Gal.-Spinach, table	6 02 1/2

Group B is 2 1/2c lower than above.  
Clover Leaf and Horseshoe brands salmon—  
1-lb. talls, dozen ..... 2 50  
1/4-lb. flats, dozen ..... 1 60  
1-lb. flats, dozen ..... 2 55  
Other salmon prices are—  
Humpbacks, dozen ..... 1 35  
Pinks ..... 1 35  
Cohoos, per dozen ..... 1 90  
Red Spring, per dozen ..... 2 10  
Northern River Sockeye ..... 2 45  
Lobsters, halves, per dozen ..... 3 00  
Lobsters, quarters, per dozen ..... 1 75

CANNED POULTRY AND SOUP.

Chicken	4 60
Turkey	4 60
Ducks	4 60
Soup, 2's	2 40
Soup, 1's	1 90

MANITOBA MARKETS.

Beans—Strong advance, 10 cents.  
Syrup—Dearer.  
Sugar—Steady.

Winnipeg, April 25.—The excitement and unrest resulting from the Titanic disaster has somewhat upset business conditions during past week and trade locally has been somewhat dull. There has, however, been no falling off in country orders and city is already assuming its normal conditions.

Beans and syrups are strong. They have advanced in price and are yet in an unsettled condition.

Shelled almonds have advanced a cent and Brazil nuts have declined four cents. Things are, however, somewhat quiet in the nut trade at present.

In general, prospects are very good. Weather in April so far has been favorable to work of getting in crops and a large acreage is already sown. The grain markets are strong with prices advancing, thus insuring a good turnover for large balance of crop yet unmarketed.

Collections are still reported slow but improving.

SUGAR.—No further changes in sugar prices are reported or anticipated. Demand is normal for time of year.

Montreal and B.C. granulated, in bbls.	6 90
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 00
Montreal, yellow, in sacks	5 15
Icing sugar, in bbls.	5 35
Icing sugar, in boxes (25 lbs.)	6 10
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	5 20
Powdered sugar, in small quantities	6 25
Lump, hard, in bbls.	6 35
Lump, hard, in half-bbls.	6 35
Lump, hard, in 100-lb. cases	6 35

SYRUPS.—A further advance in syrups is recorded this week and market is by no means settled.

Syrups—  
24 2-lb. tins,  
12 5-lb. tins,  
6 10-lb. tins,  
3 20-lb. tins,  
Half-barrels,  
Barbados mo  
New Orleans

DRIED  
settled de  
mediate c

New Prunes—  
90-100s, 25s  
90-100s, 10s  
80-90s, 25s  
80-90s, 10s  
70-80s, 25s  
60-70s, 10s  
50-60s, 25s  
40-50s, 25s  
Cooking Figs—  
3 20-lb. boxes  
Half boxes  
Half bags  
Valencia Raisi  
Fine, f.o.s.  
Fine, selec  
4-crown lay  
4-crown lay  
4-crown lay  
No plus ul  
Currants—  
Dry, clean.  
Washes, pe  
1-lb. packs  
2-lb. packs

COFFEE

and there  
an ease up  
Roasted Rio,  
Green Rio, 5's  
Green Rio, 7's

NUTS.—  
monds have  
have fallen

Nuts—  
Filberts ..... M  
Walnuts, G  
Walnuts, sh  
Walnuts, sh  
Almonds .....  
Almonds, sh  
Almonds, sh  
Peanuts, roa  
Peanuts, roa  
Peanuts, salt  
Peanuts, med  
Peanuts, larg  
Brazilis .....  
Nutmegs .....  
BEANS.—  
have advanc  
Beans, 3-lb. pick  
Hand picked, p  
Peas, split, 100

FRUITS  
fruit trade l  
ment with t  
er.

Oranges, navals  
Bananas, bunch  
California lemon  
Messina lemons  
Limes, box .....  
Cranberries, barr  
Grape fruit  
Washington app  
Grapes .....  
California celery  
Cauliflower .....  
Florida tomatoes  
California rhubarb  
Cucumbers, doz.  
Strawberries, case

NEW BR

St. John,  
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THE CANADIAN GROCER

Syrups—  
 24 2-lb. tins, per case ..... 2 58  
 12 5-lb. tins, per case ..... 2 96  
 6 10-lb. tins, per case ..... 2 96  
 3 20-lb. tins, per case ..... 2 87  
 Half-barrels, per cwt. .... 4 05  
 Barbados molasses, in half bbls., per gal ..... 0 45  
 New Orleans molasses, half bbls., per gal 0 30 0 31

**DRIED FRUITS.**—Prunes have now settled down to a firm basis and no immediate changes are expected.

New Prunes— Per lb.  
 90-100s, 25s, s.p. .... 0 08½  
 90-100s, 10s, s.p. .... 0 08½  
 80-90s, 25s, s.p. .... 0 09½  
 80-90s, 10s, s.p. .... 0 09½  
 70-80s, 25s, s.p. .... 0 09½  
 70-80s, 10s, s.p. .... 0 09½  
 60-70s, 25s, s.p. .... 0 10½  
 50-60s, 25s, s.p. .... 0 11½  
 40-50s, 25s, s.p. .... 0 12½

Cooking Figs—  
 Choice boxes ..... 0 05½  
 Half boxes ..... 0 05½  
 Half bags ..... 0 04½

Valencia Raisins—  
 Fine, f.o.s., 28s, s.p., per box ..... 2 30  
 Fine, selected, 28s, s.p., per box ..... 2 35  
 4-crown layers, 28s, s.p., per box ..... 2 45  
 4-crown layers, 18s, s.p., per box ..... 1 30  
 4-crown layers, 7s, s.p., per box ..... 0 70  
 Ne plus ultra, 28s, s.p., per box ..... 2 40

Currants—  
 Dry, clean, per lb. .... 0 07½  
 Washes, per lb. .... 0 08  
 1-lb. package ..... 0 08½  
 2-lb. package ..... 0 17½

**COFFEE.**—Prices remain unchanged and there is no present indications of an ease up.

Roasted Rio, per lb. .... 0 22  
 Green Rio, 5's, lb. .... 0 17½  
 Green Rio, 7's, per lb. .... 0 18½

**NUTS.**—A fair trade is reported. Almonds have advanced 1 cent and Brazils have fallen off 4 cents.

Nuts— Per lb.  
 Filberts ..... 0 11½  
 Walnuts, Marbots ..... 0 13½  
 Walnuts, Grenoble ..... 0 16  
 Walnuts, shelled, cases 55 lbs. .... 0 27½  
 Walnuts, shelled, in less quantities ..... 0 28½  
 Almonds ..... 0 17  
 Almonds, shelled, in 28-lb. boxes ..... 0 34  
 Almonds, shelled, less than 28-lb. .... 0 35  
 Peanuts, roasted, choice ..... 0 09½  
 Peanuts, roasted, extra fancy ..... 0 11  
 Peanuts, shelled, not roasted ..... 0 09  
 Peanuts, salted, per ctn. of 20x5c pkts. .... 0 70  
 Pecans, medium ..... 0 17  
 Pecans, large ..... 0 20½  
 Brazils ..... 0 14  
 Nutmegs ..... 0 20

**BEANS.**—Beans are strong and prices have advanced ten cents.

Beans, 3-lb. picker, per bushel ..... 2 75  
 Hand picked, per bushel ..... 2 85  
 Peas, split, 100 lbs. .... 4 00

**FRUITS AND VEGETABLES.**—The fruit trade here shows decided improvement with the advent of warmer weather.

Oranges, navals ..... 3 75  
 Bananas, bunch ..... 4 50  
 California lemons, crate ..... 5 00  
 Messina lemons ..... 4 50  
 Limes, box ..... 2 25  
 Cranberries, barrel ..... 7 50  
 Grape fruit ..... 7 50  
 Washington apples, box ..... 3 00  
 Grapes ..... 8 00  
 California celery ..... 8 50  
 Cauliflower ..... 4 00  
 Florida tomatoes, crate ..... 6 00  
 California rhubarb, basket ..... 2 00  
 Cucumbers, doz. .... 3 00  
 Strawberries, case ..... 4 50

**NEW BRUNSWICK MARKETS.**

St. John, April 24.—Market in St. John during past week has been decidedly active and there have been many changes in list of quotations on standard articles, with possibility of further being recorded before long. Re-opening of navigation on the St. John and Kennebecasis Rivers has given an impetus to trade, as the steamers for most part have resumed their summer routes and orders from up-river districts are encouraging. The provision market is

strengthened from last week, and there is a strong upward tendency shown in several lines.

Rolled oats are thirty cents higher and cornmeal has likewise advanced, while the price of beans surpasses all records previously made in St. John. Still further advances are looked for. String beans in can also went up from fifteen to eighteen cents per dozen.

Increase in Manitoba flour was soon followed by an advance in Ontario and market is reported unsettled, so that more advances may be expected. Sugar market is in a weakened condition, while molasses is a little easier. Clear pork has gone up \$2 a barrel and pure lard is two cents higher per pound, as are hams and bacon. Eggs remain unchanged in price, but butter is steady and shows little inclination of relief for some time.

Bacon ..... \$ 0 15  
 Beans, hand picked, bus. .... 2 90 3 00  
 Beans, yellow eye, bus. .... 2 80 2 90  
 Butter, dairy, per lb. .... 0 26 0 30  
 Butter, creamery, per lb. .... 0 30 0 34  
 Buckwheat, W., grey bag ..... 2 85 3 00  
 Cheese, new, lb. .... 0 17 0 17½  
 Currants, 1's, lb. .... 0 08 0 08½  
 Canned Goods—  
 Beans, baked ..... \$ 1 15 \$ 1 25  
 Beans, string ..... 1 20  
 Corn, doz. .... 1 00 1 05  
 Peas, No. 4 ..... 1 20  
 Peas, No. 3 ..... 1 25  
 Peas, No. 2 ..... 1 30  
 Peas, No. 1 ..... 1 80  
 Peaches, 2's, doz. .... 1 95 2 00  
 Peaches, 3's, doz. .... 3 00 3 05  
 Raspberries, doz. .... 2 05 2 10  
 Strawberries ..... 1 85 1 90  
 Tomatoes ..... 1 75 1 80  
 Clams ..... 4 00 4 25  
 Cornmeal, gran. .... 5 25  
 Cornmeal, bags ..... 1 90  
 Cornmeal, bbls. .... 3 95  
 Eggs, henney ..... 0 24  
 Eggs, case ..... 0 22 0 23  
 Finan Haddies ..... 4 40 4 50  
 Fish, cod, dry ..... 5 50 5 75  
 Flour, Manitoba ..... 6 65 6 70  
 Flour, Ontario ..... 5 85 5 90  
 Lard, compound, lb. .... 0 10½ 0 11  
 Lard, pure, lb. .... 0 13½ 0 14  
 Lemons, Messina, per box ..... 3 50 4 00  
 Molasses, Barbados, fancy ..... 0 33 0 34  
 Oatmeal, rolled ..... 6 00  
 Oatmeal, std. .... 6 60  
 Pork, domestic mess ..... 23 25 23 25  
 Pork, American clear ..... 2 25 2 50  
 Potatoes, barrel ..... 0 09 0 09½  
 Raisins, California, seeded ..... 0 03½ 0 04  
 Rice, per lb. .... \$ 7 75 \$ 8 00  
 Salmon, Case—  
 Red Spring ..... 7 25 7 50  
 Cohoes ..... 5 50 5 60  
 Sugar—  
 Standard granulated ..... 5 40 5 50  
 Austrian granulated ..... 5 30 5 40  
 No. 1 yellow ..... 5 00 5 10  
 Paris lumps ..... 6 50 6 60

**SMUGGLING GOING ON.**

So Claim Merchants of Chilliwack, B. C., Who Will Ask for Better Tariff Enforcement.

Chilliwack, B. C., April 25.—(Special)—The Chilliwack Merchants' Association is to ask the Government for better enforcement of the tariff at Sumas and other points on the south of their territory and lying against the boundary of the United States. It is declared that groceries, shoes, millinery, dry goods, boots and shoes, etc., are brought in over the border by farmers, who have little difficulty in eluding the customs officer. Sumas and other towns are located right on the boundary, and special

efforts are made by the business men there to secure the Canadian border trade. This is felt particularly by the merchants in the Chilliwack district.

The Chilliwack association is not altogether agreed on the question of the summer half-holiday. The reason is that some adhere to the decision of the majority, while others do not, and dissatisfaction is the result. An effort will be made to get a unanimous agreement on the matter, either one way or the other.

**Grocers' Letter Box**

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

**Egg Cases.**  
 Editor Canadian Grocer.—Will you kindly oblige us by giving us the names of manufacturers of egg cases, 30 dozen size.

The Northway Co.  
 Orillia, Ont.

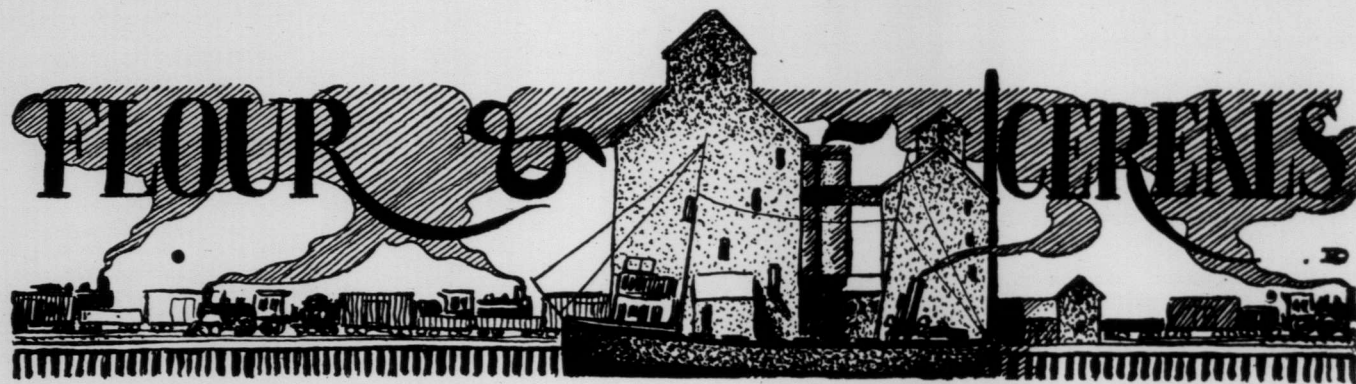
Editor's Note.—Among the manufacturers of these are Firstbrook Box Co., 283 King Street E., and the C. Beck Mfg. Co., Esplanade E., both of Toronto.

