

CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway

VOL. XXV.

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NO 5



Robinson's Patent Barley

As a healthy, nourishing, enjoyable, and palatable food for young and old, Robinson's Patent Barley has no equal. Druggists sell it; grocers sell more of it. Those who are wise will sell it always.

Write for Particulars.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion of Canada

There are Syrups and Syrups

and when purchasing such a consistently rapid selling line as Syrup, be sure you buy right

"Crown" Brand Corn Syrup

is made from the finest selected white corn only, and is very healthy and nourishing.

Order through your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal



The Best Proposition!

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

UPTON'S Jams, Jellies and Marmalade

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

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

ORDER TO-DAY THROUGH YOUR JOBBER

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

Codou's Macaroni

Sells on Its Merits

There is no blot on the pages in the Life Book of P Codou! Sterling merit and rugged honesty of purpose have guided this famous firm since its inception, years and years ago. Their Macaroni, Vermicelli and Fancy Pastes are as high above suspicion as the Alps above the clouds!

Did He Hypnotize You?

While ALL traveling salesmen are usually "good fellows" some are better than others—hats off, gentlemen, to the keen representative of our mutual interests!

But keep a tight grip on your pocketbook when that slickest one of all comes in, the "hypnotizer" who, for his personal gain persuasively urges "just a trial order."

Be guided by the name and the fame rather than by the looks and the crooks. Think of the fly-specked back numbers that you may have to take into inventory at the close of your business year and "Don't be hypnotized!"

Arthur P. Tippet & Co.
MONTREAL TORONTO

Cox's Gelatine

Needs No Argument

Nearly three-quarters of a century on the market without a slip in the cog of the business wheel! A splendid record for maintained high quality, friend. Pure absolutely—sure in results—quick in attainment!

G. & S. Asparagus

The Connoisseur's Delight

It has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained you see—and all the delicacy of the fresh young stalks!



Montreal Office

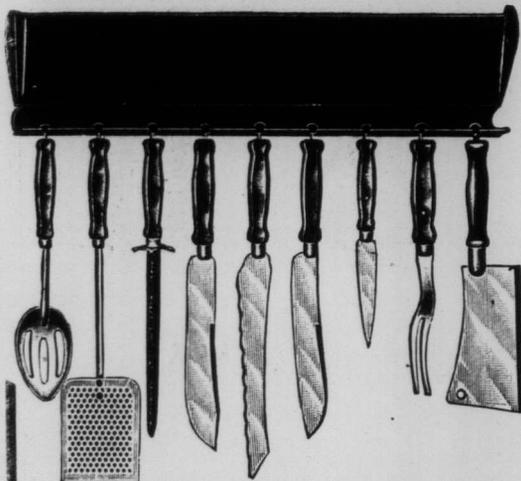
Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>Evaporated Apples and White Beans Can give best quotations.</p>	<p>Arrived in store one car NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>—WINNIPEG— H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our pos- ition is your opportunity. SASKATOON, - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads.</p>
<p>George G. Hunt Broker and Commission Merchant St. John's, - [Newfoundland Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices. CORRESPONDENCE SOLICITED.</p>	<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29 W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>A. Francois Turcotte COMMISSION MERCHANT Room 16, Morin Block Quebec, - Canada One or two more agencies wanted FIRST CLASS CONNECTION —MOOSE JAW— WHITLOCK & MARLATT Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p>



This handy
KITCHEN SET
FREE

With an order for

100 lbs. Spices, Assorted

You should take advantage of this offer--the KITCHEN SET is absolutely free--We have added nothing to our regular prices.

The QUALITY of our SPICES We guarantee our Spices--Absolutely Pure. We import all our spices direct from the country of growth--and grind them on our own premises.

SAMPLES and QUOTATIONS gladly furnished upon application

EBY-BLAIN, LIMITED

WHOLESALE GROCERS,

TORONTO

DIRECT IMPORTERS OF TEAS, COFFEES AND SPICES



Out of 100 Book Size, without hood, showing alphabetical arrangement of books.

BEGIN THE NEW YEAR RIGHT

Do you want to make more money this year than you did last year?

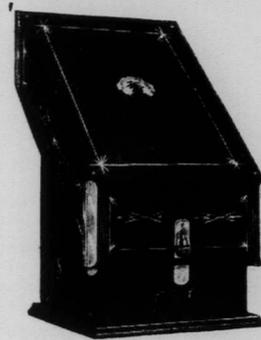
Do you want to save more money this year than last?

Do you want to take life easier than ever before?

If so--Install a **KEITH FIRE-PROOF SYSTEM.**

It will make money for you, because,

1. It will please your customers and increase your trade.
2. It will keep your collections up and your bad accounts down.



Out of 100 book size, showing hood locked to cabinet, when not in use.

It will save money for you because,

1. It will do away with forgotten charges.
2. It will cut out concessions to customers over disputed accounts, as the accounts are always correct and posted up-to-the-minute.

It will enable you to take life easier, because,

1. Your mind will be at ease in the knowledge that your profits are not leaking away.
2. You will have leisure time to spend more pleasantly and profitably than in the bugbear of keeping books.

Now is the time to buy.

The price is right.

Ask for Catalog G.

The Simple Account Salesbook Company

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

1926 Depot Street

...

...

...

...

...

...

FREMONT, OHIO

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

VICTOR ARCHAMBAULT, ::

Quebec Representative ::

28 Bridge Street, SHERBROOKE, Que.



Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

- Fairbank's Gold Dust Washing Powder
- “ Fairy Soap (for Toilet and Bath)
- “ Glycerine Tar Soap
- “ Sunny Monday Laundry Soap (contains no rosin)
- “ Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Note the Green Label

on the top of every can of SIMCOE BAKED BEANS. It furnishes you with a selling point that is stronger than any other could be.

It is our guarantee that

"Simcoe" Baked Beans

are not only supremely good in quality but that the Simcoe Brand cans contain more beans than the 3's flat sold at higher prices.

It is a case of high quality plus greater quantity for the same money.

We can supply "Red Cross" Brand in place of "Simcoe" wherever desired.



Dominion Cannery, Limited
Hamilton **Canada**



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the best and most perfect. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

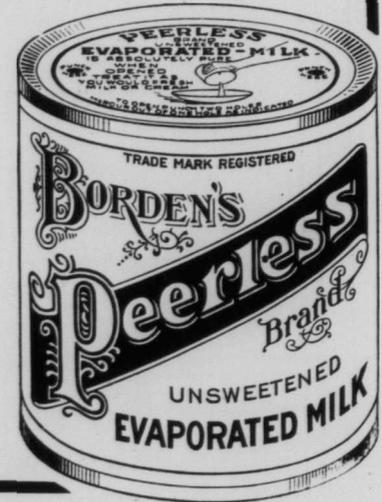
"Eagle Brand" Condensed Milk and "Peerless Brand" Evaporated Milk

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.



Conceded the Best Egg Carrier

by the army of dealers who handle and use

STAR EGG CARRIERS AND TRAYS

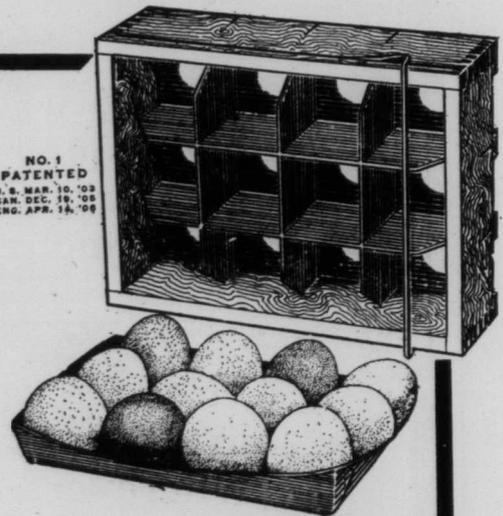
FOR SAFE EGG DELIVERY

The Star Egg Carrier itself, made of tough white wood, strongly built, will last a lifetime, and is especially designed to protect eggs during vehicle delivery.

Star Egg Carriers and Trays also prevent miscounts, save time and satisfy customers.

If you want to make money on eggs, write for our booklet, "No Broken Eggs," and ask your jobber—he knows.

NO. 1
PATENTED
U.S. MAR. 10, '05
CAN. DEC. 19, '05
ENG. APR. 18, '09



Made in one and two dozen sizes.

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

STAR EGG CARRIER & TRAY MFG. CO.

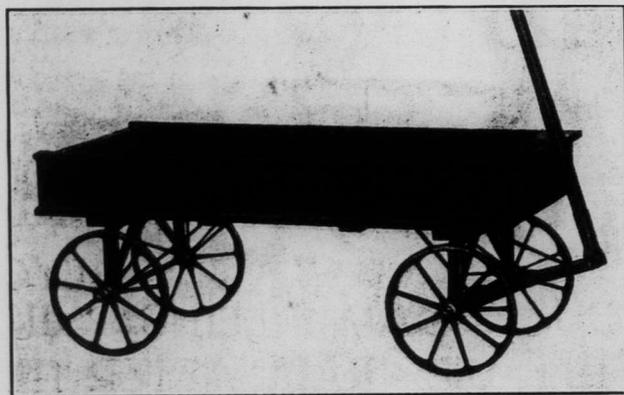
1550 JAY STREET, ROCHESTER, N.Y.

An Express Wagon Free!

With a 25-Box order of

COMFORT SOAP

"It's All Right"



Wagon Box
36 x 18

Wagon Box
36 x 18

Malleable Iron Wheels

With a 10-box order we charge \$2.00.

With a 5-box order we charge \$2.50.

A Strong and Durable Wagon.

Malleable Iron, Will Not Break.

There is a no more useful article in the grocer's equipment than a small delivery wagon.

It is a serious want felt by all grocers at various times and an absolute necessity for grocers who do not maintain a horse-drawn vehicle. Now is your opportunity. Secure one FREE WITH COMFORT SOAP.

Send for our Illustrated price list.

THE COMFORT SOAP CO.