**A WARNING.**

Breathes there a man with soul so dead,  
 Who never to himself hath said—  
 "My trade of late is getting bad,  
 I'll try another ten-inch ad."  
 If such there be go mark him well;  
 For him no bank accounts shall swell,  
 No angel watch the golden stair,  
 To welcome home a millionaire.  
 The man who never asks for trade  
 By local line or ad. displayed,  
 Cares more for rest than worldly gain,  
 And patronage but gives him pain.  
 Tread lightly, friends, let no rude sound  
 Disturb his solitude profound;  
 Here let him live in calm repose  
 Unsought except by men he owes.  
 And when he dies, go plant him deep  
 That naught may break his dreamless sleep;  
 Wherein no clamor may dispel  
 The quiet that he loved so well;  
 And that the world may know its loss,  
 Place on his grave a wreath of moss;  
 And on a stone above: "Here lies  
 A chump who would not advertise."

What is the secret of success in business? Selling the people what they want? asks a salesman.  
 No, not exactly, he says. It's educating them into wanting the things you have to sell.





## Strong Front to Manitoba Flour

Under Strong Wheat Market—Recessions That are Probable in Millfeed Also Tend to Firm Flour—Crop Scare News Continues to Sway Grain Markets—Rolled Oats and Cornmeal in Steady Position.

Manitoba flour is steady to firm at last week's advance of 10 cents per barrel. It is considered as holding quite a strong position, and there has been some talk of another advance in price.

Strong wheat market, especially for good milling wheat, is responsible, at least in part, for firmer feeling. Another factor is that coming of grass and consequent slackening of demand for mill feeds will cause a recession in prices of bran and shorts that will tend to firm flour. During winter, high prices which millers have been receiving for these by-products has allowed a little less weight to be thrown on flour than would otherwise be the case. Now easiness apparent in feeds will work for firmer feeling in flour.

It is probable that opening of navigation with lower freight rates will balance to some little extent this firmness. Just how much it will lack of balancing it up is the question. While at this time last year, navigation on lakes was taking on life, activity as yet this spring is lacking. This, with freer delivery of raw material and cheaper rates, is patiently awaited by dealers.

Crop scare news is being taken full advantage of on the big grain markets of world by those interested. Up and down with marked irregularity, the wheat barometer continues to move as one report after another brings alarm to bulls or bears. Chicago is especially marked by scare news of a sensational nature. Alarming reports will bring a wild buying rush with upward move in prices, only to be followed later by a contradiction or some favorable report that will send prices scurrying in opposite direction. On whole, however, markets exhibit strength, and Canadian values are according affected.

Rolled oats and cornmeal both hold a steady position by reason of high

level at which raw material prices are ranging.

Canadian visible wheat supply this week is 31,092,000 bushels against 29,797,000 last week and 13,762,000 bushels a year ago. United States visible wheat decreased 1,800,000 bushels last week.

### MONTREAL.

FLOUR.—Nothing new has developed in flour since last mention. Values are repeated and likely to maintain same level for some time.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

CEREALS.—A strong market features cereals this week. Values remain as previously reported.

Fine oatmeal, single bag lots	2 90
Standard oatmeal, single bag lots	2 90
Granulated oatmeal, single bag lots	2 90
Bolted Cornmeal, 100 bags	2 25
Rolled oats, jute bags, 90-lb., single bag lots	2 55
do., cotton bags, 90-lb., single bag lots	2 70
Rolled oats, barrels	5 55
Rolled wheat, bbl.	2 25

### TORONTO.

FLOUR.—Manitoba flour is steady and firm at last week's advance of 10 cents per barrel and there has even been some talk of a further upward movement in price. Recession in mill feed, which is bound to follow the coming of grass, is considered as a factor in firming prices, while strong position which good milling wheat is holding also works for present strong feeling.

Ontario wheat continues firm in sympathy with small offerings and general trend of wheat prices. Last week's higher figure on blended flour is generally observed, while straight roller is firmer and higher at around \$4.15.

Manitoba Wheat.	
1st patent, in car lots	5 70
2nd patents, in car lots	5 30
Strong bakers, in car lots	5 10
Feed flour, in car lots	3 00 3 20

Winter Wheat.	
Straight roller	4 15
Blended	4 75 5 25

CEREALS.—Springtime is said to be less conducive to demand for heavier cereals than colder weather of winter, but reports would seem to indicate that trade is standing up well under the somewhat unfavorable conditions by reason of warmer weather.

Rolled oats are steady at high price under strong front of the raw material. Corn meal also maintains a steady to firm position.

Rolled oats, small lots, 90-lb. sacks	2 65
Rolled oats, 25 bags to car lots	2 55
Standard and granulated oatmeal, 98-lb. sk.	2 80
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100 lb. bags	2 25
Rolled oats in cotton sacks, 5 cents more.	

MILL FEED.—Although actual reductions in prices are absent, there is easiness ahead in bran and shorts. Coming of grass will reduce demand for these lines and recessions in values are looked for.

### WINNIPEG.

FLOUR AND ROLLED OATS.—Flour prices are firm and may advance at any time.

1st patents, cwt.	2 95	3 00
2nd patents, cwt.	2 65	2 70
Strong bakers', cwt.	2 40	
Rolled Oats—		
20 lb. sack	0 55	
40 lb. sack	1 10	
80 lb. sack	2 15	

### CATALOGUES AND BOOKLETS.

The Wm. Cane & Sons, Newmarket, Ont., have just issued an attractive catalogue. Half-tone cuts in color show their various lines of washboards, butter moulds, egg carriers, woodenware, etc. These cuts are on a white background with a chain border in brown, edged with a yellow tint. Descriptions of the various lines are given on the pages opposite the cuts. A cut of the factories, in colors, appears on the outside back cover.





## Pineapples Coming into the Limelight

Larger Receipts and More Interest Being Directed to Them—  
Yet Selling for Table Use Only—Tomatoes Moving Out Well  
—Quality is Good—Shipments of Celery on Decrease—Florida  
Will Shortly Have New Potatoes to Offer.

Pineapples are beginning to move forward into the limelight. Receipts have been on a larger scale and more interest has been directed to them under slightly easier values and season is shortly expected to get under way in earnest.

Past week has been marked by larger receipts on Canadian markets, supplies coming from Cuba. Some Porto Rico stock will put in an appearance shortly, while Florida will later on contribute her share of supplies. Prices at present make sales only possible for table use, but within three weeks or a month dealers should be able to push them for preserving purposes.

Trade in oranges on Canadian markets is confined mostly to California stocks. Mexicans are also on offer. Navels exhibit just slightly easier tone, due no doubt to influence of arrival of some stock of none too fancy quality. A New York receiver says regarding oranges:—

"The navel ranges will be on the market till well along in June. Our advices are that the Valencia crop this season will be fully 25 per cent. short of that of a year ago. Growers on the Coast are even now asking \$3 to \$3.50 per box f.o.b. for shipment in June. We find in arrivals of navels that some lots coming forward in iced cars show 10 per cent. decay, while a few shipments on the market in ventilated cars were sound."

Tomatoes show little variation in price, but quality, which was somewhat lacking for a time, is now good and they are going out well. Season on east coast of Florida is nearing an end and fact that other sections are a little backward tends to steady market. Florida celery shipments are about over, but most Canadian markets have some stock ahead, while there is yet green-top variety available, which is a fine keeper in cold storage. Florida reports sizes now running mostly fours.

Egyptian onions continue reasonable and are selling well. Texas Bermudas will be commencing to come forward

shortly. They come in 50 lb. crates and on account of quality are higher than Egyptians. Other producing sections for new crop onions at present are Mexico, Cuba and Bermuda.

Bermuda is supplying our new potatoes at present, but Florida will soon begin to lend a helping hand.

### MONTREAL.

GREEN FRUITS.—An active market for week is reported in green fruits. Demand is exceptionally good, with values subject to decline, resulting from free shipments and most satisfactory weather. Apples are beginning to show signs of scarcity. McIntosh Reds and Greenings have dropped from the market. Limes and pineapples have put in their appearance and are meeting with inquiries.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Box cranberries		3 00
Cranberries, N.S., bbls.	10 00	11 00
Grape fruit, Florida, case		7 00
Jamaica, case		3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons		3 00
Limes, box		1 50
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

VEGETABLES.—There is a satisfactory market noted in vegetables, decline of week. New potatoes are more scarce in prices, in most lines, being feature than ever and are now quoted at \$10 per bbl. Boston lettuce is still advancing. Cuban onions are now on the market.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.		0 30
Carrots, bag	2 00	2 25
Cabbage, bbl.		4 00
Florida celery	3 25	3 75
Cauliflower, dozen		3 50
Garlic, 2 bunches		0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen		0 50
Onions—		
Spanish, crate		4 00
Half crate		2 25
Canadian reds, 100 lbs., per lb.		0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag		2 00
New potatoes, per bbl.		10 00
Spinage, per bbl.	5 00	5 50

Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice		4 25
Fancy		4 75
Turnips, per bag		1 00
Cuban Onions		5 00

### TORONTO.

GREEN FRUITS.—Thanks to somewhat warmer weather, there is a little more life to local fruit trade. Pineapples are engaging more attention and are easier at \$4.50 per case. Some Porto Rico stock is expected in this week. Florida will not arrive until later on.

Apples, as pointed out before, are getting into smaller compass and accordingly commanding slightly firmer prices. Florida grapefruit is at an end. Cuban is available. Bananas are selling better by reason of warmer weather.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	5 50	6 00
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Northern Spies, No. 1	5 00	5 50
Pineapples, case of 24		4 50
Pineapples, cases of 30		4 50
Strawberries, Louisiana, pints		0 15

VEGETABLES.—Among lines of new goods offered that will serve to coax appetites of customers, are spinach, green and wax beans, green onions, radish and lettuce by dozen and hamper, cabbage, asparagus, cucumbers and tomatoes.

There is a good supply of celery at \$3 to \$3.50 per case. Tomatoes are of good quality, and selling at \$3.75 to \$4.

There was a somewhat easier feeling in potatoes at beginning of week, some dealers quoting New Brunswick Delawares at \$2. Others maintained prices at \$2.10. Opening of pits is bringing out somewhat larger supplies of Ontario, but not sufficient to have any great bearing on situation. Sweet potatoes are scarcer and higher at \$2.65 per hamper.

Asparagus, large	0 50
Asparagus, small, doz.	1 50
Cabbage, new, per crate	5 00
Canadian beet, per bag	1 50
Carrots, bag	1 75
Celery, Fla., per case, 5 to 8 doz.	3 00
Turnips, bag	0 80
Boston cucumbers, dozen	2 25
Boston head lettuce, dozen	1 75
New radish, per dozen	0 40
New radish, hamper	1 75
New lettuce, per dozen	0 50
Mushrooms, 1-lb. boxes	0 80
Onions—	
Green onions, dozen	0 25
Green onions, hamper	2 00
Egyptian onions, 110 lb. bags	4 00
Parsnips, per bag	1 75
Potatoes, N. B.	2 00
Potatoes, Ontario, bag	1 90
Potatoes, Irish	1 80
Potatoes, new, Bermuda, bushel	3 00
Potatoes, new Bermuda, bbl.	9 00
Sweet potatoes, hamper	2 65
Tomatoes, Florida, crate	3 75
Spinach, hamper	1 00
Green and Wax Beans, hamper	3 00



# Current News of the Week

## Quebec.

The Montreal grocery clerks will hold their annual picnic at Valleyfield, Que., on June 23rd. They will be met there by the grocers of that town and will head for the Exhibition grounds where sports, etc., will be held.

Stewart Menzies, of James Keiller & Sons, Limited, Dunoon, Scotland, and London, England, manufacturers of marmalade, preserves, chocolates, jams, etc., is at present at the Windsor Hotel, Montreal. He will remain in Montreal for two weeks or so and will then pass through the larger centres to the coast, returning by the U.S.A. en route for Scotland.

## Ontario.

Geo. Childs, grocer, Toronto, is succeeded by W. Vasey.

J. J. Vincent, Toronto, has purchased the grocery of J. T. James.

J. B. Murdock, general merchant, Trenton, Ont., has sold to J. W. Collins.

D. S. Perrin & Co., London, Ont., will rebuild their plant on the present site on Dundas street.

Jos. H. Collis, export manager for J. S. Fry & Sons, Bristol, Eng., was in Toronto and Montreal during the week.

Hamilton Road Grocers' Association, London, Ont., have added May to the months in which the half-holiday rule will hold good this year, and the East London Retail Grocers' Association may adopt the plan.

The Swift Canadian Co., Toronto, intend to erect a seven-story cold storage plant at corner of St. Clair avenue and Keele street at a cost of \$200,000.

Chas. E. Mountjoy, of the Mountjoy Fruit Co., London, Ont., died on Saturday. The wholesale fruit dealers of that city closed their places of business on Monday afternoon out of respect for his memory.

E. S. English, a London, Ont., grocer, accidentally broke his leg last Saturday night carrying a box of groceries into a customer's home.

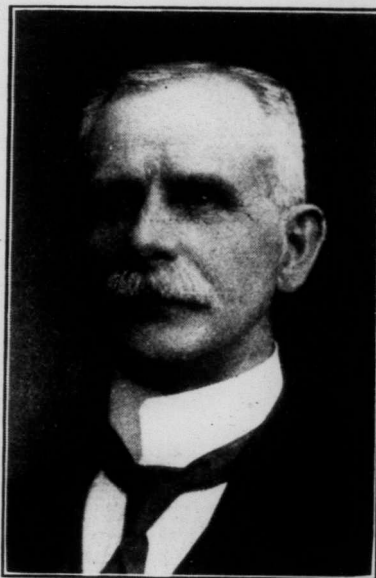
Wallace Anderson, Toronto, has been appointed exclusive agent in Toronto and Ontario (except Hamilton) for the St. Vincent Arrowroot Growers and Exporters' Association. L. H. Millen will represent the association in Hamilton.

Milton Dierlamm has severed his connection with J. Ritter, general merchant, Millbank, Ont., and gone to Rip-

ley to enter into partnership with George Emmerton in a similar business.

Roy Owen has taken over the business of his father, who conducted a general store at Poplar Hill, Middlesex, Ont. The latter is removing to Delaware.

Robinson Swinn, who for many years conducted a grocery business in St. Thomas, Ont., with his brother, under the name of Swinn Brothers, and who for a couple of years has been living in Salt Lake City, has leased a store at Luton, Ont.



J. A. McINTOSH, Hamilton,

A member of the Executive of the recently organized Ontario Retail Grocers' Association.

George Blackwell, for 13 years general merchant at Komoka, Ont., has sold to Mr. Foster, of Evelyn, and will go West.

The British Canadian Cannery, Hamilton, Ont., have appointed Wallace Anderson, sales agent for Toronto. They will have five factories in operation this year and next season expect to add an additional five or more.

The factory of the American Can Co., Hamilton, Ont., was damaged to the extent of about \$15,000 on Tuesday in a fire in which the night watchman, Charles Warren lost his life. The management say the manufacturing part of the establishment will not be crippled. The part that was damaged was the paper can department.

The Bulk Sales Act has gone down to defeat in the Ontario Legislature for

the second time. A couple of sessions ago it was brought before the house but did not meet with favor, being considered as class legislation. This session the bill was introduced by W. D. McPherson and it seemed quite possible that it might become law. But when it came up for the third reading in the house, it once more suffered defeat.

## Western Canada.

Edward Jennette, has purchased the general store of Eccles & Metcalfe, Spruce Grove, Alta.

F. R. Collins, general merchant, Radisson, Sask., has sold to J. B. Sample.

G. F. & J. Galt, wholesale grocers, Calgary, Alta., have sold to Campbell, Wilson & Horne, Ltd.

William Braid has retired from active participation in the business of William Braid & Co., wholesale coffee and spice dealers, Vancouver, B.C. This firm was established twenty years. The business has been taken over by James Beveridge, who has been connected with the company for seventeen years. Mr. Braid will visit Scotland this summer, and when he returns will devote his time to private interests.

R. D. Dinning, who has been secretary of the Vancouver Retail Grocers' Association, has resigned to join James Roy, who is secretary of several of the wholesale organizations. Mr. Dinning has been with the grocers three years. Of late he has been secretary also of the B.C. Hardware Dealers' Association, and it is not improbable that he will retain this connection. It has not yet been decided who will be Mr. Dinning's successor. The association has been advertising for an assistant secretary, and very likely two men will hereafter do the work, one on the outside and the other in the office.

## THE BUTCHER'S HOUN'.

The bad little boys in this ol' town  
Are always pulling my sausage down;  
I don't care if it was a houn'  
They gotta quit pullin' my sausage  
down.

## WORTH AT LEAST \$10.

Finlay & Glover, Port Stanley, Ont., write of The Canadian Grocer as follows:—

"We appreciate your valuable paper, and would not be without it for five times the subscription price."



## Trad

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Lack of a considerable dealers are inefficiently in more to this last week, as from coast p on lakes and by slowness peared.

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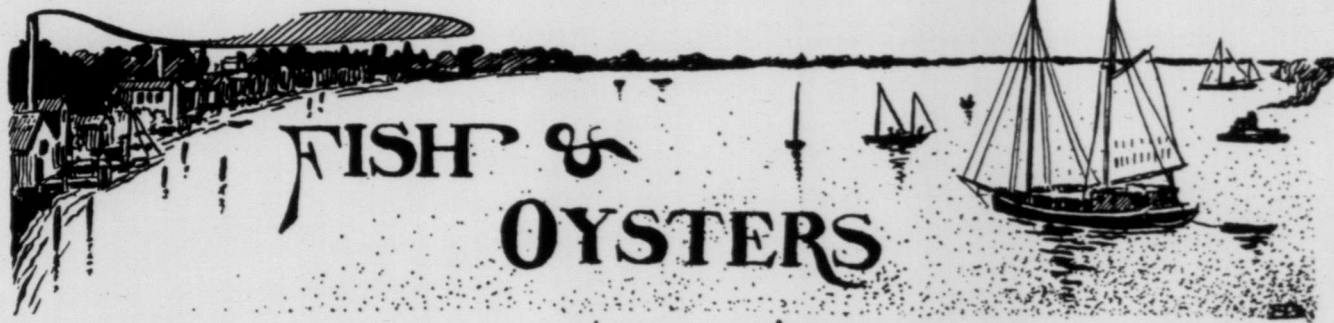
Oyster seas soon have pa other year. quite well sat has had its b whole since it volume of sa factory.

MONTREAL ing in feature brisk and price to shortage in whitefish and

FREE  
Market cod, cases, 2  
Less than case .....  
Smelts, fancy .....  
Halibut, per lb. ...  
Herring, frozen, per  
Smelts .....  
Pike, dressed and h  
Stack, cod .....  
Mackerel .....  
Dressed perch .....  
B. C. red salmon .....  
Gaspe salmon, per i  
Qualia salmon .....  
No. 1 smelts, per lb.  
Lake trout, per lb.  
Whitefish, large, per  
Whitefish, small, lb.

PR  
Boneless cod, in bloc  
Dry pollock, 100 lb. 1  
Shredded cod, 2 doz.  
Boneless strip cod, 3





## Trade Awaiting Supplies of Fresh Fish

Which Are Smaller Than Usual for This Time of Year—Demand Will Turn to Fresh Varieties as Season Advances—Frozen Fish of Good Quality Still Available—End of Oyster Season Near at Hand.

Lack of supplies of fresh fish is still a considerable obstacle to trade, and dealers are awaiting until supplies sufficiently increase to switch demand over more to this variety. As pointed out last week, amount of fresh fish offering from coast points is small, while fishing on lakes and rivers has been held back by slowness with which ice has disappeared.

Demand will gradually turn to fresh varieties as season advances and supplies make it possible. However, there is still some little trade in frozen lines which are procurable, thanks to cold storage, in good condition and which are lower in price than fresh.

Oyster season is on the wane and will soon have passed into history for another year. Oyster dealers seem to be quite well satisfied with the season. It has had its bad spots but taken on the whole since it opened in September last volume of sales has been quite satisfactory.

### QUEBEC.

MONTREAL.—Fish market is wanting in features. Call for the season is brisk and prices tend to go higher owing to shortage in some lines. For week, whitefish and steak cod have advanced.

FRESH AND FROZEN.	
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 04½ 0 05
Halibut, per lb.	0 10
Herring, frozen, per 100 fish	1 90 2 00
Mullets	0 04½ 0 05
Pike, dressed and headless, lb.	0 06 0 06½
Stark, cod	0 06
Mackerel	0 10
Dressed perch	0 10
H. C. red salmon	0 10 0 11
Gaspé salmon, per lb.	0 18
Qualia salmon	0 07½ 0 08
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 10
Whitefish, large, per lb.	0 09
Whitefish, small, lb.	0 06
PREPARED FISH.	
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50 8 00
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 50
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25
SHELL FISH.	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

### ONTARIO.

TORONTO.—Trade is still hampered by lack of supplies of fresh fish, which are being held back as explained last week by tardiness of ice in disappearing from inland bodies of water, thus preventing fishing. Halibut is selling well. Pike and suckers are recent additions to supplies. Trout fishing commences on May 1.

Oyster trade is at low ebb, and end of season is not now far distant.

Prices show no change.

FROZEN FISH.	
Gold eyes	0 05
Pike	0 05
Whitefish	0 09 0 11
Red salmon, headless and dressed	0 11 0 12
Bluefish	0 11 0 12
FRESH CAUGHT FISH.	
Steak, cod	0 08 0 09
Haddock	0 07 0 09
Halibut	0 12
Flounders	0 07½
Lake Ontario herrings, basket	1 00
Lake Erie herrings, per lb.	0 08
Pike	0 08 0 09
Suckers	0 05
SMOKED.	
Kippers, per box	1 15
Bloaters, per box	1 00 1 15
Finnan Haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 85
Fillets of haddie	0 13
Ciscoes, basket	0 90 1 00
Ciscoes, per lb.	0 09 0 10
Scotch kippers, per box	1 65

PICKLED.	
Oysters, selects, per gallon	1 70 1 75
Oysters, standard, per gallon	1 55
Pickled trout, per half bbl.	7 25 7 75
Shrimps, 1-gallon cans	1 25
PREPARED.	
Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	3 30
Cod in loose strips, 25-lb. to box, lb.	0 06½
Pure cod tablets, 20 1-lb. tablets	1 30

### NEW BRUNSWICK.

ST. JOHN.—Sardine season opened last week but run of sardine herring so far has been light, and, though operations have been started in some canneries, there has been little material to work with thus far. This the fishermen do not regard as serious, however, as run commences at different times in different years, and what they lose now will be easily amended for, it is thought before close of season.

At present there are some matters in difference between Charlotte County weir owners and weir fishermen's union, and the U. S. sardine packers over matter of prices at weirs for ensuing season. The annual meeting of the Weir Owners' Association was held recently in St. George, and a price fixed for sardine herring, but the U. S. packers claim that conditions of the packing industry do not warrant their paying the prices fixed by union and they have asked for an opportunity to lay their views before the fishermen. A conference has, therefore, been arranged.

Supply of fish on local market during past week has been fair, and easily enough to meet demand.

### WINNIPEG.

WINNIPEG.—A satisfactory business is doing with a steadily increasing demand for salted and pickled goods.

Fish—	
Lake Winnipeg whitefish, lb.	0 09
Fresh pickerel	0 08
Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 05
Sea herring, doz.	0 10
Jackfish	0 04
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Halibut	0 07½ 0 08
Bloaters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Stoles	0 07
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65





# Produce & Provisions



## What is Keeping Eggs From Going Down ?

**Decline Predicted by Dealers As Yet Quite Small—Several Explanations Are Offered—Someone Apparently Putting Stocks Away at High Price—Butter Continues on Downward Trend—New Cheese Is Easy—Provisions Steady to Firm.**

Some little time ago, or to be more exact immediately after the passing of Easter with its accompanying big demand, wholesale dealers quite freely predicted that eggs were booked for a decline in price. There were not a few who declared that values must go down. In making this statement they pointed to the fact that production would gradually increase. They also said that time to commence to put away stocks in storage had about arrived, but that prices must go lower to allow of this. And still prices remain steady at a figure little below Easter price. Values at larger centres are just as high as a week ago, while steadiness was noted at majority of Saturday markets in smaller centres. What is the reason?

Lack of industry on part of the hen cannot be given as cause, for production has been on increase. No doubt present situation is partly due to larger consumptive demand than usual, caused by high prices of other foods. Many believe there is also another factor. While dealers at larger centres declare that values are considerably too high to warrant any stocks being stored, there is no doubt that somewhere along the line some one is putting them away. That there are certain dealers with contracts to fill who must make sure of storage supplies is the explanation of one. That dealers, uncertain as to May weather, are making sure of the cool weather eggs by storing now is another, while a third reason offered is that many country dealers, remembering high figure that eggs have reached in recent winters have equipped themselves with storage facilities and, dreaming of fancy prices which they hope to attain next winter, are willing to store at present prices. "Is some one running a big risk?" is a question asked.

Butter, however, is following predictions more accurately and easiness under increasing supplies has been order of week. Receipts are increasing and

wholesale dealers prefer to keep the decks as clear as possible from day to day, feeling that values have yet some distance to go before reaching rock bottom. Taking Cowansville, Que., as we did last week as an example, we are enabled to judge the trend. On April 6, price on that market was 35 1-2 cents. On April 13 it was down to 31 5-8 while Saturday last found them hovering around 28 cent mark. Retailers, in view of easiness, are operating on a hand-to-mouth basis.

Old cheese remains in scant supply and firm. New cheese shapes in opposite direction. Already there has been a considerable decline from price of first offerings and the end is not yet. Easiness is looked for as production increases. Already England is showing interest in new make and is ready to do business ahead providing dealers can buy at right price.

Tone of provisions is one of steadiness under well maintained hog market. Smoked and cooked meats as well as lard are moving quite freely and prices are firm with some further advances noted at certain centres.

### MONTREAL.

**PROVISIONS.**—In sympathy with trend of live hogs during past month or so, as well as larger demand which spring has brought forth, provision and lard prices have gradually been moving upward, and are still steady to firm at present higher prices.

Large quantity of lard has been moving into consumption with consequent firming and advance in price.