TORONTO

CANADA

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

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



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

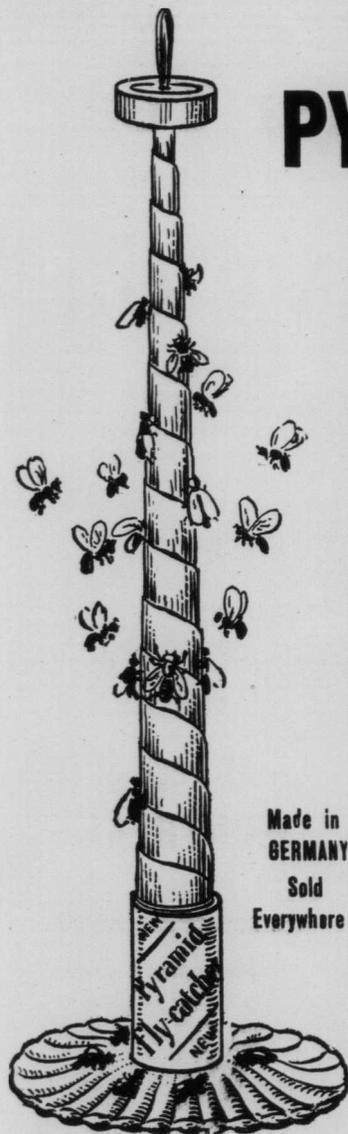
THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton;
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

THE CANADIAN GROCER

SELL AND RECOMMEND

PYRAMID-FLY-CATCHER



Made in
GERMANY
Sold
Everywhere

THE PYRAMID does not interfere with flat fly paper, because it appeals to the medium and better classes of your trade. They do not like fly paper because of its annoying features. The Pyramid is just what they want.

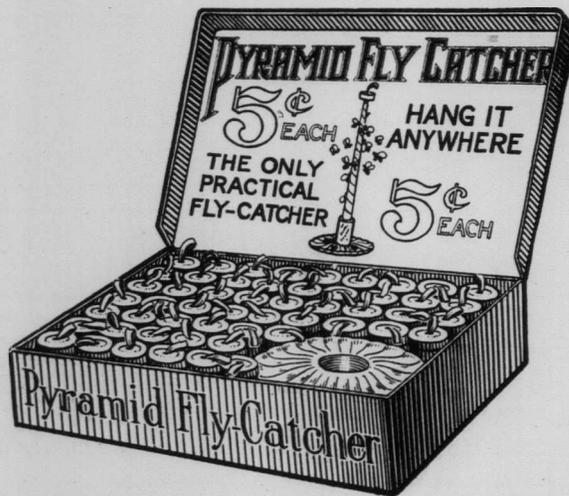
**Price, \$3.50
per hundred**

CASES CONTAIN FORTY CARTONS
OF FIFTY PYRAMIDS EACH.

TO DEALERS---If you want to test the most satisfactory Fly Catcher on the market, write for Free Sample and state who is your wholesaler.

Place your order now
to ensure early delivery.

Hang it up and forget it
Catches more flies than
any other device
Hang it anywhere



Never drips
Will not tangle
It attracts the flies
Great improvement on
flat fly paper

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

SALES AGENTS---

Mason & Hickey, Winnipeg; Donnelly, Watson & Brown, Calgary; Andrews & Nunn, Vancouver;
J. Leslie Lovitt; Yarmouth; Carvell Bros., Charlottetown.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office :
Cor.
Church & Colborne Sts.
TORONTO



Branch :
256 St. Paul Street
MONTREAL

Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,
37 Wall Street,
New York City.

Albany, January 11, 1911.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

**“TRIAN”
BRAND**

STANDARD
OF
QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

Lines We Specialize in

Wagstaffe's Jams, Preserves and Marmalades.

Christie's Biscuits (Sodas and Fancy).

Edwardsburg Syrup and Starch.

Garafalo's Macaroni.

Clark's Canned Meats, Soups, Pork and Beans, Etc.

Richards Soaps (Pure and Quick-Naptha).

St. Charles Brands Milk and Cream.

Sterling Brand Pickles, Catsup, etc.

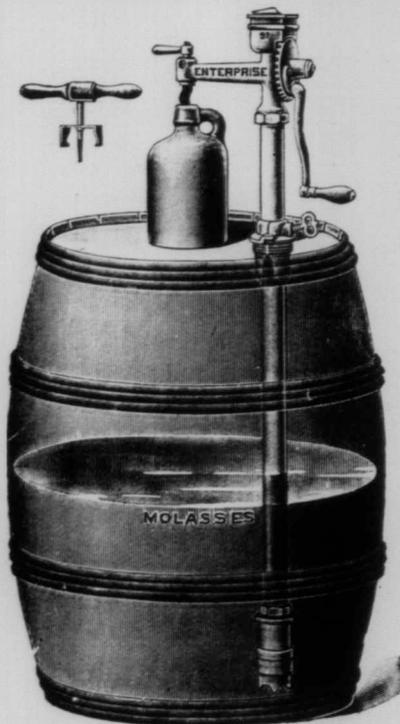
These are goods that not only sell themselves but bring customers to the store that handles them. If you are not already carrying them, order a small quantity of each line and watch the effect on your trade.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA, Ont.

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

“ENTERPRISE”

Old style grocers find a call for molasses usually annoying - it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

**“ENTERPRISE”
Self-Priming and Measuring
PUMP**

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never “out of molasses.” And the pump is positively accurate—“Enterprise” make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

THE CANADIAN GROCER

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade

(ALL ORANGES AND SUGAR)

Fig and Lemon Marmalade

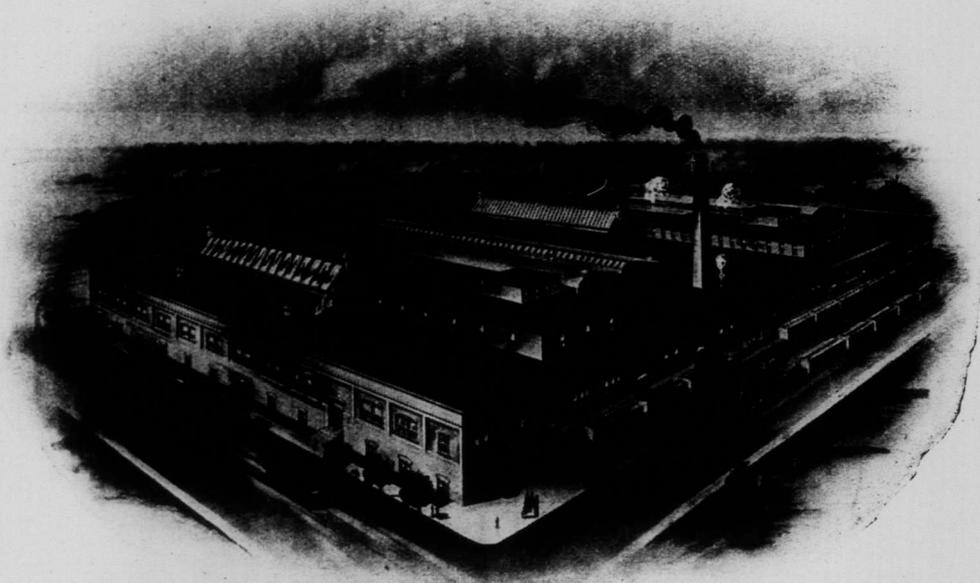
Pineapple Marmalade

Green Fig Marmalade

Ginger Marmalade

Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES,
GLUCOSE OR COLORING



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

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON

MR. CANNER!

WHY DID SOME OF YOUR PACK SPOIL?

DID YOU INVESTIGATE THE REASON?

WHY NOT LOOK INTO THIS NOW AND BE PREPARED FOR NEXT SEASON?

Factory Control Our Specialty.

Write us to-day about our yearly contract system.

KINGSTON ANALYTICAL LABORATORIES

Food Chemists and Bacteriologists

Kingston, Ontario.

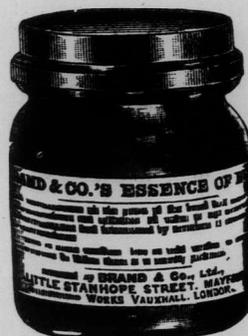
It's the trade that insists on getting the best that will ask for

Chase & Sanborn's
HIGH GRADE COFFEES.

This is the trade we both want and there is enough of this trade to keep our large roasting plant going every day in the year.

CHASE & SANBORN
MONTREAL

Right in the Grocer's Line



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

Brand's Essence of Beef

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

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

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

Put up in glass and tins.

Shows a good profit for the merchant.

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto.

H. HUBBARD, 27 Common St., Montreal

BRAND & CO.,

*Purveyors to
H. M. THE KING*

London, England

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW

SCOTLAND

Canadian Distributors:

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





The TRADE MARK of QUALITY

SWEETHEART BRAND

of Baking Powder, Coffee, Spices, Extracts, Mustard and Jelly Powder.

These goods are the result of fifteen years' practical experimenting.
A trial will convince. WRITE.

I. X. L. Spice & Coffee Co.
LONDON, - ONTARIO

Cabinet Maple Syrup

The insistent demand of the present day for pure foodstuffs has undoubtedly raised the quality of some brands, but it has not been possible to make

Cabinet Maple Syrup

any purer than before.

Stocking inferior brands means taking chances with your customers, who are growing more and more anxious to secure what is best for the health.

Keep Tab on "Cabinet."

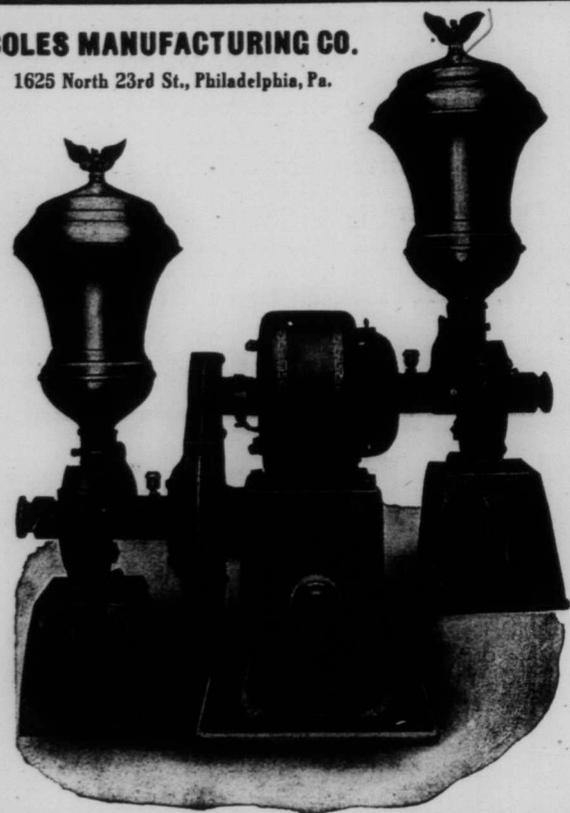
Ask your wholesaler for it when ordering "Kitchen Molasses" and "Maple Blocks."

Imperial Syrup Co.,
Montreal

Quality All Through

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



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



By Special royal permission.

THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND

NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.