Long clear bacon, heavy, lb. ....	0 12½
Long clear bacon, light, lb. ....	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb. ....	0 14½
Large sizes, 20 to 28 lbs., per lb. ....	0 15½
Medium sizes, 15 to 19 lbs., per lb. ....	0 16½
Extra small sizes, 10 to 14 lbs., per lb. ....	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb. ....	0 15½
Bone out, rolled, small, 9 to 12 lbs., per lb. ....	0 17
Breakfast bacon, English, boneless, per lb. ....	0 17
Windsor bacon, skinned, backs, per lb. ....	0 18½
Spiced roll bacon, boneless, short, per lb. ....	0 13
Boiled ham, small, skinned, boneless ....	0 28
Hogs, live, per cwt. ....	9 40
Hogs, dressed, per cwt. ....	12 25

Pure Lard—	
Boxes, 50 lbs., per lb. ....	0 13¾
Cases, tins, each 10 lbs., per lb. ....	0 14¾
Cases, tins, each 5 lbs., per lb. ....	0 14¾
Cases, tins, each 3 lbs., per lb. ....	0 14¾
Pails, wood, 20 lbs. net, per lb. ....	0 13¾
Pails, tin, 20 lbs. gross, per lb. ....	0 13¾
Tubs, 50 lbs. net, per lb. ....	0 13
Tierces, 375 lbs., per lb. ....	0 13¾
One pound bricks ....	0 13¾
Compound Lard—	
Boxes, 50 lbs. net, per lb. ....	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb. ....	0 09¾
Cases, 5-lb. tins, 60 lbs. to case, per lb. ....	0 09¾
Cases, 3-lb. tins, 60 lbs. to case, per lb. ....	0 10
Pails, wood, 20 lbs. net, per lb. ....	0 09¾
Pails, tin, 20 lbs. gross, per lb. ....	0 09¾
Tubs, 50 lbs. net, per lb. ....	0 09¾
Tierces, 375 lbs., per lb. ....	0 09¾
One pound bricks ....	0 10

Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	25 00
Bean pork	17 00
Canada short cut back pork, bbl., 45-55 pieces	25 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	25 00
Heavy flank pork, bbl.	23 00
Plate beef, 100 lb. bbls.	15 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb. ....	0 11

**BUTTER.**—As anticipated in previous reports would be the case, butter has continued on decline, further reductions being noted in all varieties this week. If supplies continue as free as expected, further easing can be looked for.

**EGGS.**—Eggs are still declining a little and may reach long expected 25 cent mark before end of week. Demand has greatly increased, but supplies are equal to occasion.

**CHEESE.**—As predicted last week, cheese has offered a decline in price. Western manufacturers are responsible for change, and claim prices will go still lower. Demand is normal.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

**POULTRY.**—Nothing of importance has moved the market for poultry. Large dealers claim, however, that a change may take place within a couple of weeks, with nearing of navigation opening.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

**HONEY.**—The same unmoving market is reported. Demand is seasonably good with values repeated.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

### TORONTO.

**PROVISIONS.**—Although some slight weakening at times during week, values

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on live hogs are about on a par with a week ago. Supplies still continue small. Dealers are wary about making any definite prediction regarding future of prices, being uncertain as to just what quantity of hogs there are in the country.

Provisions remain steady to firm, smoked hams having expanded another 1-2 cent during week. Firm position of lard has been maintained with several firms quoting 1-4c. per lb. higher.

Smoked Meats—	
Light hams, per lb.	0 17 0 17½
Medium hams, per lb.	0 15½ 0 17
Large hams, per lb.	0 15 0 15½
Backs, plain, per lb.	0 19 0 20
Backs, pea meal	0 20 0 21
Breakfast bacon, per lb.	0 17 0 18
Roll bacon, per lb.	0 12 0 12½
Shoulders	0 11 0 11½
Pickled Meats—1c less than smoked.	
Long clear bacon, per lb.	0 13 0 13½
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	22 00 23 50
Cooked hams	0 23 0 25
Lard, tierces, per lb.	0 13¼ 0 13½
Lard, tubs, per lb.	0 13½ 0 14
Lard, pails, per lb.	0 13¼ 0 14
Lard, compounds, per lb.	0 09 0 09½
Live hogs, at country points	8 20
Live hogs, local	8 50
Dressed hogs	10 75 11 25

**BUTTER.**—As indicated in last issue, easiness has made itself noticeable by a quotable change in prices. Movement commenced last week still continues, and further reductions have been general this week with markets still marked by same tendency.

Of course, it is the increase in new make which is responsible for lower values, this being noticeable in both dairy and creamery. Prices at moment are somewhat unsettled, varying from day to day as increase or decrease in offerings affects immediate situation. Important point, however, is that tendency is easier.

	Per lb.
Fresh creamery point	0 34 0 35
Creamery solids	0 32 0 33
Farmers' separator butter	0 30 0 31
Dairy prints, choice	0 29 0 30

**EGGS.**—Somewhere along the line is a factor which is keeping eggs from moving downward as dealers have expected for past couple of weeks would be the case. Quotations to retailers in Toronto remain unchanged from a week ago, while a review of last Saturday's provincial markets notes a general steady tone. Weather has been such as to coax the hen into industriousness, so we must look elsewhere for the cause. There is no doubt that continued big consumption is somewhat a cause of steadiness. While most local dealers declare it too risky to store at present figure, there is no doubt a portion of the trade is putting them away at present figure. Some have to make sure of supplies for their contracts. Others want to have some of the cool weather eggs put away.

New laid eggs 0 23 0 24

**CHEESE.**—With existing conditions, nothing but steadiness can be expected in old cheese. Smallness of stocks denotes that no weakening can be looked for.

With new cheese, which is on the market now, situation is different. There

has already been a considerable decline from high point and end is not yet. As season advances and make increases tendency is downward.

Old Cheese—	
Large	0 16¼ 0 17
Twin	0 17 0 17½
Stiltons	0 18 0 18½

New Cheese—	
Large	0 15 0 15¼
Twin	0 15¼ 0 15½

**HONEY.**—With syrups in prominence, this is the drabby season for honey. Prices, however, maintain a steady position.

Honey—strained—	
White clover, 60-lb. tins, per lb.	0 12
White clover, 10-lb. tins, per lb.	0 12½
White clover, 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 12
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07
Comb white clover	2 25 3 00

**POULTRY.**—Trade in poultry cannot be described as brisk. This is not the busy season. Prices on most lines vary a great deal. Country dealers are sending along some little quantity of fowl.

There is considerable cold storage poultry being used at present time, which as a rule is in good condition.

## Part Played by Slicing in Selling Bacon

A Dealer Tells How He Worked Up Splendid Trade by Slicing Properly—Used Meat-Slicing Machine—How An Opposition Store Looked After This Feature — A Season to Sell Cooked Ham.

Every little Willie who is ever sent to the store to buy ham or bacon for his mother is instructed to be sure to tell the "grocery man" to slice it thin. This should impress upon the dealer or clerk in charge of the provision counter that if he would court the favor of the housewives dealing with him, he must give them their bacon sliced properly.

Customers generally want their meats thin, no matter what use they are to be put to. Heavy slabs of ham or bacon are about as popular to the user as boneless codfish that is full of bones or cleaned currants that are far from being free of grit. Customers both big and little will constantly tell you that they "want it thin."

### Cause of the Increase.

"During the last two years," remarks a Winnipeg grocer, "I have noticed that sales in the ham and bacon end of the business were gradually showing a substantial increase. I had a pretty good idea what the principal reason for this was. About two years ago I purchased a meat slicer.

"I always find it well to keep in touch with the movements of the other fellow, and so on the question of meats I recently decided to find out exactly what my competitor was doing, more particularly how he turned out his sliced meats.

### Sends Clerk to Investigate.

"One of the clerks was sent out to buy a pound of medium wide bacon. The store where he purchased it used an ordinary knife and from the appearance of the bacon it was evident that the clerk in charge had taken little care in the slicing process.

A comparison of this meat with some we had ready to send out, explained the growth of my bacon and ham business. When I had sliced off the pound, there were 27 slices of bacon of a fryable thickness against the other fellow's eighteen more or less varying slices.

"If a person will put himself in the place of a customer, he will see why care in slicing is good business. There are two trays of bacon both marked at same price. One has 27 slices of a fryable thickness and the other, 18 slices, some of which will be done after a certain length of time in the pan, while others must be fried longer. Which one is going to appeal to the customer? The answer is easy."

### Cooked Ham a Seller Now.

Cooked ham from now on will become a bigger seller. Warmer weather will cause the housewife to use this instead of going to the trouble and expense of cooking her own. People are also constantly on the outlook for short cuts towards the preparation of meals in summer and cooked ham solves the meat side of the problem.

Again, cooked ham will be used extensively in making sandwiches during summer months, and it is essential that it be cut thin and uniform. It is said that variety is the spice of life but this is far from true when it comes to slicing ham or bacon.

It therefore, behooves the dealer who seeks an increasing business in provisions to make plans to give customers their goods properly sliced.

### THE CROP SITUATION.

A bulletin on crops' condition up to April 1 has been issued by Ontario Department of Agriculture.

Fall wheat and clover are expected to come from under the snow in practically the same condition in which they entered the winter. It is pointed out, however, that the trying weather of April, with its alternate thawing and freezing, was yet to be met with before these crops reached the new growing season.

# QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

Goods made by

E. W. GILLETT CO., LTD.

(Ontario and Quebec Prices.)

## IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1/2-dozen	2 1/2-lb.	10 50
1/2-dozen	5-lb.	19 80

## MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2 1/2-lb.	5 00
1/2-dozen	5-lb.	9 60

Per case

1-dozen	12-oz.	6.00
1-dozen	16-oz.	6.00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

## MAGIC SODA.

Case No.	Per Case.
Case No. 1, 60 1-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 2, 120 1/2-lb. packages, 1 case \$2.85; 5 cases \$2 75	
Case No. 3, 30 1-lb., 60 1/2-lb. packages, 1 case \$2.85; 5 cases 2 75	
Case No. 5, 100 10-oz. packages, 1 case \$2.90; 5 cases 2 80	

## GILLETT'S CREAM TARTAR.

Per doz.	Per case
1/4-lb. paper pkgs., 4 doz. in case	\$1 00
1/2-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1/4-lb. paper pkgs.	88 00
2 doz. 1/2-lb. paper pkgs.	88 00
1/2-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
5-lb. sq. canisters, 1/2 doz. in case	33
10-lb. wooden boxes	30 1/2
25-lb. wooden pallets	30 1/2
100-lb. kegs	28 1/2
360-lb. barrels	28

## GILLETT'S PERFUMED LYE.

4 doz. in Case.	Per case
1 case	3 50
3 cases	3 40
5 cases or more	3 35

## YEAST.

Per box	
Royal Yeast, 3 dozen 5c packages in box	1 15
Gillett's Cream Yeast, 3 dozen 5c. packages in box	1 15

## BAKING POWDER.

W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
1/2-lb. tins, 3 doz. in case	1 25
1/4-lb. tins, 4 doz. in case	0 75

## ROYAL BAKING POWDER.

Sizes	Per doz.
Royal-Dime	0 95
1/4-lb.	1 40
6-oz.	1 95
1/2-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

## WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.00; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

## BORWICK'S BAKING POWDER

Sizes	Per doz. tins.
Borwick's 1/4-lb. tins	1 35
Borwick's 1/2-lb. tins	2 35
Borwick's 1-lb. tins	4 65

## COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2 1/2-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

## IN TIN BOXES

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2 1/2-lb.	7 25
No. 17, 5-lb.	14 00

## FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

## BLUE.

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16

## COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

## UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book 1/2 cent.

## CEREALS.

### WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.	
The King's Food, 2 doz. in case, per case, \$4.80.	
White Swan Barley Crisps, per doz., \$1.	
White Swan Self-rising Buckwheat Flour, per dozen, \$1.	
White Swan Self-rising Pancake Flour, per doz., \$1.	
White Swan Wheat Kernels, per doz., \$1.50.	

## White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

## DOMINION CANNERS.

Aylmer Jams.

	Per doz.
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

## Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

## Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

## Pure Preserves—Bulk.

	5-lbs. 7-lbs.
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82
14's and 30's per lb.	
Strawberry	0 10 1/2
Black currant	0 10 1/2
Raspberry	0 10 1/2

Freight allowed up to 25c per 100 lbs.

## COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

## Cocoa—

Perfection, 1-lb. tins, doz.	4 40
Perfection, 1/2-lb. tins, doz.	2 35
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

## Unsweetened Chocolate—

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size 2 and 4 doz. in box, per doz.	0 90

## Sweet Chocolate— Per lb.

Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/4's, 6 and 12-lb. boxes	0 25

## Iceings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	0 90
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## Chocolate Confections—Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30

## Chocolate wafers, No. 2,

5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 26
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

## EPPSS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In 1/4, 1/2 and 1-lb. tins, 14-lb. boxes, per lb.

Smaller quantities

## JOHN P. MOTT & Co.'s.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; Wallace Anderson, Toronto, Ont.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

## Elite, 10c size (for cooking)

dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy, chocolate, 1/2's	0 26
Vanilla sticks, per grs	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

## WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, 1/4, and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

## COCOANUT.

### CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. pkgs. White Moss	0 26



## LARD LOGIC

—Gunns [Quality holds trade and brings new business—



Standards of Excellence

Maple Leaf Brand  
Pure Lard

Our Quality Brand  
Kettle Rendered  
Pure Leaf

Easifirst  
Shortening

All sizes in wood and tinware.

One pound net cartons, a particularly attractive and desirable package from the retailer's standpoint.