INVALID OXVIL



THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to
THE HARRY HORNE CO., 309-311 King St. W., TORONTO

**EQUALLY GOOD FOR
 TOILET, LAUNDRY, BATH OR
 SCRUBBING**

This is the exceptional claim we
 make for

Wonderful Soap

And hundreds of housewives throughout
 the Dominion will back our claim.

We are now wrapping each cake of
 "Wonderful" Soap, instead of putting
 six cakes to a carton as formerly, and
 the attractive wrapper we are using can-
 not fail to gain attention.

"Wonderful" Soap is the best soap for
 your profit and reputation. It is always
 safe, sure and speedy.

Write for details of our dealer-helper-
 selling plan.

The GUELPH SOAP CO.
 GUELPH :: :: ONTARIO

**In the Lead for
 75 Years**

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

**Ridgway's
 Teas**

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

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

In the same standard
 class are

Ridgway's Coffee and Cocoa

*Better send along to-day for
 details and prices*

Donnelly, Watson & Brown
 Limited
 Calgary and Vancouver

SOLE AGENTS for ALBERTA and BRITISH COLUMBIA

EVERY
CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good
Stock of
St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



Now is the Time

to buy

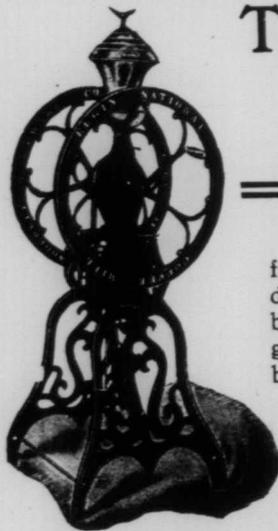
**Whitewash and
Kalsomine Brushes**

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited
PORT ELGIN - - - ONTARIO



**THE ELGIN
National
Coffee Mill**

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

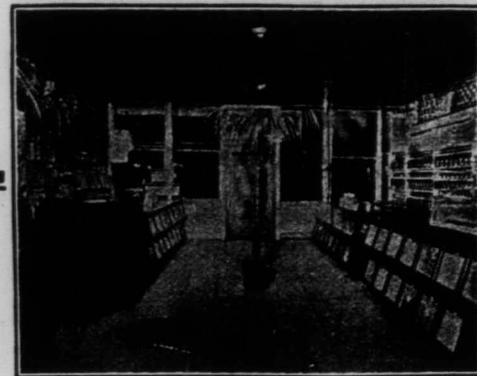
Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

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

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

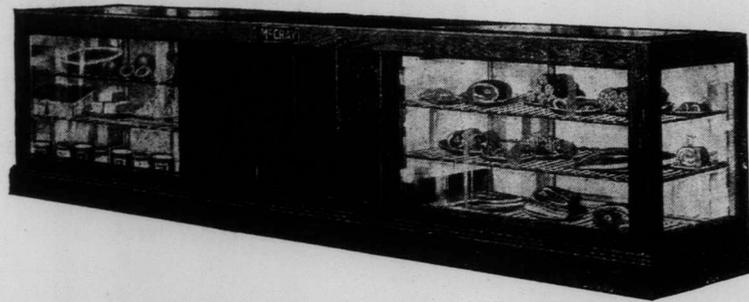
A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

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

Berlin, Ontario



A McCRAY Refrigerator Display Case

will sell your goods. It is not only a display case, but also a practical refrigerator. You know by experience that goods well displayed are half sold. The use of this case will enable you to display your dairy goods and delicatessen to the best advantage and will keep them clean and fresh.

Write to-day for our Catalogue No. 67, which shows McCray Refrigerators, Display Cases and Coolers of all kinds and sizes for groceries.

McCRAY REFRIGERATOR COMPANY

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

231 Lake Street, KENDALLVILLE, INDIANA

The makers of OXO are firm believers
in advertising



OXO



OXO CUBES are being pushed by one of the strongest, most original advertising campaigns ever launched in Canada.

This advertising—newspaper, magazine and window display—IS SELLING OXO CUBES.

Are you getting your share of the new business we are creating?

Our organization is at your disposal.

CORNEILLE DAVID & CO. 25 Lombard St., Toronto 334 Clarence St., London, Ont.
52 Nicholas St., Ottawa 41 Common Street, Montreal

Tartan
BRAND

TEAS

Our stock is full, anticipating our annual sale.

All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

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

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

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



The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

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

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST
Evaporated Milk

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.
LIMITED

AYLMER ONTARIO
HEAD OFFICES:-HAMILTON, ONT.

THE CANADIAN GROCER

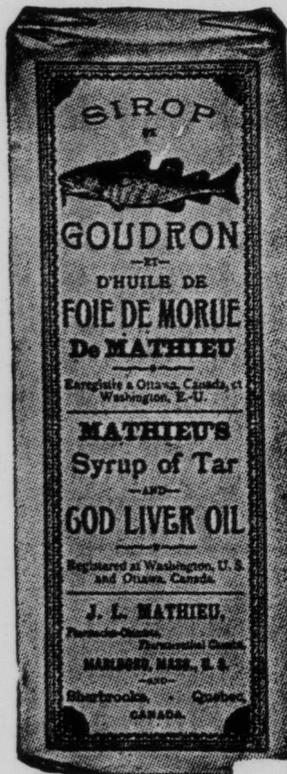
LOW COST, HIGH QUALITY

Just now the market conditions permit of

ST. LAWRENCE GRANULATED THE HIGHEST QUALITY OF SUGAR PRODUCED

being bought and sold at prices that make the handling of other low and inferior grades unattractive. EVERY Grocer now has the opportunity of selling advantageously this highest quality sugar, and at attractive prices.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

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

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

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada.

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners
Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months.

Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things,
First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

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

**WHITE DOVE
COCOANUT**



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

**W. P. DOWNEY,
MONTREAL**

MOP STICKS

"The Tarbox Brand"
Made in Canada

Many kinds

FOR ALL PURPOSES

Distributed through practically all of
THE LEADING JOBBERS

Send for Catalog.

Manufactured by

TARBOX BROS. - - Toronto

(Established quarter of a century under the same personal management.)

The GRAY, YOUNG & SPARLING CO., Limited

**SALT
MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

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

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

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

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

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

A. O. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

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

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

WINDSOR SALT

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

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

**-CLUB-
MILK PUDDING**

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

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well

S. H. EWING & SONS

Montreal and Toronto



**CHINESE
STARCH**

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

**OCEAN MILLS
MONTREAL**

**Better Profit
Bigger Business**

are assured every grocer who is handling

**ST. GEORGE
Evaporated Milk**
UNSWEETENED

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

The finest substitute known for fresh cow's milk.

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

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, - ONTARIO

IF YOU HAVE MADE UP YOUR MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN FOR OUR ALBUM YET?

PEEK, FREAN & CO., LTD.

LONDON

ENGLAND

**Make your Sauce Stock pay you
Bigger Dividends! Feature**

**MASON'S
No. 1 SAUCE**

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity, and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED
25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

OF GUARANTEED QUALITY!

The failure of the Spanish Olive crop this season has caused a scarcity of really good fruit, and the wise grocer will protect his interests by selling

**Crest
Brand
Olives**



They are bottled solely from choice selected fruit, and all inferior grades are rigidly excluded.

Write us direct if your jobber can't supply you.

**Canada Spice
and Grocery
Co., Limited**



**London,
Ont.**

To **WHOLESALE HOUSES**

We are closing out the balance of our Japan Teas at special prices.

S. T. Nishimura & Co., - Montreal

BULK



The Line of Sustained Profit

The demand for Bulk Pickles is a large and increasing one, and Sterling Brand Bulk Pickles are a line that will be found very profitable to handle. They are true to their name --- of "sterling" worth, and they are backed by our unqualified guarantee of absolute purity. Sweet, mixed or sour in 1, 3 or 5 gallon pails. Get prices.

The T. A. Lytle Co., Limited



Sterling Road, Toronto

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

Sells at Sight to Every Housewife!

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

KOKOBUT

Pure Vegetable Butter

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

Cocoa-Nut Butters, Limited

206 Papineau Avenue

MONTREAL

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy,—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited

Manufacturers and Shippers

SARNIA, ONTARIO

Sales 10 to 1

Most Grocers who sell Lawrason's Snowflake Ammonia are selling TEN packages of Snowflake to every ONE package of the next best cleaning compound. That's because Lawrason's

SNOWFLAKE POWDERED AMMONIA

is, by long odds, the best value in a household cleaner ever offered the public through the grocery trade. The demand for the giant 5-cent packages of Snowflake grows irresistibly. Where do you stand? Write us for trade prices.

S. F. Lawrason & Co.
London, Ontario

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market and that is

FUSSEL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussel's CREAM contains more than three times as much.

Samples and particulars of:

The W. H. Malkin Co., Vancouver and West Alberta. C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or
FUSSELL & CO., LTD., 4 Monument St., London, Eng.

Simple, But Oh, How It Sold Dates!



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

He cut our advertisement of **Dromedary Dates** from a monthly magazine — we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

Dromedary Dates are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

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

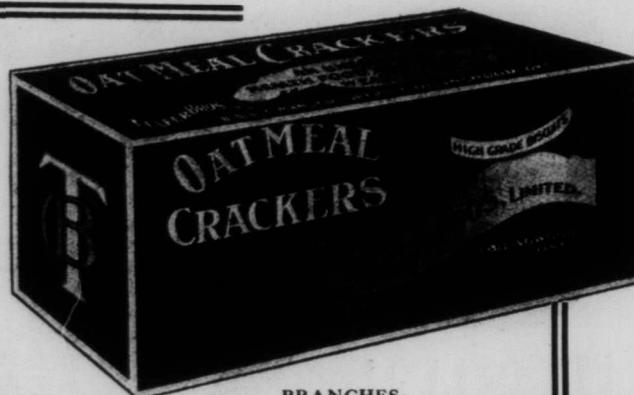
Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

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

No other sugar will compare with it.

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath



THE COFFEE THAT HAS A
REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT
KNOWS ITS WORTH

Japan Tea at Special Price—150 half chests Early May Pickings, very choice quality, at 17½c per lb. DON'T MISS THIS OPPORTUNITY. Samples submitted upon application.

Young Hyson Green Tea—250 caddies of about 35 lbs. each, GOOD STYLE AND CUP QUALITY, at 14½c per lb. This Tea would be good buying at 16½c.

Pure Grd. Cr. Tartar—In kegs, at 21c per lb.; in 25 lb. pails, at 23c per lb.

Penang Nutmegs—Quality guaranteed, 90 to 100 to the pound, at 15c per lb.

We get the Business because we have the Values

Robert Simpson & Co., Importers Teas, Coffees and Spices
Wholesale Grocery Specialists

Phone Nos. 3541 and 3444.

Cor. Gore and Hughson Streets, Hamilton, Ont.

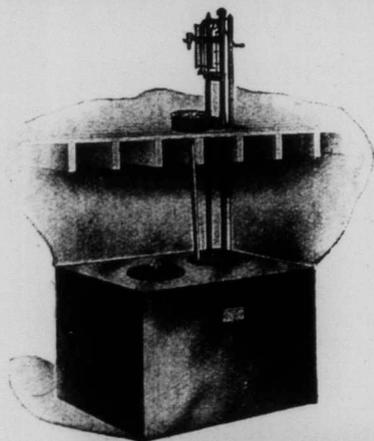
Tea and Coffee that will please your customers are the proper kind to handle

"MELAGAMA" TEA and COFFEE

never fail to please and assure you good profits and quick returns.

BULK TEAS AND COFFEES. With our large and well-assorted stocks, bought before the big advance in prices, we can save you money. Ask for samples and prices.

MINTO BROS. :: :: Toronto and Buffalo



Economy Gets Close To Our Gizzards

Thousands of Retail Merchants after a thorough investigation, have concluded they "Couldn't Afford To Be Without" a

BOWSER

Self-Measuring Oil Storage System

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

S. F. Bowser & Co., Limited

66-68 Fraser Ave., Toronto

Do You Lose Money?

through forgotten charges, disputes, errors, poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them. The way that thousands of progressive merchants are using every day.

Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



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

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

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

THE SHINING LIGHT.

FOR 60 YEARS

JAMES DOME BLACK LEAD

has outshone all its rivals as the best stove polish produced. Gives a lasting, brilliant shine, with no dust or dirt.

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

The Tea Peddlers of This Province Sell Over 1,500,000 Pounds of Tea Annually!

This is a startling statement, and this is how we found it out. Since October 1909, our representatives have sampled 56 towns. These towns are located in every part of Ontario. Our men have collected accurate statistics showing the condition of the tea trade in each town. Before leaving the "SALADA" package they enquire from each householder the kind of tea she uses. They do this before she is aware that our men are in any way connected with "SALADA."

This information tells precisely the kind of tea sold in each town. It tells us that the peddler controls well over 15 per cent. of the tea trade for the whole Province.

By way of illustration

In West Toronto,	over 29½ per cent.
In Almonte,	over 19½ per cent.
In Fergus,	over 22 per cent.
In Tweed,	over 22 per cent.
In Beaverton,	over 25 per cent.
In Brantford,	over 30½ per cent.

This ought to arouse the fighting blood of every grocer. It ought to arouse you.

The peddler doesn't hold back. He doesn't wait for the policy, plan or effort

of others. He goes straight ahead—he hustles for business—he acts alone.

Adopt his tactics. Don't wait for Association, Convention or Meeting to discuss this condition. Get after the peddler yourself. Act alone. Get the people to buy a better tea than the peddler sells—a tea the peddler cannot buy—a package tea of the highest quality—"SALADA."

"SALADA" Tea and no other will regain this trade for you. Every package represents the utmost in tea value. Each package contains tea, plantation fresh, fragrant and pure.

Put a pile on your front counter.

Recommend it to your customers. And watch the peddler join the largest organization in the world — The Down and Out Club



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Adamson, J.
Allan, Robt.,
Allison Coop
American Co
American To
Andrews & B
Aspley Mfg.
Aymer Cond

Balfour-Smy
Benedict, F.
Bickle, J. W.
Borden Cond
Borthwick, E
Bowser, S. F.
Brand & Co.
Buchanan &

Cameron & I
Canada Spic
Canada Sug
Canadian Co
Canadian Oc
Canadian Sa
Canadian Sl
Carter Co.
Chase & Sar
Christie, Br
Ciceri & Co
Clark, W...
Clawson &
Cocoa-Nut
Coles w/g.
Coulwell, K.
Commercial
Connors Br
Crescent M

Dalley, F. I
Distributor
Dominion C
Dominion I
Dominion I
Dominion I
Downey, W

Eastern Ca
Eby-Blain
Edwardsbu
Enterprise
Epps, Jam

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

WINDSOR BUTTER SALT

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough. No other salt sells.

CANADIAN SALT CO., LIMITED
Windsor - - - Ontario

SELL GINGERBREAD BRAND MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins--2's, 3's, 5's, 10's and 20's, Pails--1's, 2's, 3's and 5's gals. and in barrels and 1/2 barrels.

The **Dominion Molasses Co., LIMITED**
HALIFAX, NOVA SCOTIA

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Opinions on Proposed Tariff Changes

The Views in Brief of Business Men Throughout the Dominion on Recent Negotiations Between Canada and the United States—These Indicate the Complex Nature of the Proposals—Many Canadian Industries, Some Claim, Will be Adversely Affected—The Milling, Salt and Fruit Growing Industries Among Them—The Prospects for Fish Trade.

Are the proposed tariff changes to be or not to be? This is the question of the hour.

In the meantime the interests affected are busily engaged in either trying to bring it on, according to their respective points of view. That it is unwise to tinker with the tariff is heard on all sides, while others see a greater future for Canada, providing both the United States and Canada see fit to ratify this agreement reached by the representatives of both countries.

"Let us give it a full trial anyway," comes from one who is completely at sea on account of the complexity of the proposals. "We will never know what good or bad there is to it if we reject it."

In view of the many and varied expressions of opinion that have been given, The Canadian Grocer has endeavored to collect a number bearing particularly on the grocery trade and assemble them so that readers may have a fuller knowledge of the points at issue and be more acquainted with the objections raised by some and the favorable criticism of others.

Below, therefore, are given views from interested men in various parts of the Dominion.

In Western Canada.

Winnipeg, Feb. 2—Among produce dealers and market gardeners entirely different opinions prevail. A similarity of views occur only once in the statements of the five factions of the produce business and this is that the consumer will get the best quality of provisions at a rate almost 30 per cent. lower than that which is at present charged.

V. MAGER, an ex-president of the Manitoba Market Gardeners' Association said: "The market gardeners were opposed to such a step and they are yet. The effect will be that greenhouses in particular will have to shut up. We cannot compete in the open market with the United States, because the winter is so long. From this it is apparent that the price of fuel puts us out of the race so far as greenhouse vegetables are concerned, and the same applies to all kinds of flowers."

WILLIAM BURDETT, stated his views as follows: "It means a reduction of thirty per cent. in the cost to consumers here of fruit and vegetables. Even paying this duty we are now able to sell the better lines of U. S. vegetables at almost the same prices as we can handle local produce."

Grain Men's Views.

A. D. CHISHOLM, president of the Winnipeg Grain Exchange, thought that

free trade in wheat would be a decided benefit to the country.

"Producers," he said, "would get higher values for their products. The Minneapolis market is, as a general rule, higher than the Winnipeg, and as the spring wheat producing area in the States is becoming limited, Minneapolis millers will be wanting Canadian wheat which is of superior milling qualities. The Canadian railways and terminal elevators may be affected to a certain extent for a short time, but I believe that eventually conditions will so arrange themselves that we will not notice the amount of wheat that will be shipped to the States, owing to the fact that such large quantities will be produced in Western Canada. I cannot see that it will have any effect on the Hudson Bay Railroad, nor a detrimental one on Winnipeg as a trading centre. In my opinion, if the proposed agreement goes into effect at once, we will see a great difference in the price of oats, as they will be needed in large quantities in North Dakota and Northern Minnesota for seed and feed."

ALEXANDER MACDONALD, of the A. Macdonald Company, wholesale grocers, had not had much time to study conditions, but taking it all round he did not think that the proposed changes amounted to very much. Free wheat would benefit the farmers, but as far as vegetables and food stuffs were concerned, although he had seen nothing definite, he thought that it must mean a saving to the consumer in prices to some extent.

A. W. CHAPMAN, manager of the Codville Company, wholesale grocers, thought that if the treaty were finally agreed to, it ought to make a big reduction on foodstuffs.

What a Miller Says.

ANDREW KELLY, Winnipeg, president of the Western Canada Flour Mills, said it was a great mistake to interfere with the tariff, and that if the changes would go into effect, the milling industry would be hit hard. "If these changes are made," he said, "the government should see that duty is removed from all products made from wheat, but if the United States is determined that wheat is to go in free, our government should do everything possible to have the duty on flour and other by-products going from Canada into the United States, removed, so as to put us on an equal footing with U. S. millers. Then if we can't do business it will be our own fault and we cannot blame the government. The farmers should insist

upon this and not leave it to the millers. If this were done there would be much more wheat grown in Canada, and the farmer would get by-products to feed his stock."

A Fruit Dealer's Views.

R. R. SCOTT, manager of the MacPherson Fruit Co., speaking on the matter, said: "I note that fruit and vegetables are on the free list, and this is what we have contended for all the time. The products of the soil should be as free as water between the two countries. The effect will be to give our eastern farmers the benefit of a larger market in the large cities across the line, and it will mean cheaper fruit and vegetables to the farmer in the three western provinces, where for about ten months in the year all vegetables have to be imported, while all the year around fruits, with the exception of what little British Columbia can send. Of course, the tariff changes will have no effect on the present prices charged for oranges, lemons, bananas, pineapples, grape fruit, and several others of the green fruits which are at present free from duty. The fruits I have detailed are the principal ones consumed in the west."

Some Nova Scotia Opinions.

Halifax, N. S., Feb. 2.—The general opinion expressed here is that the proposed reciprocity agreement between Canada and the United States will be of great benefit to Nova Scotia, particularly to the farmers and the fishermen.

ARTHUR BOUTILIER, president of the Halifax Cold Storage Company, said that the agreement will be of great benefit to all concerned.

H. H. BANKS, of Banks & Williams, commission merchants, and who is interested in the Cape Breton fisheries, stated that it would greatly benefit the Cape Breton fishery business, but from his causal reading of the announcements already made he thought it might affect the local consumer of potatoes, butter, eggs, etc., by stiffening the prices.

Prospects for Lunenburg.

Lunenburg, N. S., Feb. 2.—It is predicted here upon all sides that a new era is about to dawn upon the fishing industry. The admission of all kinds of fish, fresh, pickled, smoked, kippered and boneless, will boom Lunenburg as a fishing port. It is said that it will revolutionize the trade entirely, for instead of the dried produce, immense quantities of fresh codfish will go into the U. S. market and be sold on a high

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scale of profits. It also means that the people will get their returns more promptly than under any other system, and naturally bigger prices.

Do Not See Eye to Eye.