### GUNNS LIMITED

Pork and Beef Packers

WEST TORONTO

## GET THIS

We cannot force you to ship goods to Western Canada; but, providing your good judgment brings you here,

## YOU WANT

1. Safe financial backing—WE HAVE IT.
2. Energetic, intelligent salesmen—WE HAVE THEM.
3. A firm well and favorably known—WE ARE IN STRONG.
4. Someone growing with the country who has worked up splendid connection with the dealers—THAT'S US.

Think it over—Then, dictate a letter to us.

### Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG,

CANADA

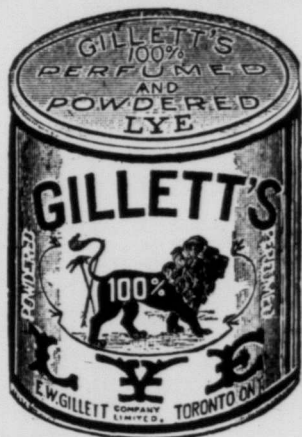


THE CANADIAN GROCER

1/2-lb. pkgs. White Moss ..	0 27	Silver Cow Milk .....	5 40	Medium (each 2 doz.) ....	1 30	Case 50 lbs. 3/4-lb. bars case	3 50
1/4-lb. pkgs. White Moss ..	0 28	Purity Milk .....	5 25	Large (each 1 doz.) .....	2 30	Case 200 lbs. 3/4-oz., case	3 75
1 and 1/2-lb. pkgs., assort-		Good Luck Milk .....	4 50	<b>CREAM.</b>			
ed .....	0 26 1/2	<b>COFFEES.</b>					
1/4 and 1/2-lb. pkgs., asstd.	0 27 1/2	EBY-BLAIN, LIMITED.					
1/2-lb. pkgs., asstd., in 5-lb.		Standard Coffees					
boxes .....	0 28	Roasted whole or ground, pack-					
1/4-lb. pkgs., asstd., in 5-lb.		ed in damp-proof bags.					
boxes .....	0 29	King Edward .....	0 34	"Golden Butterfly" Brand Cream,			
1/4-lb. pkgs., asstd., 5, 10, 15-		Club House .....	0 33	8 doz. 10c size, cases, \$7.00.			
lb. cases .....	0 30	Nectar .....	0 32	"Golden Butterfly" Brand Cream,			
Bulk—		Royal Java and Mocha ..	0 32	8 doz., 15c size, cases, \$11.50.			
In 15-lb. tins, 20-lb. pails and		Empress .....	0 30	<b>INFANTS' FOOD.</b>			
10, 25 and 50-lb. boxes.		Duchess .....	0 29	Robinson's patent barley, 1/2-lb.			
Pails Tins Bbls.		Ambrosia .....	0 28	tins, \$1.25; 1-lb. tins, \$2.25; Rob-			
White Moss, fine		Plantation .....	0 26 1/2	inson's patent groats, 1/2-lb. tins,			
strip .....	0 19 \$ 21 0 17	Fancy Bourbon .....	0 26	\$1.25; 1-lb. tins, \$2.25.			
Best shredded ..	0 18 .....	Crushed Java and Mocha	0 19	<b>FLAVORING EXTRACTS.</b>			
Ribbon .....	6 19 .....	<b>SHIRRIFF'S.</b>					
Macaroon .....	0 17 .....	1 oz. (all flavors) doz. ....					
Desiccated .....	0 16 .....	2 oz. (all flavors) doz. ....					
<b>CONDENSED MILK.</b>							
BORDEN'S CONDENSED MILK							
Wm. H. Dunn, Agent, Montreal							
and Toronto. Per Case							
Eagle Brand, each 4 doz.	\$6 00	German Dandelion, 1-lb.					
Gold Seal Brand, each 4 dz	5 25	tins, ground .....					
Challenge Brand, each 4 dz	4 50	German Dandelion, 1/2-lb.					
Peerless Brand, "Hotel,"		tins, ground .....					
each 2 doz. ....	4 00	English Breakfast, 1-lb.					
Peerless Brand, "Tall," each		tins, ground .....					
4 doz. ....	4 50	Grand Prix, 1 and 2-lb.					
Peerless Brand, "Family,"		tins, ground .....					
each 4 doz. ....	3 75	Demi-Tasse, 1 and 2-lb.					
Peerless Brand, "Small,"		tins, ground .....					
each 4 doz. ....	2 00	Flower Pot, 1-lb. pots,					
<b>CANADA FIRST BRAND.</b>							
The Aylmer Condensed Milk Co.							
Per Case.							
Canada First Baby Eva-		WHITE SWAN SPICES AND					
porated Milk .....	2 00	<b>CEREALS, LTD.</b>					
Canada First Family Eva-		<b>WHITE SWAN BLEND.</b>					
porated Milk .....	3 75	1-lb. decorated tins, lb. ....					
Canada First Medium Eva-		Mo-Ja, 1/2-lb. tins, lb. ....					
porated Milk .....	4 50	Mo-Ja, 1-lb. tins, lb. ....					
Canada First Hotel Eva-		Mo-Ja, 2-lb. tins, lb. ....					
porated Milk .....	4 00	Cafe des Epicures, 1lb. fancy					
Canada First Sweetened		glass jars, per doz., \$3.60.					
Condensed Milk .....	5 25	Cafe l'Aromatique, 1lb. amber					
Canada First Rosebud Con-		glass jars, per doz., \$4.00.					
densed Milk .....	5 15	Presentation (with tumblers) \$3					
Canada First Beaver Con-		per doz.					
densed Milk .....	4 50	<b>MINTO BROS.</b>					
<b>REINDEER LIMITED.</b>							
<b>(Sweetened.)</b>							
Reindeer Brand (4 doz. in		MELAGAMA BLEND.					
case) .....	5 50	Ground or bean— W.S.P. R.P.					
Mayflower Brand (4 doz.		1 and 1/2 .....					
in case) .....	5 25	1 and 1/2 .....					
Clover Brand (4 doz. in		1 and 1/2 .....					
case) .....	4 50	Packed in 30's and 50-lb. case.					
<b>(Unsweetened.)</b>							
Reindeer Jersey Brand,		<b>BRANSON'S SHEREEF COF-</b>					
Family (4 doz. in case),	3 75	<b>FEE.</b>					
Reindeer Jersey Brand,		AGENT: F. COWARD.					
Medium (4 doz. in case)	4 50	402 Spadina Avenue, Toronto.					
Reindeer Jersey Brand,		Small size .....					
Hotel (2 doz. in case),	4 00	Large size .....					
Reindeer Jersey Brand,		In 3 dozen free cases. Freight					
Gallon (1/2 doz. in case)	4 00	paid on 1/2 gross order.					
<b>COFFEE.</b>							
(Combined with Milk and Sugar)		<b>CONFECTIONS.</b>					
Reindeer Brand (2 doz.		<b>PEANUT BUTTER.</b>					
in case) .....	5 00	Ontario Prices					
Regal Brand (2 doz. in		MacLaren's Imperial— Per doz.					
case) .....	4 50	Small, 2 doz. ....					
Reindeer Brand, in glass		Medium, 2 doz. ....					
Jars (2 doz. in case)....	6 20	Large, 1 doz. ....					
<b>COCOA</b>							
(Combined with Milk and Sugar)		Tumblers, 2 doz. ....					
Reindeer Brand (2 doz. in		Pails, 24 lbs., per lb. ....					
case) .....	4 80	<b>CHEESE.</b>					
ST. CHARLES CONDENSING		<b>MACLAREN'S IMPERIAL</b>					
Prices— CO.		Ontario Prices					
St. Charles Evaporated		per doz.					
Milk (baby size) .....	2 00	Individual (each 2 doz.) ..					
St. Charles Evaporated		Small (each 2 doz.) .....					
Milk (family size) .....	3 75	Medium (each 1 doz.) .....					
St. Charles Evaporated		Large (each 1/2 doz.) .....					
Milk (hotel size) .....	4 00	MacLaren's Roquefort—					
<b>CASTILE SOAP.</b>							
"Le Soleil," 72 p.c. olive oil.							
Case, 12 lbs. 2 1/2-lb. bars, lb 0 08 1/2							



GILLETT'S LYE



The fact that Gillett's Lye is the purest, and therefore the strongest Lye on the market, means a considerable saving to your customers both in cost and in labor. Your customers appreciate your efforts to supply them with the goods that will best meet their requirements.

**"GILLETT'S LYE EATS DIRT"**

and besides, is useful for over 500 other purposes.

**E.W. GILLETT COMPANY LIMITED**

WINNIPEG TORONTO, ONT. MONTREAL

**Lucky Pod Peas**

This is the best brand of English Dried Peas on the market to-day. They are put up in packages of one pound each and shipped in cases of 3 dozen and 6 dozen packages. One package is said to be equal to two cans of peas and of superior quality. They retail at 10c. per package.

**F. W. Fearman Co., Limited**  
HAMILTON, CAN.

The quality of  
**WETHEY'S**  
Condensed  
**Mince Meat**

has been daily making friends for the past twenty-nine years.

**WHAT ABOUT YOURSELF?**

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

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

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

2-lb. glass, doz. .... 3 10  
7-lb. tins, doz. .... 8 25

**VERMICELLI AND MACARONI**  
D. SPINELLI C'Y., MONTREAL  
Fine.

4-lb. box "Special" per box 0 22  
8-lb. box "Special," box.. 0 44  
5-lb. box "Standard" box 0 27½  
10-lb. box "Standard," box 0 55  
60-lb. cases or 75-lb. bbls.  
per lb. .... 0 05  
25-lb. cases, 1-lb. pkgs.  
(Vermicelli) per lb. .... 0 06  
Globe Brand.

5-lb. box "Standard" box 0 30  
10-lb. box "Standard," box 0 60  
25-lb. cases (loose) per lb. 0 06  
25-lb. cases, 1-lb. pkgs., lb. 0 06½

**JELLY POWDERS.**  
JELL-O.

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

**JELL-O ICE CREAM POWDER.**  
Assorted case, contains 2  
dozen ..... 2 50  
Chocolate (straight) con-  
tains 2 doz. .... 2 50  
Vanilla (straight) contains  
2 dozen ..... 2 50  
Strawberry (straight) con-  
tains 2 doz. .... 2 50  
Lemon (straight) contains  
2 dozen ..... 2 50  
Unflavored (straight) con-  
tains 2 doz. .... 2 50  
Weight 11 lbs. to case. Freight  
rate, 2nd class.

**IMPERIAL DESSERT JELLY.**  
Ontario Prices.  
Assorted flavors, \$10.75 per  
gross. Imperial Sterilized  
Gelatine.  
Cartons, 1 doz., 90c per dozen.

**SOAP AND WASHING POW-  
DERS.**  
A. P. TIPPET & CO., AGENTS  
Criole soap, per gross .. \$10 20  
Floriola soap, per gross .. 12 00  
Straw hat polish, per gross 18 20  
**SNAP HAND CLEANER.**  
3 dozen to box ..... \$3 60  
6 dozen to box ..... 7 20  
30 days.

**RICHARDS PURE SOAP.**  
5-case lots (delivered), \$4.15 each  
with 20 bars of Quick Naptha as  
a free premium.  
Richards Quick Naptha Soap.  
**GENUINE.** Packed 100 bars to  
case.

**FELS NAPTHA.**  
Prices—Ontario and Quebec:  
Less than 5 cases ..... \$5 00  
Five cases or more ..... 4 05  
**SAPHO MFG. CO., LTD., MONT-  
REAL "SAPHO" INSECTICIDE.**  
1-16 gall., doz. .... \$ 2 00  
¼ gall., doz. .... 6 00  
½ gall., doz. .... 10 80

1 gall., doz. .... 19 20  
1-16 gall. gross lot ..... 20 00

**"ANTI-DUST" SWEEPING  
POWDER.**

Size No. 1, 3 doz. crates, per  
doz. .... \$1 50  
No. 2, 1 and 2 doz. crates,  
per doz. .... \$3 00  
Liquid Bluing, 90c per doz.  
Liquid Ammonia, 90c per doz.  
Both put up in corrugated paper  
shipping boxes.

**STARCH.**

**EDWARDSBURG STARCH CO.**  
Boxes Cents  
Contain per lb.  
Laundry Starches—  
40 lbs., Canada Laundry. .05½  
40 lbs., Canada white gloss,  
1 lb. pkgs. .... .06½  
48 lbs., No. 1 white or blue,  
4 lb. cartons ..... .07  
48 lbs., No. 1, white or blue,  
3 lb. cartons, ..... .07  
100 lbs., kegs, No. 1, white  
200 lbs., bbls., No. 1, white  
30 lbs., Edwardsburg silver  
gloss, 1 lb. chromo pack-  
ages ..... .07½  
48 lbs., silver gloss, in 6-lb.  
tin canisters ..... .08  
36 lbs. silver gloss, 6-lb.  
draw lid boxes ..... .08  
100 lbs. kegs. silver gloss,  
large crystals ..... .07  
28 lbs. Benson's satin, 1-lb.  
cartons, chromo label .. .07½  
40 lbs. Benson's Enamel  
(cold water) per case .. 3 00  
20 lbs. Benson's enamel  
(cold water) per case .. 1 50  
Celluloid—boxes containing  
45 cartons, per case .... 3 60  
Culinary Starch  
40 lbs. W. T. Benson &  
Co.'s celebrated prepared  
corn ..... .07½  
40 lbs. Canada pure corn  
starch ..... .05½  
(20-lb. boxes ¼c. higher.)