Digby, N.S., Feb. 2.—H. B. SHORT, manager of the Maritime Fish Corporation, says free fish will prove an injury to their business; but if the United States begin butting into N. S. markets, N. S. dealers would retaliate, especially with finnan haddie shipments. He says: "In any event we will lose no sleep over the affair."

MAJOR M. C. DENTON, of D. & O. Sproule, wholesale fish dealers, says that it is a wide question to consider. He believes free fish will be a benefit. Free lobsters has been.

CAPT. JOSEPH E. SNOW, wholesale fish dealer, says it will be the best thing that has ever happened for everybody concerned in the fish business in Nova Scotia.

E. M. ROBERTSON, wholesale fish dealer, Digby, formerly of St. John, says that it is a big thing to consider, but on the whole will benefit the wholesale fish firms, but will be liable to injure the vessel and boat fishermen. For instance, fresh haddock are offered in Gloucester at present for \$1.60, when they are \$2.75 here. They can be imported by our firms cheaper than they can be bought from our own fishermen. Nova Scotia fish has a good market in the Upper Provinces at present, a business worked up by one dealer during the past 20 years. This will now be entered by the United States, and we in turn will have to get into their markets.

Yarmouth merchants generally predict that it would give a great impetus to trade.

Effect on N. B. Fish and Potatoes.

St. John, N.B., Feb. 2.—P. A. SMITH, wholesale and retail fish dealer, said there was no doubt that the exporters and fishermen would benefit as a result of fish being placed on the free list, but he felt satisfied that the price for the consumer in this section would be advanced. Better prices could be secured by sending to the United States markets. Great quantities were sent now with the duties as they are, but without a duty, much more would be shipped. About the only item in this line that would benefit the Canadian consumer would be oysters. The yield of New Brunswick oysters has been growing less every year, and with the ten cents removed from the United States stock, there would likely be heavier importations from Cape Cod.

THOMAS GORMAN, wholesale grocer, thought the proposed arrangement was decidedly favorable to Canada, and more especially to the Maritime Provinces in the way of natural products. Everything was in our favor, he considered, and the exportation of vegetables, more particularly potatoes, to the United States from this province, which was

large even in the face of the duty, would be given a great impetus. The reduction on lard and pork would be of immeasurable benefit to the fishermen, and would in no way injure us, as the large clear pork imported was not obtainable here.

F. A. PETERS, of C. H. Peters' Sons, flour and feed dealers, said the new tariff would open a wide market for all products of the farm, and should be advantageous to the growers of potatoes, hay and similar articles. There should always be a good market in the States for hay and for some other lines on which the U. S. prices are now much higher than the local prices.

E. ALLAN SCHOFIELD, a recognized authority on agricultural matters, felt convinced that reciprocity in natural products would be a great stimulus to the farmer. It would be possible to ship cream from here to the United States and other lines of produce could also be profitably exported.

W. F. LEONARD, of Leonard Bros., discussing the fish business, said free fish would undoubtedly be a benefit to the men engaged in the fish business, as it would create a wider demand for their catch, and increase their sale. One sure result of this would be an increase in the price to the local consumer. Mr. Leonard said Nova Scotia would benefit even more than New Brunswick. He did not think there was any likelihood of the fish trust in the United States seeking to secure control of the business in this section.

C. B. LOCKHART, who is interested in the provision business, expressed the opinion that putting potatoes on the free list would not operate to the advantage of New Brunswick. This year, he said, the United States had a surplus of potatoes. Aroostook (Me.) farmers were sending potatoes to St. John for shipment to Cuba. Under the new arrangement the farmers of Maine would send their potatoes to Montreal and other Canadian markets, and the probability was that New Brunswick farmers could not meet this competition, and the agricultural development in this respect would be retarded.

What Quebec Men Say.

Montreal, Feb. 2.—The reciprocity deal is no doubt the most talked of question in Montreal at present, and opinions are rife as to the ultimate effects on trade between Canada and the United States.

So far as putting fruit on the free list was concerned, dealers seem to be unanimous that it would be a splendid thing for the latter and the consumer, and would not interfere greatly with the producers, since fruits and vegetables were only imported into Canada when they could not be grown here, or during seasons when there was no home production.

MR. MEIGHEN, of the Fruit Auction Co., is of the opinion that by placing fruit on the free list we will get a much greater quantity of California and Southern States fruit than in the past.

"We have previously had to face an import duty of 50 cents a crate on grapes and pears, which dealers in United States cities had not to meet, while the same fruit was not being grown in Canada. In the same way there was a heavy duty on U. S. strawberries, at a time when there was no such thing as a Canadian strawberry. It simply meant that to the extent of the duty the Canadian consumer was prevented from using U. S. fruits and vegetables at times when they were not grown at all in Canada."

Produce Mens' Views.

Much interest was evinced by the produce men of the city over the reciprocity proposal, but they are generally averse to discussing them until a meeting of the "Produce Exchange" could be held to discuss the situation.

"It is evidently a farmer's tariff," said A. A. AYER, "but I do not think it will work out to the benefit of the farmers, as Hon. Mr. Fielding seems to think it will. The whole thing has come as a great surprise to us. We thought the duties might be reduced in certain things but we did not look for free trade in anything, as is proposed. I think it will injure the farmer in the end."

Fish Men Pleased.

E. J. BYRNE, of Leonard Brothers, dealers in fish and oysters, said that there would be new fields opened up, and consequently an increase in trade. The fish producers and packers would, of course, be the most greatly affected for good, and would be able to get into the close markets of the United States, where the demand has always been of the best for the commodity they handle. Business in this line for the distributor, would have to go ahead of former marks, and he did not think that, as some claimed, on account of the increased demand for fish from across the border, that there would be any raising of the price to the consumer of the home market.

J. A. PAULHUS, of D. Hatton & Co.:—"While putting fish on the free list will not make any great general difference, so far as I can see. It will prove of great advantage to the producers and packers of fish for general trade."

"To the people who catch and sell the fish this change will mean a big thing, because it will open up to them the big market in the United States, whose demand for fresh fish is much greater than that in Canada. On the other hand it will mean a good thing for dealers in a big distributing point like Montreal, because now we shall be able to supply such places as Buffalo, Detroit and Saratoga, which have hitherto been closed to us by the tariff. So far as I can see it will be a splendid thing for the trade generally to be able to handle fish all over the continent without duty."

He thought that letting down of the barriers might mean higher prices along some lines. There were various fish products which had been exclusively caught off the Canadian Atlantic coast, and chiefly sold in Canada, owing to the

THE CANADIAN GROCER

United States duty. But now that the barriers were to be let down they would be freely sold in Boston, New York and other centres, and the result would be that owing to the increased competition, the demand prices on this side might be made higher.

"But," said Mr. Paulhus, "It will work both ways. Take the oyster trade, for instance. We do not produce any bulk oysters in Canada, and it will help that trade by the dropping of the duty of ten to twelve cents a gallon and as we import into Canada every year something like 200,000 gallons of bulk oysters, it will mean considerable, although the reduction to the consumer of bulk oysters will not amount to much."

"Taken all round," said Mr. Paulhus, "the putting of fish on the free list, I think, will be a good thing for this country, and will help the trade materially. It will undoubtedly make some lines of fish dearer to the consumer, but on the other hand it will make other fish, which are not produced in Canada, cheaper, so that on the whole, I think the advantage of the change will with Canada."

The Milling Industry.

ROBERT MEIGHEN believes that a severe blow has been struck at the milling companies of Canada. Speaking of the effect of free wheat Mr Meighen said: "The United States does not afford us a new market. It may purchase our hard wheat to mill in its extensive plants in the West in order to produce a flour suitable for consumption by our best foreign customers, retaining the by-products for home consumption, of which it is greatly in need. We were capturing from the United States miller the foreign consuming market for our hard wheat flour. This was decidedly in the best interest of the Canadian farmer. The United States millers are our aggressive competitors in all wheat products—excepting mill feed—in every consuming market of the world; and let me say that they will continue to be our competitors even when they have a population of 200 millions. They have now under wheat cultivation over fifty millions of acres from which the average yield is about thirteen bushels per acre. They have still large areas to be brought under wheat cultivation, and they will increase the yield to from twenty to twenty-three bushels per acre."

S. J. MATTHEWSON believed our representative had made as good a deal as possible looking at the matter from a broad standpoint.

Ontario Men Interested.

Toronto, Feb. 2.—W. C. OMAND, of the Saskatchewan Milling Co., thought that if the proposed free entry of wheat to the United States comes into force, it would demoralize the flour trade in Canada.

"At the present time," he said, "Canadian mills sell bran in the United States and are able to do so because the bran obtained from Canadian wheat is

of such high quality. But if there is no duty on wheat, the United States mills will make their own bran out of the Canadian wheat and Canadian mills will not be able to compete on account of the duty on bran entering the United States. As a result Canadian mills will not make as much out of their wheat. The price of Canadian flour will be higher and millers will not be able to compete with the United States flour in foreign markets. It will not make any higher prices to the farmer for his wheat because no higher price can be paid for wheat than will allow flour to be exported at a profit. Canada has built up a trade for flour produced from Canadian wheat and the United States millers will under the proposed reduction reap the benefit by being able to undersell Canada in flour made from Canadian wheat."

By-Products of Grains.

R. K. McINTOSH, of the Canadian Cereal & Milling Company, said: "The proposed placing of wheat on the free list will certainly be an extremely bad thing for the Canadian flour industry. It is just what the United States millers have been wanting for some time. Manitoba wheat is of a much higher quality than that produced in the United States, the flour that is made from it being of better quality. One of its good points is that it will not dry out as quickly as United States flour. Giving as it would, a better flour it would give the United States millers a better chance to export their product. This gives them equal advantages with the Canadian miller but it does not stop there, for they have still a greater advantage over the miller in Canada. The mills in the States are large, some of them capable of producing as high as 70,000 bags of flour daily and much larger than anything we have in Canada.

"By giving them access to the Western wheat which they can get to the mills as cheaply as the Canadian millers and producing as they do such large amount, the cost of production is reduced so much, that they can easily export their flour cheaper than any Canadian mills. The result will be that the Canadian mills will have only a home demand and the United States besides getting their own home demand will also control the export business.

"The rolled oats market will be just as badly affected as the flour. The Canadian miller at present has been able to sell the by-products of oats such as oat hulls in the United States markets, which has allowed him to manufacture rolled oats so as to compete with the States in export trade. If the duty is taken off oats, the United States miller will be able to import Canadian oats and sell the oat hulls at home while the Canadian mills in order to sell his oat hulls in the United States market will have to pay a duty of \$2.50 per ton which the United States propose to leave on. Thus as in the case of flour, the Canadian mills will have to be con-

tent with home demand only as they will not be able to compete with the States in export trade."