**BRANTFORD STARCH WORKS**  
Ontario and Quebec.  
Laundry Starches—  
Canada Laundry—  
Boxes about 40 lbs. .... .05½  
Acme Gloss Starch—  
1-lb. cartons, boxes of 40  
lbs. .... .06½  
First Quality White Laundry—  
3 lb. canisters, cases of  
48 lbs. .... .07½  
Barrels, 200 lbs. .... .06½  
Kegs, 100 lbs. .... .06½  
Lily White Gloss—  
1 lb. fancy cartons, cases  
30 lbs. .... .07½  
6 lb. toy trunks, lock  
and key, 8 in case. .... .08½  
6 lb. toy drums, with  
drumsticks, 8 in case. .... .08  
Kegs, extra large crys-  
tals, 100 lbs. .... .07½  
Canadian Electric Starch—  
Boxes containing 40 fancy  
pkgs., per case ..... 3 00  
Celluloid Starch—  
Boxes containing 45 car-  
tons, per case ..... 3 75  
Culinary Starches—  
Challenge Prepared Corn—  
1 lb. packets, boxes of 40  
lbs. .... .06  
Brantford Prepared Corn—  
1 lb. packets, boxes of  
40 lbs. .... .07½

"Crystal Maize" Corn Starch—  
1 lb. packets, boxes of 40  
lbs. .... .07½  
(20 lb. boxes ¼c. higher than  
40's.)

**OCEAN MILLS, MONTREAL.**

Chinese starch, 48 1-lb., per  
case \$4; Ocean Baking Powder,  
3-oz. tins, 4 doz. per case, \$1.60;  
4-oz. tins, 4 doz. per case, \$3.00;  
8-oz. tins, 5 doz. per case, \$6.50;  
16-oz. tins, 3 doz., per case, \$6.75;  
5-lb. tins, 10 tins a case, \$7.50;  
1-lb. bulk, per 25, 50 and 250 lbs.,  
at 15c per lb. Ocean blanc mange,  
48 8-oz., \$4; Ocean borax, 48 8-  
oz., \$1.60; Ocean cough syrup,  
36 6-oz. \$6.00; 36 8-oz. \$7.20;  
Ocean corn starch, 48 1-lb., \$3.60.

**SOUPS—CONCENTRATED.**  
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulli-  
gataway, Chicken, Ox Tail, Pea,  
Scotch Broth, Julienne, Mock  
Turtle, Vermicelli Tomato, Con-  
somme, Tomato.  
No. 1's, 95c per dozen.  
Individuals, 45c per dozen.  
Packed 4 dozen in a case.

**SYMINGTON'S SOUPS.**  
Quart packets, 9 varieties,  
doz. .... 0 90  
Clear soups in stone jars, 5  
varieties, doz. .... 1 40

**SODA—COW BRAND.**  
Case of 1-lb., containing 60 pack-  
ages, per box, \$3.00.  
Case of ½-lb., containing 120  
packages, per box, \$3.00.  
Case of 1-lb. and ½-lb., contain-  
ing 30 1-lb. and 60 ½-lb. pack-  
ages, per box, \$3. Case of 5c  
packages, containing 96 pack-  
ages, per box, \$3.00.

**SYRUP.**

**EDWARDSBURG STARCH CO.**  
**CROWN BRAND CORN SYRUP**  
2 lb. tins, 2 doz. in case.. 2 55  
5 lb. tins, 1 doz. in case .. 2 90  
10 lb. tins, ½ doz. in case 2 80  
20 lb. tins, ¼ doz. in case 2 75  
Barrels, 700 lbs. .... 3½  
Half Barrels, 350 ..... 3½  
Quarter Barrels, 175 ..... 4  
Pails, 38½ ..... \$1 90  
" 25 lbs. each ..... 1 35

**LILY WHITE CORN SYRUP.**  
2 lb. tins, 2 doz. in case.. 2 90  
5 lb. tins, 1 doz. in case.. 3 25  
10 lb. tins, ½ doz. in case 3 15  
20 lb. tins, ¼ doz. in case 3 10  
(5, 10 and 20 lb. tins have wire  
handles.)

**MOLASSES.**

**DOMINION MOLASSES CO.**  
Gingerbread Brand (Toronto)  
2's—2 doz. to case, per doz. 83  
3's—2 doz. to case ..... 1 45  
Winnipeg.  
2's—Tins, 2 doz. cases, per  
doz. .... 1 20  
3's—Tins, 2 doz. cases, per  
doz. .... 1 75  
5's—Tins, 1 doz. cases, per  
doz. .... 3 20  
10's—Tins, ½ doz. cases,  
per doz. .... 5 20  
20's—Tins, ¼ doz. cases,  
per doz. .... 19 40  
Pails—1's each ..... 0 65  
Pails—2's each ..... 1 12  
Pails—5's, each ..... 2 55

**DOMOLCO BRAND**  
Maritime Provinces and Ontario:  
2's. 2 doz. case, per doz ... \$1 35

3's. 2 doz. case, per doz. ... 1 95  
5's, 1 doz. case, per doz. ... 3 75  
10's, ½ doz. case, per case.. 3 40  
20's, ¼ doz. case, per case.. 3 05  
Western Prices—Sudbury to  
Victoria.

2's, 2 doz. case, per doz.. 1 60  
3's, 2 doz. case, per doz. ... 2 25  
5's, 1 doz. case, per doz. ... 4 00  
10's, ½ doz. case, per case 4 15  
20's, ¼ doz. case, per case 3 80

**SAUCES.**  
PATERSON'S WORCESTER  
SAUCE.

½-pint bottles, 3 and 6 doz.  
cases, doz. .... \$0 90  
Pint bottles, 3 doz. cases,  
doz. .... 1 75  
H. P.

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... \$1 90  
H. P. Pickles—  
Cases of 2 doz. pints ... \$3 35  
Cases of 3 doz ½-pints 2 25

**HOLBROOK'S IMPORTED  
PUNCH SAUCE.**

Per doz.  
Large, packed in 3-doz.  
case ..... \$2 25  
Medium, packed in 3-doz.  
case ..... 1 40  
**HOLBROOK'S IMP. WORCES-  
TERSHIRE SAUCE**

Per doz.  
Rep. ½ pints, packed in 6-  
doz. case ..... \$2 25  
Imp. ½-pints, packed in 4-  
doz. case ..... 3 15  
Rep. qts. packed in 2-doz.  
case ..... 6 50

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**  
6a size, gross ..... \$2 40  
2a size, gross ..... 2 50  
**NUGGET POLISHES.**

Dozen.  
Polish, Black and Tan ... 0 85  
Metal Outfits, Black and  
Tan ..... 3 65  
Card Outfits, Black and  
Tan ..... 3 25  
Creams and White Cleaner 1 10

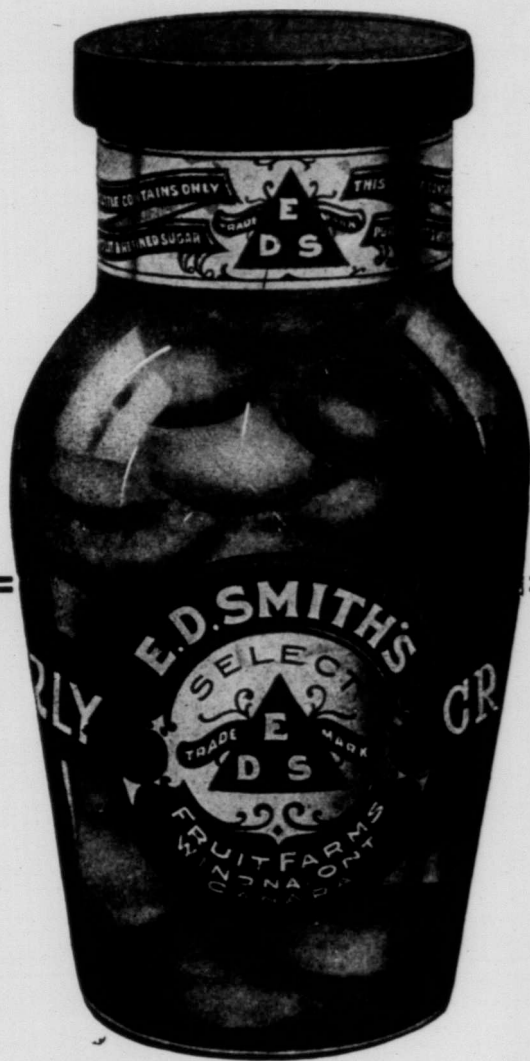
**TOBACCO.**

**IMPERIAL TOBACCO COM-  
PANY OF CANADA.**  
Chewing—Black Watch, 6s .. 44  
Black Watch, 12s ..... 45  
Bobs, 6s and 12s ..... 46  
Bully, 6s ..... 44  
Currency, 6½s and 12s ... 46  
Stag, 5 1-3 to lb. .... 38  
Old Fox, 12s ..... 44  
Pay Roll Bars, 7½s ..... 56  
Pay Roll, 7s ..... 56  
War Horse, 6s ..... 42  
Plug Smoking—Shamrock, 6s,  
plug or bar ..... 54  
Rosebud Bars, 6s ..... 54  
Empire, 6s and 12s ..... 44  
Ivy, 7s ..... 50  
Starlight, 7s ..... 50  
Cut Smoking—Great West  
Pouches, 8s ..... 59  
Regal Cube Cut, 9s ..... 70

**TEAS.**

**THE "SALADA" TEA CO.**  
East of Winnipeg.  
Wholesale R'W'L  
Brown Label, 1's and ½'s .25 .50  
Green Label, 1's and ½'s .27 .35  
Blue Label, 1's, ½'s, ¼'s  
and ⅛'s ..... .30 .40  
Red Label, 1's and ½'s .35 .50  
Gold Label, ½'s ..... .44 .60  
Red-Gold Label, ½'s ... .55 .80  
**LUDELLA CEYLON TEA.**  
Orange Label, ½'s ..... .24 .30





**T**HAT deliciousness that makes your customers' mouths water when they see a display of E.D.S. Brand Pure Fruit Jams and Jellies is what prompts them to buy, and when they buy once they come again.

E.D.S. Brand Fruit and Vegetable Products are government inspected, ensuring their purity and quality.

MADE ONLY BY

**E. D. SMITH**

WINONA, ONTARIO

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

**WE**  
**ADVERTISE**  
 THE GOODS  
**YOU**  
**SELL THEM**

THE "NUGGET" POLISHES  
 Sell easily for **4** Reasons

**S**UPERIOR... QUALITY  
**E**XTENSIVE... ADVERTISING  
**E**XTENSIVE... ADVERTISING  
**L**ITTLE... LABOUR  
**L**ASTING... SHINE

THE SUBSTANTIAL MARGIN OF PROFIT LEFT TO THE TRADE MAKE THE "NUGGET" GOODS WORTH HANDLING

**ADVERTISING  
 MATTER**

SUPPLIED

**FREE**

UPON REQUEST

**"NUGGET"**  
 POLISH COMPANY  
 TORONTO, - - ONT.

Brown Label, 1/2's & 1's .28 .40  
 Brown Label, 1/4's ..... .30 .40  
 Green Label, 1/2's & 1's. .35 .50  
 Red Label, 1/2's ..... .40 .60

MELAGAMA TEA.

MINTO BROS.  
 45 Front St. East.

We pack in 60 and 100-lb. cases.  
 All delivered prices.

Wholesale R'tl

Brown Label, 1-lb. or 1/2 .25 .30  
 Red Label, 1-lb. or 1/2. .27 .35  
 Green Label, 1's, 1/2 or 1/4 .30 .40  
 Blue Label, 1's, 1/2 or 1/4 .35 .50  
 Yellow Label, 1's, 1/2 or 1/4 .40 .60  
 Purple Label, 1/4 only .. .55 .80  
 Gold Label, 1/4 only ..... .70-1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead  
 packages—black or mixed.  
 Orange Label, 1's ..... .23 .30

Black Label, 1-lb., retail at  
 25c ..... .20  
 Black Label, 1/2-lb. retail at  
 25c ..... .21  
 Blue Label, retail at 30c ... .24  
 Green Label, retail at 40c ... .30  
 Red Label, retail at 50c ..... .35  
 Brown Label, retail at 60c... .42  
 Gold Label, retail at 80c ... .55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Rasp-  
 berry, strawberry, peach, plum,  
 red currant, black currant,  
 cherry, gooseberry, blueberry,  
 apricot, huckleberry, 12-oz. glass  
 jars, 2 doz. in case, \$1 per doz.;  
 No. 2 tin, 2 doz. in case, \$1.90 per  
 doz.; No. 5 tin pails, 9 pails in  
 crate, 37 1/2c per pail; No. 7 tin  
 pails, 6 pails in crate, 52 1/2c per  
 pail; No. 7 wood pails, 6 pails

in crate, 52 1/2c per pail; 30-lb.  
 wood pails, 7 1/4c per lb. Packed  
 in assorted cases or crates if  
 desired.

Compound Jellies —Raspberry,  
 strawberry, black currant, red  
 currant, pineapple, 9 oz. glass  
 tumblers, 2-doz. in case, 95c. per  
 doz.; 12-oz. glass jars, 2 doz.  
 in case, \$1.00 per doz.; No. 2 tin,  
 2 doz. in case, \$1.90 per doz.; No.  
 5 tin pails, 9 pails in crate 37 1/2c  
 per pail; No 7 wood pails, 6 pails  
 in crate, 52 1/2c per pail; 30-lb.  
 wood pails, 7 1/4c per lb. Packed  
 in assorted cases or crates if de-  
 sired.

Pure Orange Marmalade—Guar-  
 anteed finest quality. 12-oz.  
 glass jars, 2 doz. in case, \$1.10  
 per doz.; 16-oz. glass jars, 2 doz.  
 in case, \$1.50 per doz.; pint seal-

ers, 1 doz. in case, \$2.25 per doz.,  
 No. 2 tins, 2 doz. in case, \$2 per  
 doz.; No. 4 tins, 2 doz. in case,  
 35c per tin; No. 5 tins, 9 in crate,  
 42 1/2c. per tin; No. 7 tins, 12 in  
 case, 57 1/2c per tin; No. 7 wood  
 pails, 6 in crate, 57 1/2c per pail;  
 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND  
 CEREALS, LTD.

White Swan, 15 flavors, 1  
 doz. in handsome counter  
 carton, per dozen ..... 80 90  
 List Price.

"Shirriff's" (all flavors), per  
 doz. .... 0 90  
 Discounts on application.

YEAST.

White Swan Yeast Cakes,  
 per case, 3 doz. 5c pack-  
 ages ..... 1 15

## Pine Apples

are now commencing to  
 come in more freely and  
 are arriving in good  
 shape.

Florida Tomatoes, Cabbage and  
 Celery, Louisiana Strawberries,  
 pint boxes will be reason-  
 able in price, Navel Oranges,  
 Bananas, Lemons, Nuts, etc.

McWILLIAM  
**Mc. AND E.**  
 EVERIST

25-27 CHURCH TORONTO  
 are Largest Receivers

## BANANAS Tomatoes Celery

AND

all early vegetables

We invite  
 enquiry

Prompt attention and first-class  
 service.

WRITE AT ONCE

## LEMON BROS.

Owen Sound, Ontario

St. Nicholas

B  
 L  
 O  
 E

Puck

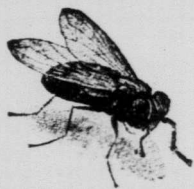
Kicking

J. J. McCABE  
 Agent

TORONTO, - ONT.

Home Guard

## TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky  
 compound than any other;  
 hence is best and cheapest.

Nature has solved the  
 problem of distribution.  
 It uses a multitude of  
 agents to effect the distri-  
 bution of its products.

Nature does not expect  
 every seed to fall upon fal-  
 low ground and to take  
 root. But, it achieves a  
 profitable percentage upon  
 its distribution. This is all  
 that an advertiser has to  
 do to reap a profitable  
 harvest on his outlay.

Keep in mind the domin-  
 ant fact that mankind from  
 its first appearance on the  
 earth has been schooled by  
 nature to look for signs;  
 for invitations to taste; for  
 suggestions as to what to  
 wear. Tell your story  
 briefly, forcibly, truthful-  
 ly, and address it through  
 the proper media and you  
 can successfully apply ad-  
 vertising as a means to  
 increased distribution.



# Pineapples

The season is now well under way and car lots are arriving at our Toronto and Hamilton houses. The brands of Cuban Pineapples we are handling this season are, as usual, the best coming from the Island.

**Extra large for the grade**

Your orders solicited.

Sizes 18s, 24s, 30s, and 36s.

## WHITE & CO., LTD.

Wholesale Fruit, Produce and Fish  
TORONTO

# BANANAS

The Banana season is now commencing in earnest. In order to insure your customers the very best fruit in very best condition at all times, let us have a regular standing order from you.

THE HOUSE OF QUALITY.

## HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

You can't afford to lose your customers by giving them impure

LEMONADE  
EXTRACTS  
ACIDS  
MIXTURES

Give them

FRESH

# BUSTER BROWN

LEMONS

"The Superb Pack."

FRATELLI FOLLINA  
Packers, SICILY

W. B. STRINGER  
Sales Agent, TORONTO



**GOODS HALF SOLD  
ARE A GOOD BUY**

There is no dead stock in Bovril. It is half sold before the customer comes into your store.

All over the country on bill-boards, in newspapers and magazines

# BOVRIL

is advertised in a way that leaves little selling effort for the grocer.

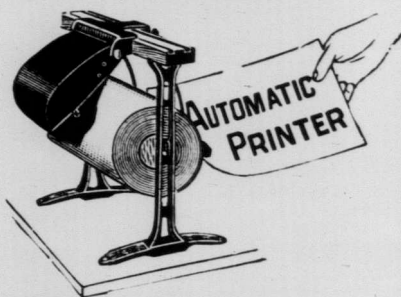
Send for show cards, etc., and get your share of the profit.

**BOVRIL LIMITED, Montral, Que.**

Is it  
\$20  
\$30  
\$40 ?

How much do you spend monthly on advertising? No matter what it amounts to we can reduce it and produce the same results nevertheless.

How?



This cheap little machine will print your name, address, cheap sale, or anything, on your wrapping paper, and will keep your name before your customers all the time.

WRITE

**UTILITIES LIMITED**  
73 Bank of Ottawa Bldg., MONTREAL

Give them a "Little Treat" Once in a While

Yes, Mr. Grocer, have a different top-notch article to offer customers every week. Be sure it's a top-notch and then you can count on a regular demand, even when you are not featuring it extra strongly.

**BLACK OLIVES**

offer you a splendid opportunity. These olives are not only appetising, but are a regular tonic. There can be absolutely no doubt about their value.

WRITE

**H. E. VIPOND & CO.**

MONTREAL

SPECIALTIES FOR SPECIALISTS

**HOUSEWIVES' FAVORITE**



**WHITE DOVE**  
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

**W. P. Downey**  
MONTREAL, QUE.



**Oakey's**

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

'WELLINGTON'  
**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**  
Manufacturers of

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

Wellington Mills, London, England

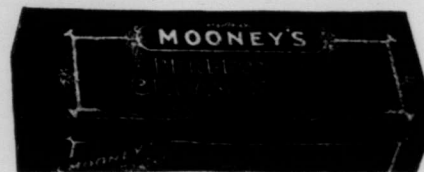
**FREQUENCY OF SAILINGS**

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

For further particulars apply to

**PICKFORD & BLACK, Ltd.**  
Agents

HALIFAX, N.S.



**THE BISCUIT MANUFACTURER'S REPUTATION AND HIS PRODUCT**

is what counts to advantage to the dealer. The unchanging quality of

**MOONEY'S PERFECTION CREAM SODAS**

have made them prominent among all classes of trade. The Biscuits are perfectly baked and retain their fresh, crisp deliciousness.

**The MOONEY**

Biscuit and Candy Co. LIMITED

Factories at Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C. B., Halifax, N. S., Fort William, Calgary, Vancouver, St. John's, Nfld.

**Get Down To Date**

Carry A Stock of

**MAPLEINE**

to meet the popular demand for a staple that's better than maple.

Order from your jobber, or Frederick E. Robson Co., 26 Front St. E., Toronto.

**The Crescent Mfg. Co.**  
SEATTLE, W.N.





**To Manufacturers of**

**Condensed Milk and Evaporated Cream**

We are Open for Quotations on

**100,000 CASES ASSORTED**

Family and Hotel Sizes

**Condensed Milk and Evaporated Cream**

**Shipments**—15,000 cases per month Lake and Rail.

**Quotations**—We require quotations F.O.B. Sarnia,  
Owen Sound or Montreal.

**Terms**—Quote lowest trade, also spot cash discounts.

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WRITE

**NICHOLSON & BAIN**

WINNIPEG, MANITOBA

**Wholesale Commission Merchants and Brokers**

Branch Houses:

REGINA

MOOSE JAW

CALGARY

EDMONTON

**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.

**AGENCIES WANTED**

AN ENGLISH FIRM OF MANUFACTURERS and merchants having a large connection amongst Grocers and stores in the United Kingdom are willing to take one or two agencies for Canadian Products. Address Box 422, Canadian Grocer, Toronto.

**BUSINESS CHANCES**

**YOUR BUSINESS SOLD QUICKLY, OR** wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROCERY store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

**COMMISSION LINES WANTED**

WANTED TO HANDLE LINES ON COMMISSION basis, good storage facilities. Travelers cover most of Alberta and Northern Saskatchewan. Apply Box 420, Canadian Grocer.

**PRICE TICKETS**

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

**PRINTING**

CHEAPEST PRINTING ON EARTH.—BOOK-lets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

**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—employee's time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

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

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

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

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

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

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

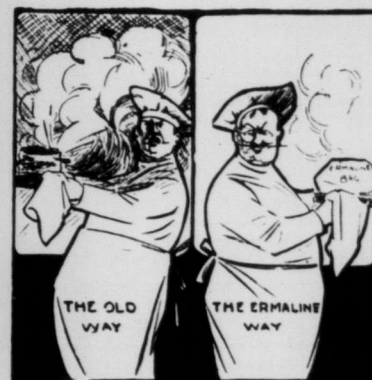
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YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilds at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

**Are You Willing To Let us Prove Our Satisfaction Claim?—**

If so, drop us a line and we will send you, free of all charges, putting you under no obligation whatsoever, a free set of bags with instructions for use.

**The ERMALINE COOKING BAG**



offers you splendid opportunities for securing new accounts; in short, for attracting trade.

Just Think of a Window Trimmed With These Bags. Attractive? Well, Sure!

**EDWARD LLOYD LIMITED MONTREAL**



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Tone up yo three lines— customers ar

St. George Princess Banner

Order from Delivered in Halifax.

ST. G



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for the fly what a de minute flie makes his KILLER profit.

Dominion Ag Distributors:—1 W. H. Escott, Turner & Co., Block, Quebec.





**Three Lines You Should Know  
and Introduce to Your  
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

**St. George Evaporated Milk, 4 doz. in case, \$3.50**

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**Banner Condensed Milk, 4 doz. in case, \$5.00**

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

**J. MALCOLM & SON**

ST. GEORGE,

ONTARIO



**LINE UP NOW!**

for the fly killing trade of summer. You know what a demand there is for a device that will exterminate flies, just as soon as the little household pest makes his seasonable entrance. WONDER FLY KILLER exterminates. Stock Up Now. Good profit.

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**CARTER'S**



**Big Wheel Lemonade Powder**

**Table Jellies, Mustard Powder**  
etc., etc.

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

**QUALITY JAM  
KING BRAND**

You owe this line a trial. It's the best that can be produced from a clean, wholesome factory. Satisfy that insistent demand for the best of goods and make

**KING**

your leader.

Our prices will surprise you.

Write

**Labrecque & Pellerin**

MONTREAL, QUE.

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MacGregor Specialty Co., Toronto.  
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# CANE'S WASHBOARDS

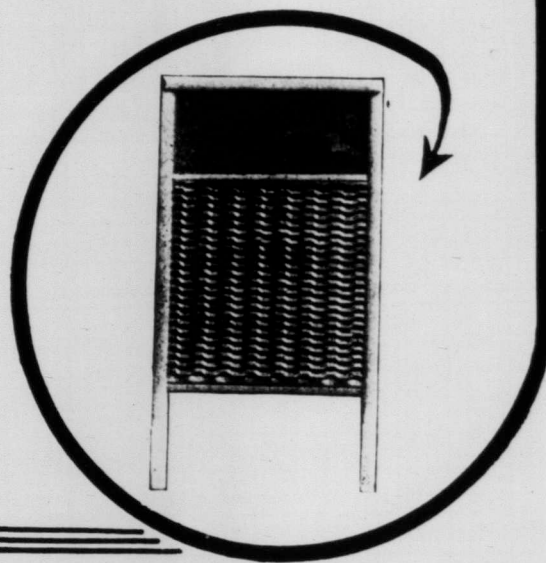
*"The Choice of the Women Who Know"*

The construction, finish and durability of CANE'S WASHBOARDS give them a recognized superiority wherever sold. Of course you sell other washboards, but why not give your customers the best board for their money? CANE'S WASHBOARDS are not high priced, but are unequalled for lasting and satisfactory service. We have a board for every purpose, a few are as follows :

- IMPROVED GLOBE—Thin back, solid zinc washing plate.
- ORIGINAL GLOBE—Heavy back, solid zinc washing plate.
- NEPTUNE—Wavy zinc washing plate.
- DIAMOND KING—Glass washing plate.
- WESTERN KING—Enamel washing plate.
- BEAVER—Brass washing plate.

Write for Catalog on Washboards and general Washday Woodenware.

**The Wm. Cane & Sons Co., Limited,**  
Newmarket, Ont.



## Globe Macaroni

There is bound to be a great business passing in Macaroni and Vermicelli and you cannot very well afford to miss any of it.

**"Globe" Macaroni**

SHOULD BE MADE YOUR LEADER  
BECAUSE

Its quality is guaranteed.  
It contains no maize or rice flour.  
It is manufactured in a scrupulously clean factory.

GOOD PROFITS SURE REPEATS

**D. SPINELLI & CO.**

REGISTERED

MONTREAL, - - QUEBEC

## The Wash Day Wonder Worker

Everything that goes towards saving labor on Wash Day is welcomed by the busy housewife, and



has no equal in the effective and rapid cleaning of soiled clothes.

Its attractive labelling and packing assist in effecting a rapid sale, while its sterling qualities are your guarantee of repeat orders.

Ask us about our sales-helping proposition. It cannot fail to benefit both yourself and us.

**The Guelph Soap Co.**  
Guelph, Ontario

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## Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



# Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

## Campbell Bros. & Wilson

Limited

WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.  
 CAMPBELL, WILSON & SMITH, Limited, Regina.  
 CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.  
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PEOPLE WANT

## D.W.C. OLIVES

because they are known for their excellence of quality, only carefully selected, high grade fruit being packed. They are the kind that your customers can't resist buying when they see a display.



Write us, there's money in it for you.



**ROWAT & CO.**  
 GLASGOW, SCOTLAND

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You Can't Get Any Cheaper. You Can't Get Any Better.  
 So, Why Pay Any Higher?

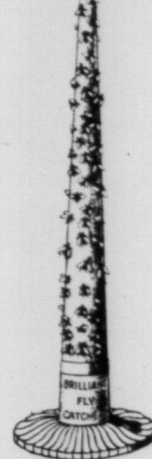
**\$1.75 per box of 100**

Profitable enough, too, eh?