H. W. THORPE, of McWilliam & Everist, wholesale fruit dealers, said that the proposed change in duty would make the goods which are imported from the States during the winter and spring, a little cheaper to the consumer.

He expressed the opinion that Canadian growers of fruits and vegetables do not like to see any goods imported from the States even in the spring because by the time their goods are ready, the appetites of the consumer has been satisfied to a certain extent by the imported goods. The novelty being over, the demand for Canadian goods is not so great, especially if the prices are inclined to be high.

WHITE & CO., wholesale fruit dealers thought that the proposed reduction of 2 cents per lb. on strawberries would make little difference in prices. We import them from the United States when the price is high and a reduction of a little over one cent. per box makes little difference. The removal of the duty of 30 per cent. on vegetables would give us lower prices on all that we import. Some cabbage are brought in during the spring when the Canadian article is not available and the new terms would mean a lower price on what goods are imported. It would make little difference when Canadian goods can be secured unless the prices in the United States were considerably lower than Canadian at the time, in which case it would tend to keep prices lower.

CLEMES BROS., wholesale fruit merchants in speaking of vegetables, cabbage, onions and strawberries, considered that the proposed removal of the duty on these lines would be beneficial to the Canadian consumer. It would not, in the opinion of Mr. Clemes, cause a conflict between United States and Canadian goods because we import the articles only when they cannot be had in this country.

"In the case of vegetables we import them when there are no supplies here but as soon as they may be had here, we discontinue importing because fresher goods may be had from Canadian dealers and the freight is less.

"The removal of the duty on strawberries will give up cheaper United States berries which we usually import before our berries have ripened. I do not think that United States and Canadian strawberries will conflict; for while we are getting our berries here, there is a plentiful supply on the other side for the United States markets. We have plenty of cabbage in Canada except in the spring when we are importing them and spring cabbage would be cheaper by the amount of reduction in duty. Few onions are imported from the United States as our own crops supply the demand pretty well. On the whole I think the placing of these articles on the free list will mean lower prices on them to Canadian consumers at a time when

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the Canadian article can not be had."

J. J. RYAN, potato merchant, Colborne St., considered that the potato market would not be affected to any great extent by the reduction in tariff.

"When new potatoes are being imported from the States in the spring before the new crop have matured here, it would mean that they would be cheaper by the amount of the reduction proposed. This year and in years when crop conditions are the same, it would make little difference in the price of potatoes here. Without shortness of crop demands it, potatoes are rarely exchanged between the two countries. During a year when there is a short crop here and a plentiful crop in the United States, it would tend to keep the price here moderate while on a short crop in the States it would cause potatoes to be dearer."

W. H. MILLMAN, of W. H. Millman & Sons—"The proposed free tariff will undoubtedly make the price of beans in Canada higher, and especially will this be noticeable in the best quality beans.

"Canada exports large quantities to the United States now with the present high duty and with 45 cents per bushel reduction the shipments to the other side will be greatly increased with the result that the price of beans will be higher here,

"Evaporated apples are about the same price at the present time in both Canada and the United States, and as the duty in both cases is much the same the price will not be affected to any great extent. In years when the supplies in either country were extraordinary low, their free entry might make a difference."

THE T. F. JAMES CO., wholesale fish dealers, remarked that only time would tell how prices or trade in fish would be affected by the proposed reduction in tariff. The change would tend to make a larger market for fish products, but whether prices would be affected could only be ascertained by a trial.

Butter and Egg Prices.

WM. RYAN CO., wholesale provision dealers, thought that the proposed reduction of tariff on butter and eggs would mean lower prices on these articles here. At the present time, if there was no duty on eggs or butter, they could be imported from the United States at a price considerably lower than the present price here.

"Under the proposed tariff Canadian firms would not get large quantities of butter or eggs in storage in the fall as they are accustomed to now, because being subject to the markets in Chicago and New York, they could not tell whether the price would stand or not." He justified this opinion by referring to the recent slaughter of prices in these lines in the United States.

Fruit Growers to Protest.

St. Catharines, Ont., Feb. 2.—In this district the tariff proposals with regard

to fruit are viewed with alarm by the fruit growers. A meeting of these men was called here last week the outcome of which was the decision to send a big deputation to Ottawa to protest against the change.

E. D. SMITH, Winona, states that should the change as proposed come into effect it would sacrifice the fruit-growing interests in order to obtain some little things from the United States.

It would kill, he claimed, the fruit industry in the Niagara district and British Columbia to such an extent that owners would not be able to obtain a hundred dollars an acre for lands now held at from four to six hundred dollars. While Northwest consumers wanted Canadian fruit, the sellers wanted California. The result would be the loss of the market and no more would growers sell tomatoes at good prices in Winnipeg, because the west would get them cheaper from Ohio.

UNEASY LIES THE SUSPICIOUS DEALER'S HEAD

Grocer Talks About Dishonesty Among Clerks Which He Believed Was Existing, But Which He Could Not Fathom For a Long Time—Suspicious Borne Out by an Oyster Sale.

Probably there is nothing that gives a grocer more cause for concern or is responsible for more worry than the honesty of his clerks. For instance, an actual happening not long ago aptly comes to the point. A woman came into a store, secured a quart of oysters and walked out. But she left no financial equivalent behind, neither cash nor credit.

If a grocer has any feeling that such a condition exists in his store he is continually worrying about something he is not sure actually exists. As day follows day and the sales pile up, he wonders just how much profit he has secured. The fact is that he does not know how much he has lost through the dishonesty of some clerk.

One grocer who recently disposed of a clerk who had charge of a separate department discovered that this department was nothing but a sink-hole. At least that is how he described it. He had an idea that some irregularities were going on, and he was irritated and peevish because he could not find out for sure.

The above oyster sale was one case, and it settled the question. There were others that were more than fancied and at any rate the grocer is looking after that department now himself. He claims that a dealer cannot do business if he has any suspicion that something is going wrong. His mind is diverted from his work, and the honest clerks are likely to suffer from his imaginings and the whole system becomes practically disrupted.

In this case referred to, it was difficult to obtain a direct clue or a "straight case." This

The Salt Industry.

Windsor, Ont., Feb. 2.—That the Canadian salt industry would be adversely affected is the general opinion of Western Ontario salt manufacturers.

It is, however, also the opinion of some manufacturers that the proposals will not be ratified by both countries. It is their hope that it will not pass and from what can be learned of the attitude of the United States Senate they do not think that it will.

E. G. HENDERSON, manager of The Canadian Salt Co., states that at the present time there is an over production of salt in the United States and believes that should salt go on the free list it would probably be disastrous to the trade here.

N. A. LEACH, manager The Western Salt Co., Mooretown, Ont., expresses the view that, should the agreement be ratified, it would be disastrous to a number of salt plants in Canada.

clerk was receiving \$15 a week and as the grocer made his sales he wondered to what extent his profits were being eaten into. "Uneasy is the grocer who has suspicions of this kind."

HONESTY OF CANADIAN RETAILERS.

Winnipeg, Feb. 2.—A complimentary luncheon was tendered George Landis Wilson, of the F. Cartz Wilson Co., Chicago, by the Credit Men's Association of this city. President H. H. Pigott, of the J. H. Ashdown Hardware Co., occupied the chair, and about seventy seats were occupied by representatives of every branch of retail commercial concerns.

Mr. Wilson pointed out that the most striking difference he could see in the credit system of Canada and the United States was that in Canada the personal equation, the integrity and reliability of the individual is first considered, whereas in the United States the chief factor is the material resources or assets of the person to whom credit is extended. He thought that taking all things into consideration Canada had the advantage as the chance of an honest man making good given opportunity and sufficient ability, are greater than that of assets being there when you want them with a dishonest debtor. At any rate Canadian wholesalers were not making any more bad debts than their confreres across the border.

The merchants of Kindersley, Sask., have decided to close their stores at 7 p.m. every evening except Saturday. The early closing will be effective until the first of March.

Practical Methods in Retail Stores

New Brunswick Grocers Use Their Coffee Mills to Good Advertising Effect—Regina Dealer Makes Sure He Carries High Quality Tea—A Flour Window That Made Sales—Selling Codfish by Means of Newspaper Advertising—Rolled Oats Window in Smith's Falls.

Advertising the Coffee Mill.

St. John, N.B., Feb. 2.—Several of the retail dealers recognizing the importance of the coffee trade have installed electric coffee mills. In two of the stores, the mills are placed in the rear of the show windows, raised about four feet so that they can be seen from the outside of the store, and yet so placed that they do not interfere in any way with the window trimming. One of the dealers has been sending out a series of circulars, enclosing them in envelopes with accounts or placing them in the order baskets. Some of the catch lines on the circulars are:

"Good Morning; Was your coffee Good this Morning?—The "Daily Grind" is a daily pleasure here. We refer to grinding coffee. —Have you a drip coffee pot? Then you want your coffee pulverized, etc."

These have had the effect of directing attention to the coffee department and consequently sales have been materially increased. Another dealer has placed his mill in the centre of the store, and as the windows are low it is always in plain sight from the street or interior.

Buys a High Quality Tea.

Regina, Alta., Feb. 2.—"I find that a uniformly good grade of tea is an excellent advertisement for a grocery store," remarked a local merchant. "Families like a good cup of tea at every meal and if you can give them something that will suit their tastes, they are sure to return for more. The women especially are particular about their tea and as they do most of the buying of groceries, the fact can be used to good advantage. Of course, if a merchant wishes to be noted for his good tea, he must take particular care in the selection of stocks to get the class of goods that will really bring returned trade. The tea trade can be made of double use by introducing and selling other lines of goods."

A Selling Flour Window.

Winnipeg, Feb. 2.—A flour display in a local grocery window which attracted considerable attention and created new business was arranged as follows: In the centre of the window was a dish of the loose flour on which was a ticket "note the whiteness." On either side was placed a pan of nice clean wheat. Back of this was placed three bags of flour, each one standing upright. On the top of each bag of flour was a huge loaf of bread. Above the centre loaf was placed a show-card with the words, "Best Bread from Best Flour." On one side

of the window, a show-card bore the words, "Makes Bread for 3c a loaf," while on a show-card at the other side was the inscription "\$3.35 per cwt."

To Operate Cash Business.

Castor, Alta., Feb. 2.—That their business shall in future be conducted on a strictly cash basis is the recent decision of the Williston Trading Co., of Castor. In advising the public to this effect they advertised that all accounts upon which time is asked must be settled by cash or note on or before the 10th of the following month. A discount of 5 per cent. will be allowed on all accounts if paid at once. In addition they will give a \$5 painting with every cash purchase amounting to \$20.

A Good Talk on Codfish.

Pictou, Ont., Feb. 2.—Smith & Ball, Pictou grocers, have found it good advertising to run readers in the local press conveying personal talks to readers. Here is one appetizing conversation they recently ran:

Codfish is without a doubt the peer of the ocean, it carries with it the "tang" of the sea. Physicians recommend it above all other fish, because it is wholesome, nutritious and appetizing. In order to give Pictou people the opportunity to become thoroughly acquainted with fresh caught cod we have placed it in stock instead of halibut. Many people have the idea that ocean fish are salty, this is not so, only such that are dried and salted to preserve them are salty. Fresh codfish do not need soaking before cooking. When cooked it is as delicate as Lake Ontario whitefish, and is more easily digested. Boiled cod with oyster or egg sauce is fit for a king. Fried cod is as nutritious as porterhouse steak and costs about a quarter as much. Each fish is about 2½ pounds and we sell it at 10c a pound. Take Smith & Ball's advice and try it.

"We have found this method of advertising," they say, "to pay equally as well as our larger ads. as it seems to be a more direct personal appeal to Mrs. So and So than the other."

Without doubt Smith & Ball have an interesting talk in the above ad. It should appeal to every housewife who is on the lookout for something new. It must convince readers that codfish is a healthy food and at the same time that it is palatable. Educational conversations of this variety cannot fail to bring results.

A Rolled Oats Window.

Smith's Falls, Ont., Feb. 2.—"Does this interest you?" "Hard to beat—Don't take our word for it"; "The price is not high—the quality is" "We say they are good—you would yourself."

These were phrases on cards in a rolled oats window shown by Wm. Hyndman, of Smith's Falls. The cards were neatly printed, about 8 by 6 inches in size.

In the front of the window the words "Rolled Oats" were spelled in letters made of oats. Two piles of the oats were prominent. They were both about the same size and this was secured by using a small hoop with a stick standing up in the centre, the idea being to make the piles identical. In the centre of the background was a box of oats in their husks. On either side of this was a pile of boxes of packaged rolled oats and outside these again was a pile of rolled oats, the whole being semi-circular in shape.

The feature of the window was the uniformity of the design. The piles of boxes were not too large and the whole was a good arrangement. The cards were not too conspicuous and were shown here and there.

How to Prevent The Window from Frosting Over

Merchants have often been annoyed, when after carefully dressing a window, they find it obscured by frost forming on it. If 4 parts of cheap glycerine and 6 parts of methylated or other spirit are mixed together and rubbed over the inside of the glass about every two weeks during the winter, it will prevent frost forming. In very severe weather, the window may be sponged with a small quantity of alcohol.

Another plan that is sometimes used is to insert close to the window bottom, a gas pipe perforated with minute holes about an inch apart. When lighted they warm the air and keep the inside of the window dry and clear.

When steam forms on the inside of a store window, it may be remedied by having an opening or other ventilation at the top and bottom of the window, so as to allow the confined heat to escape. The steam is due to the fact that the atmosphere of the store is warmer and contains more moisture than is capable of being retained by the air at the outside temperature. The plate glass is about the same temperature as the outside air, so that it simply acts as a condenser.

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A Lethbridge Provision Window Display

Neat Arrangement of Hams, Eggs, Bacon, Canned Vegetables, Cheese and Lard in the Window of Geo. Kerr & Co.—Price Tickets and Show Cards Made Use of But not Overdone—An Attractive Tea Window as Well.

Lethbridge, Alta., Feb. 2.—It is needless to say that window dressing is considered a big factor in the selling power of Lethbridge dealers. They realize that the window in a great measure reflects not only the store interior, but the quality of the goods in stock and the personality of the grocer himself.

The accompanying illustration exemplifies this. The windows are those of Geo. Kerr & Co., having been dressed by Jas. G. Brown whose ability as a window artist is generally recognized.

A description of the windows, and particularly the produce and provision display on the right hand side, should

of different sizes, one on top of another, and with 2 jars of cream cheese at the base.

Situated on top of the cheese are more jars of cream cheese and also glass plates of head-cheese with a background of white flour bags. On another landing are more cheese topped by extracts of beef and cooked ham. The side of the window near the door is filled in pyramid style with canned goods. This combination of provisions produced an attractive window and one which actually was a selling force for Geo. Kerr & Co.

The opposite show window contains tea and while simply constructed, pro-

too, is attractive and conducive to the drawing of trade.

Editorial Note.—The Grocer desires again to invite readers to send in good photographs of good grocery windows no matter when they were made. So long as the display is the product of the mind of a dealer or clerk, it will be acceptable providing, as stated above, the photo has been well taken so as to show up the details and that the display is worthy of reproduction. The above provision window contains some good suggestions for an Easter display.

ACCIDENTAL FIRES.

A bill has been introduced into the Ontario Legislature respecting the liability of persons from whose premises fire is communicated to another's. It reads:

"No action shall be brought against any person in whose house or building



Window Display Used by Lethbridge, Alta., Dealer Containing Some Good Suggestions for an Easter Display.

prove interesting as it is particularly well arranged and attractive.

How It Was Arranged.

At the foot of this display will be observed hams, bacon and eggs. On either side is a ham with the price "22 cents" marked on it. Each is surrounded by eggs carefully placed and between these two hams are four sides of bacon separated also by eggs.

On the landing above are placed four whole cheese separated by pails of lard

duced a good effect. The display is composed of package teas apart from two open chests in the centre. The packets are arranged in symmetrical fashion pleasing to the eye.

It will also be observed from the illustration that price tickets are used in moderation. Two show-cards one reading: "To Reasonable Thinkers, Quality Talks," and the other "To Reasonable Thinkers, Quality Counts," will impress passersby with the character of the goods handled. The entire store-front

or on whose land any fire shall accidentally begin, nor shall any recompense be made by him for any damage suffered thereby; provided that no contract or agreement made between landlord and tenant shall be hereby defeated or made void."

Fox & Nugent recently purchased the grocery business of T. Brady, Lindsay, Ont. Both of the new partners have been behind the counter in Lindsay for some time.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING Co., LIMITED
JOHN BAYNE MACLEAN - **PRESIDENT**

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SUGAR DECLINES AGAIN.

Sugar has surely been on the tobaggan slide. On Wednesday of this week it took another descent of 10 cents per hundred pounds following a reduction on the New York market.

This decline places sugar at \$4.20 wholesale per cwt., Montreal basis, which is the lowest price reached since 1906—five years ago.

It is a significant fact, however, that the undertone of Cuban raws in New York is firmer this week and if this condition of affairs is maintained, we cannot expect to see many further reductions for a time. The general opinion of wholesalers and brokers is that the bottom has about been reached, but this statement has been made before in the face of declines. But looking at the market from all sides the present seems a good time to buy sugar. Another week, of course, may put a different face to things.

EARLY DELIVERY AT FT. WILLIAM.

W. P. Hogarth, a Fort William, Ont., dealer, writes The Canadian Grocer in reference to the articles we have published on early delivery. He points out that in Fort William about 7 or 8 years ago, the grocers decided to accept no orders after 5 p.m. on regular weekdays and after 8 p.m. on Saturdays and days before holidays for delivery that night.

"There has never been any trouble in sticking to it," he adds.

Here again, therefore, is another instance to show the uselessness of having delivery wagons, horses and men all over a town or city at late hours in

the night. If Fort William is able to so easily cope with the late delivery question, there is no reason why other cities and towns cannot. It means money to the dealer in wear and tear of vehicles and horses and also gives the delivery man and clerk an opportunity to have a just rest which every human being requires if he is to more than hold his own on duty.

Besides this the merchant is working on a system which gives less work and worry and tends to his general good.

In Fort William, as Mr. Hogarth further states, early closing is in effect. The regular closing hours of 6 p.m. exists except during April, October, November and December, when 8 p.m. rules and on Saturdays about 10.30 p.m.

POTATO BAGS SHORT IN WEIGHT.

When buying potatoes dealers should be certain that the bag contains what it is supposed to hold. If this is not done there is likely to be many losses experienced.

That this is true may be noticed from an incident told by an Ontario grocer. He bought several bags of potatoes without weighing them thinking they each contained the 90 lbs. generally conceded to be a bag. On making some sales later by the 90-lb. bag he found some were short 2½ lbs. and others 10 lbs.

Sugar bags had been used, and although they were well filled they did not hold the 90 lbs.

SELLING ABOVE ACTUAL DEMAND.

Merchants are beginning to realize the fact that while, without doubt, a trade depends to a large extent upon the demand in their section of the country, much may be done by the use of clever methods to build it up, enhance it, and, finally, expand it out of all recognition. The law of supply and demand works just the other way, too, in many cases. If the inventor had waited for the public to ask for the article, where would any of the great fortunes made from patents have been?

"Get a thing that can be used and advertise it till it is wanted," is the motto of the modern merchant. Old lines yield only a small margin of profit. Novelties, especially exclusive novelties, mean big gains.

Now, this may be all very well for the city merchant, who has widely varied classes of customers on whom to unload but what about the merchant in the town who knows already what his customers will and what they will not take? Is he to stock high novelties only to see them dwindle and die out? The answer is that he should stock a sprinkling, making such arrangements that he can at any

time get more without delay, and if the thing takes, push it ahead. Someone objects that this makes staple lines slower and ends in loss. But it stands to reason that if a man sells a large quantity of novelty articles at a good profit he can afford to lose a little on regular lines being slow. Besides this, the unusual thing gives his store a name and standing which the staple never could. Persons who do not care for it and would not, themselves, use it will be struck with the fact that it is new, and come for some regular line to the same store.

TO PREVENT LOW STOCKS.

A want book is one of the necessary things in a grocery store in order to keep the stock complete. Without it a dealer will continually be running out of certain lines of goods and that is a bad thing for the business.

Those merchants who wait for customers to ask for a certain article before they discover that their stock is gone are inferior stock-keepers and need to prepare some method to keep their stock up.

A simple book in which the clerks may note the goods that are getting low will do for the small store. In the larger store, it is well to have one of the clerks check over the stock every couple of days and see what lines are getting short, so that they may be bought, before the stock completely runs out. This checking of goods may be easily done in a store where the stock is kept in proper manner and where all the stock of each article is kept in one place.

With goods arranged properly, a sweep of the eye along the shelf will show whether any article is running short. But without the order book, these things are liable to be forgotten. It should be always kept in a handy place, so that any of the clerks may have easy access to it.

QUALITY AND PROFIT.

To sell quality goods that produce the best profits ought to be the aim of every dealer because by doing so he is not only selling satisfaction but he is making the most out of his business.