The Most  
 Reliable Glued  
 Catcher On The  
 Market.

Will Unroll  
 As a Ribbon  
 A Full Yard.



For Jobbers' Prices Write

**GRANGER FRERES LIMITEE, - MONTREAL**

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The sale of  
**REINDEER  
Condensed  
Coffee**

has kept increasing all winter. Now, it's going to be still better during the Spring and Summer, with all fishing, camping and hunting parties using Reindeer Condensed exclusively.

Make a window display of Reindeer Condensed Coffee, Cocoa and Reindeer Milk, then order another lot from your wholesaler at once.

**REINDEER LIMITED**

TRURO, N.S. and HUNTINGDON, P.Q.

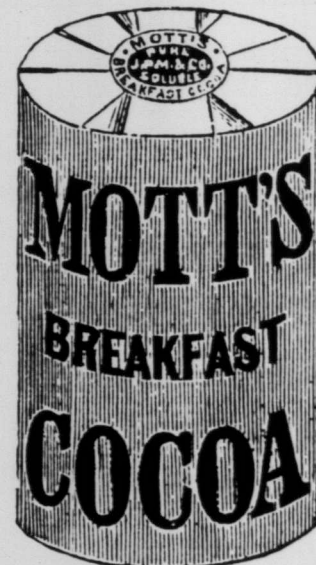
Western Agents:

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Dominion Brokerage Co., Limited, Edmonton, Alta.  
D. M. Doherty & Co., Calgary, Alta., and Vancouver, B.C.

**CHILDREN**

grow sturdy and strong on

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It's full of nourishment and easily digested.  
Order a box from your jobber to-day.

**The Surest Safeguard**

of a dealer's reputation for handling only "quality" goods lies in stocking the popular and widely-known **STERLING BRAND** food products. The latest improvements of modern cooking apparatus and purest ingredients make the Sterling lines your profit producers. A few of the lines are the following:

Lime Juice	Catsups
Marmalade	Extracts
Sauces	Relishes
Jams	Etc.
Pickles	



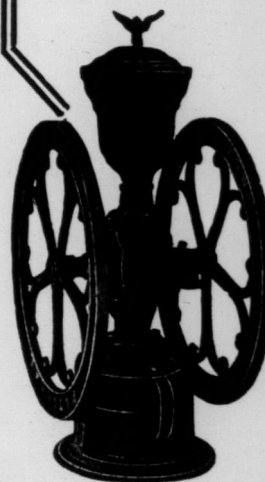
THE T. A. LYTLE CO., LIMITED  
STERLING ROAD. - TORONTO

**YOU ARE THE MAN WE WANT**

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

**ELGIN  
National Coffee Mill**

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



Ask any of the following jobbers for our illustrated catalogue.

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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.

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# BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

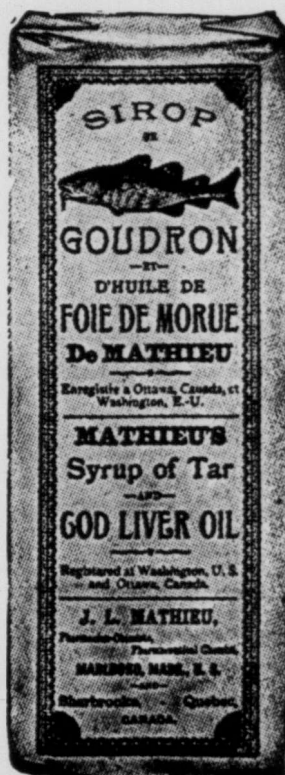
THE "QUALITY" BRAND

**CONNORS BROS., Limited**  
**Black's Harbor, N.B.**



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## KEEP OFF THE SICK LIST



by taking a dose or two of

**MATHIEU'S  
 SYRUP  
 OF TAR AND  
 COD LIVER OIL**

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

**J. L. MATHIEU CO., PROPS.**  
 SHERBROOKE, P.Q.

**Mathieu's Nervine Powders**

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

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 Distributor for Western Ontario.

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## Quaker Soap

100 double wrapped  
 Bars to Box

No prizes  
 No premiums

### Just Soap

At the Lowest  
 Price Good Soap  
 Can Be Sold.

**Mathewson's Sons**  
 MONTREAL

## The Housewife Welcomes Wash Day When She Has N.P. Bar Soap to Use.

She says:—It does the work as no other soap will. It takes less work and uses less soap to gain the same result as would double the work and more soap of any other brand.

Knowing this to be true, you are losing an opportunity if you are not pushing the sale of N.P. Bar. It is one big piece of honest soap that is right up to weight and is more economical in use than the five-cent kind.

It is this satisfactory soap with a steady and good profit that will make you successful.

Let us quote you prices.  
Send card to-day.

**David Morton & Sons, Limited**  
Victor Soap Works HAMILTON, ONT.

## FIRST IMPRESSIONS ARE IMPORTANT

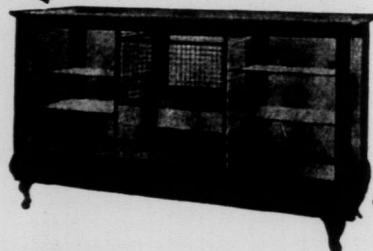
Every week there are people coming to your store for the first time. It is therefore important that you make a favorable impression upon them. Cater to secure their trade permanently.

### THE SILENT SALESMAN REFRIGERATOR One of the Famous Arctic Line

serves you as an attractive piece of store equipment that makes the first impression a good one, and one that is bound to bring them back for more sales, besides it is the only logical way to display goods of a perishable nature.

It would be a good investment. Send for our catalogue to-day.

Representatives in West: Donnelly, Watson & Brown,  
Calgary, Alta.



Write for Catalogue  
and Details

**John Hillock & Co.**  
LIMITED  
Toronto, Ontario

## It's as Pure as Can Be

Never been  
Adulterated  
Never will



It's the line  
for you.  
Write.

## "Pride of Canada" Maple Syrup and Maple Sugar

**Maple Tree Producers Assoc., Ltd.**  
Montreal

**SUN**

Single  
75

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STUART  
474-476 Gen

**KC**

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Dominion



# SUN AMMONIA

(HARVEY'S)

Single Cases \$2.25

75c. a doz.

5 or more delivered \$2.00

66 $\frac{2}{3}$ c. a doz.



Single case 85c  
Gross lots delivered \$9.50

For 25 years  
The Standard of Strength and Purity

Secure it from your  
Wholesale Grocer.

STUART & FOSTER, LIMITED,  
474-476 Gerrard St. E. Toronto

Established 1882



## Cold Springs Lemonade



AN EASY FIRST  
TO QUENCH  
THE THIRST

Get samples  
now; you'll be  
pleased. Then  
make prepar-  
ations for big  
trade.

Sold everywhere in  
Canada and through-  
out the Colonies.

S. H. Ewing  
& Sons  
MONTREAL

# KO-KO-BUT

Don't hesitate any longer about  
placing a small trial order with  
us. **Ko-Ko-But** has proven it-  
self a regular economizer, and  
has met with unqualified success

**Cheaper than Butter—**

**More Economical than Lard**

1 lb. **Ko-Ko-But** equals 1 $\frac{1}{2}$  Butter,  
Lard or any  
other cook-  
ing matter.

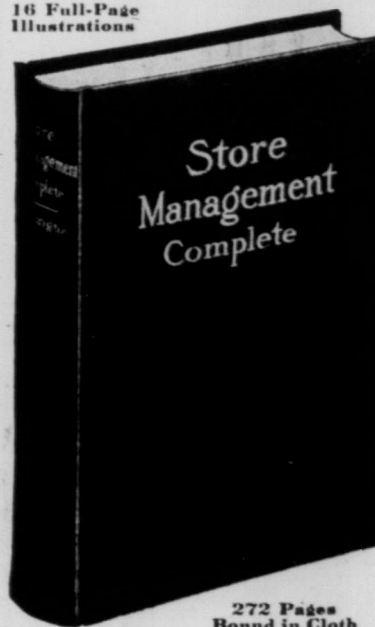
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**Dominion Coconut Butters Limited**

Montreal

## Store Management—Complete

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK

BY  
FRANK  
FARRINGTON

A Companion Book to  
**Retail Advertising  
Complete**

**\$1.00 POSTPAID**

"Store Management—  
Complete" tells all  
about the management  
of a store so that not  
only the greatest sales  
but the largest profit  
may be realized.

THIRTEEN CHAPTERS

Here is a sample:  
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STORE POLICY—What it  
should be to hold trade.  
The money-back plan.  
Taking back goods.  
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Nine Times  
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### St. Lawrence Cream Sodas

They are the satisfaction-giving kind that bring people back and increase confidence in your store. Quality counts. Stock St. Lawrence Cream Sodas, the sales are many and the profit is a good one.

ASK FOR SAMPLE PACKAGE

## ABBOT, GRANT & CO.

Limited

BROCKVILLE

ONTARIO

## Our Quotations



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10 oz. bottle \$10.80 per gross. Qts.\$27.00

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10 oz. bottle \$10.80 per gross. Qts.\$27.00

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10 oz. bottle \$10.80 per gross. Qts.\$27.00

FREIGHT PREPAID ON  
ORDERS \$25 AND OVER

## GREEN & CO. Manufacturers

TORONTO

**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.

**Brooms**

**Brooms**

## "BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

## WALTER WOODS & CO.

HAMILTON

WINNIPEG



## Tea Hints For Retailers

By JOHN H. BLAKE

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

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(24 full-page illustrations)

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You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

## Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

**The Rock City Tobacco Co.**

Quebec

Winnipeg

## Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE MILDER  
THAN



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**

# Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

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Allison Compton  
American Com

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Bovril, Ltd.  
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Eckardt, H. P.  
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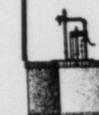
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THE CANADIAN GROCER  
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Messrs. S. F. Bowser & Co.  
Toronto, Ont.

Gentlemen,—Herewith please find enclosed my cheque of \$107.75 in payment of enclosed invoice.

I am proud to say you have served me to perfection, and am very much obliged to you. I am convinced that your oil pumps are indispensable to those who know and use them, and be sure that had I known them, I would have had one a long time since: it is about the best investment I have ever made.

Yours devotedly,  
J. H. Bourbeau.

You Will Say The Same Thing

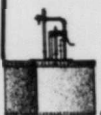
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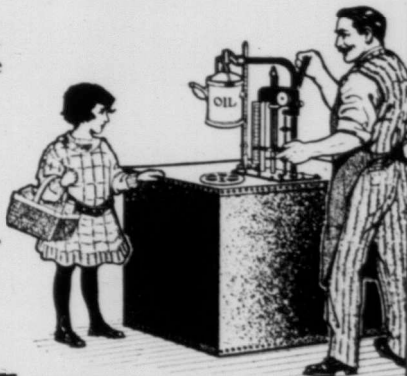
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For twenty-seven years manufacturers of Self-measuring Pumps, Gasoline and Oil Storage Systems, Registering Pipe Line Measures, Dry Cleaning Systems, etc.



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SNOWFLAKE  
AMMONIA**

London, March 13, '12

To Messrs. S. F. Lawrason & Co.  
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

Yours truly,

Jas. MacKenzie  
Secretary.

Jno. Diprose,  
President

**THE GIANT  
FIVE CENT  
PACKAGE**

**SPRING CLEANING TIP:—**All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grease and dust. The paint or varnish will spread easily and dry quicker, also take one half less to do the work.

**S. F. LAWRASON & CO., - LONDON, ONT.**

# Sapho Anti-Dust

The green sweeping powder that smells of the pine, keeps carpets bright, and the dust down, kills moths and microbes and lightens labor.

## SELLS ON SIGHT

Place a trial order. Display the goods and watch them go. Once your customers use Anti-Dust, they always buy it.

## SAPHO METAL POLISH

Keeps brass brighter longer than any other.

*Write Dept. G.*

**SAPHO MFG. CO., LIMITED**

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In almost every line of merchandise there is some leader, in comparison with which other articles of the same class are claimed to be "just as good." The claim of other makers that their brand is "as good" as

**Ramsay's**  
BEST BY TEST

**Farm Cream Sodas**

is the sincerest flattery and compliment to our goods.

The shrewd merchant at once concludes that there is nothing to be gained by experimenting, and that the way to hold and increase his trade is to stock the standard of the line. In Soda Biscuits it is Ramsay's Farm Cream Sodas.

*Ask for prices and samples*

**RAMSAYS LIMITED**

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“—it is the *ONLY* kind that makes good bread and pastry”

Chisholm, Ont.  
Jan. 10, 1912.

“At the County Fair (Picton) I have won several 1st prizes on apple pie, 1st and also the special twice on white bread. I use FIVE ROSES flour and have for years.”

Mrs. Thos. W—

Folleigh Lake, N.S.  
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Mrs. Jas. B—

Port Carling, O.  
Jan. 7, 1912

“I am a steady customer of FIVE ROSES flour and find for bread and general cooking that it is absolutely satisfactory. Since using it I have used no other.”

Mrs. A. L. C—

Bridgetown, N.S.  
Dec. 28, 1911

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Mrs. Henry J—

Mrs. Christine V—  
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Edmonton, A. a.  
Jan. 8, 1912

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Mrs. James I—

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Mrs. John W. C—

Albury, Ont.  
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Mrs. John G. P—

Mansonville, Que.  
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If you sell FIVE ROSES.

Can any other flour in Canada produce such *voluntary* testimonials of satisfaction?  
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Get it with one *single* flour—FIVE ROSES.  
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“The House of Character”—Capacity, 10,000 bbls daily

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**Five Roses Flour**

Not Bleached



Not Blended

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