A dealer tells of the following instance showing how he is able to do this:—

His opposition across the corner had cut the price of a brand of toilet soap well advertised to the consumer. It usually sold at 10 cents per cake. The dealer in question advertised a still greater reduction but placed this soap behind the counter and talked up another brand of equal, in his opinion, if not superior in quality to the one that was being cut.

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The result was that in a week he had sold but a few bars of the cut brand losing only 60 cents on his outlay but on the other which sold at its proper price he made between \$5 and \$6 profit.

This was done by his knowledge of the selling points of the second soap, its quality and the extra interest he took in it from the fact that the profit was worth while.

EARLY CLOSING BECOMES COMMON.

Early closing is becoming so common now that it will soon be the rule and not the exception.

Among the recent additions to the ranks are the merchants of Kindersley; Sask., who have taken concerted action in the matter.

The Kindersley Clarion of that town remarks:

"This is a step in the right direction and those interested should have the council pass a by-law to that effect, imposing a fine on anyone selling goods after the above-mentioned hour, or who are found doing the 'back-door stunt.' After the buying public gets the habit of doing their shopping early, they will find that it will be just as convenient, and will get better service than if the stores were open till ten or eleven o'clock every night. The merchants will do just as much business and the public will be better satisfied. All work and no play makes the clerks dull boys—also printers."

Early closing is a question on which good advice can be disseminated by the newspaper as will be observed from the above item. Merchants can usually obtain for the asking this assistance and if co-operation on the part of the merchants themselves, can be secured there will be little difficulty in educating the consumer to the change of policy.

FOLLOW MARKETS CLOSELY.

Retail dealers should not fail to keep a close eye on the markets just now. Many items are in an uncertain condition and no grocer should be stocked up on anything with a weak market staring him in the face.

The Canadian Grocer has always followed the policy of devoting much space to market reports and the staff of this paper gives time and care to gathering all available information. It generally happens that changes in price quotations are spoken of before they actually come to pass and a hint of the impending increase or decline can generally be found in The Canadian Grocer, thus affording the reader accurate information of the present condition of the matter and a shrewd forecast of future probabilities as well.

That most dealers appreciate this fact, is evidenced by the many letter received in which subscribers tell of the many advantages they reap in following the weekly market reports closely.

VALUE OF A CLEAN STORE.

A store must present a cleanly appearance in order that customers may be induced to purchase. The public like to buy goods at a clean store, even if they are buying hardware, and how much more so, do they inspect the cleanliness of a store when it comes to purchasing articles of food.

The women are the chief buyers of groceries and generally are very particular about the food which they must eat, and the store that gets their trade must not resemble a store house.

How many grocery stores are to be seen with goods piled about the floor, unclean windows and show cases and with dust lying in the corners which the sweeper missed in his hurried daily run with the broom. These conditions are repelling to a customer and the merchant who continues along these lines will surely never make a big success of business.

Each morning the store must be cleaned, not in any kind of a manner, but thoroughly. In the well regulated grocery store the first thing the clerks do in the morning is to open up any goods which may be needed during the day, so that no dirt will be created by this after the store has been cleaned. The next is a good sweeping, no corners or parts of the floor being neglected. After this every counter and show case ought to be well dusted and the shelves and counter displays arranged. Any spare time during the day should be spent in cleaning show cases or windows.

Many stores which are well cleaned in the morning present a bad appearance even before the day is half over. This is due to carelessness of the clerks, allowing waste paper to lie about and spilling quantities of goods in the process of weighing. To overcome this, waste baskets should be placed at each counter and the clerks instructed to take great care in the weighing of goods. They should also be reminded to use the counter brush frequently, so that the store may in every way present an appearance that will lead people to buy instead of repelling them, as is the case in some stores.

THE OBLIGING CLERK.

The trade which a store gets depends to a great extent upon the service provided by that store and nothing adds to the good services more than small acts of the salesmen, which services in themselves, may not seem very much but are nevertheless appreciated by the customer.

A clerk should constantly be on the lookout for any way in which he may be of help to customers. It may be such a small thing as the opening of the door to allow a customer to pass out, picking up a handkerchief which the customer may have dropped, or inviting her to take a chair near the fire when she calls on a cold day; but nevertheless the customer takes note of these things and they all count in winning that person as a regular and faithful customer.

The story comes from a Saskatchewan town of a woman who lived near a certain grocery; she entered the store at which she had never dealt and asked a clerk if he would telephone to the plumber and tell him to call at her house.

Now it happened that the telephone was not working that day. In most stores that would have ended the affair. But in this store there was an obliging salesman, who at once offered to go himself and get the plumber. He had no sooner made the suggestion, than he had his coat on and was up the street after the plumber for this woman whom he did not know and who had never bought a cent's worth at the store. But it certainly paid; this woman decided that she would like to deal at a place where the salesmen were so obliging and that store soon had all her trade.

The small acts may not have as direct result as in this case, but anyway it demonstrates the fact that it pays to be obliging.

A merchant may be likened to a man in a row-boat in mid stream. The stream is the stream of business: the boat is the particular business he is trying to carry upwards by means of its two oars—thought and work. If he rests on the oars, he is sure to be carried downward. The only way to make headway is to pull steady on both oars. If he uses only one, take, for instance, thought or careful planning, he will not advance, but if he combines it with the other oar—work—he is sure to advance. See that you are pulling steadily on both oars.

Unless you run your store that the public will have confidence in it, price reductions and special offers will have little effect upon the class of people whose trade you want.

If you are satisfied yourself that the goods you handle are the best quality, it helps you a great deal in sales and you can use stronger selling talk. It is a pretty stiff argument when you say: "If this article is not satisfactory in every respect, you bring it right back and get your money."

The R.M.A. System of Collecting Debts

Three Letters, Gradually Getting Stronger in Tone, are Sent Out—Then Comes the Black-List—Grocers of Toronto Section Meet—More Criticism Against Scale Inspector—Common Sign for Members Proposed—Delegates to Guelph Convention Selected—Election of Officers at Next Meeting.

Toronto, Feb. 2.—A standard weight for a bag of potatoes, municipal elections, civic holidays, the co-operative bills, collecting accounts and inspection of scales were among the items on the bill of fare of the Grocers' Section of the Toronto branch of the R. M. A. at their meeting on Monday night. F. C. Higgins occupied the chair in the unavoidable absence of J. F. Holloway, the chairman.

E. M. Trowern, provincial secretary, discussed some of the legislative questions of interest to the section and the merchants in general. One subject was the bills before the Dominion house at the present in regard to the weight of potatoes. While the local association had previously recommended a standard bag of 75 lbs., in Quebec, the weight was 90 lbs. and the desirability of having the same standard throughout the Dominion was pointed out. A bill was now before the Commons to have a standard barrel at 180 lbs. He was taking up this matter with Ottawa at present.

The proposal of the Manufacturers' Association that all holidays such as civic holidays, etc., should be held on the same day throughout the province was also discussed, but no action taken.

It was the general opinion that if the municipal elections were held at some other time besides the first of the year, it would allow merchants to take a greater interest in civic affairs. At present, coming as they do immediately after the holiday season, merchants cannot devote their time without sacrificing their business.

The advisability of placing a common sign over the doors of members of the association as a sign of fair and square dealing was also discussed. It was the opinion of E. C. Matthews that in so far as this would have a deterrent effect on dead-beats dealing in such stores, it would have splendid results. Once these people discovered that, in every store where this sign was to be seen there was also a book showing a black-list of dead-beats they would quickly learn to go elsewhere. One sign proposed was that of a beaver (denoting industry) on a plain square, the inside corners of which contain maple leaves, and on the face of which is written "R. M. A. of Canada, Incorporated, etc." The branch will further deal with the proposal.

The opinion was also expressed that the city should not charge the merchants on the business streets anything additional for the cluster lights now being placed there as the business tax now levied was considered to be large enough.

The members were warned about doing business with collection agencies without first looking into the agreements under which the money was collected.

The co-operative bill came in for considerable discussion, and the opinion was expressed that it was not to the best interests of the retail merchants or of the public in general and that every effort should be made to combat the measure which the co-operative people are attempting to put through.

Home Scales Never Inspected.

Inspector of Weights and Measures, J. J. McConvey, was censured for the statements he made in his address before the Household Economic Association, which was claimed to have created a wrong impression as it tends to lead the women of Toronto to believe that they are continually being cheated by the merchants. In regard to customers keeping scales of their own, these scales are often subjected to bad usage, are never inspected from year to year, and when the goods bought from the merchant do not weigh the same on their scale at home, they believe they are being cheated.

The good points of the association's present method in the credit department were brought out by Geo. Gibbard and F. C. Higgins, and the members were urged to make more use of the present system of the association for curtailing bad debts. If this were done it would have a tendency to make it more valuable by placing any bad accounts each may have, in the hands of the association and even if nothing is collected, it will protect the other merchants.

How Collections are Made.

The system used by the association is to send out three letters to the debtor. The first mildly points out that the party owes a certain merchant so much and the association will be pleased to have it paid. The next gets a little more severe in tone and if no money is then forthcoming a third and a threatening letter is sent stating that if the account be not settled at a certain time the name would go down on the black-list, a copy of which practically every member of the association has in his possession. Ten per cent. is charged on collections made.

Price cutting was still another subject on the slate and experiences were given. One dealer whose place of business is in a downtown section stated that he was still forced to sell soap at six bars for a quarter, in order to compete with the big stores. This action was, however, disparaged by other members who claim that no article should be sold at a loss.

J. F. Holloway was appointed as representative to the Provincial convention in Guelph on Feb. 28 and March 1 and 2, while E. C. Matthews was selected in case Mr. Holloway could not attend. The importance of as many members as possible of the association

attending this Provincial convention was mentioned by Mr. Higgins.

The election of officers for this year will take place at the next meeting.

Pound of Dough Found Sticking to a Woman's Scale

Toronto, Feb. 2.—Many stormy protests against Scale Inspector McConvey have been raised on account of his accusations regarding the honesty of Toronto grocers and butchers.

One dealer reports taking the matter up with Mr. McConvey personally and talking to him rather severely. He told him that in his address before a body of women he had inferred that the merchants were practically a body of thieves stealing the consumer's money.

"I asked him," said this dealer, "just how many scales he had lying around that were found to be wrong; and after much questioning on my part he told me he had as many as ten but that there were others which he had destroyed.

"It took him quite a while to say that at least the 'big' number of 25 scales had been condemned in Toronto.

"Considering that there are some 6,000 in use anyone can see just how dishonest we all are," he added.

Another dealer remarked that the Inspector "was not fit to be there," and accused him of warming over the reports of the inspector of weights and measures of New York city and applying discoveries there to here.

"We have to get our scales inspected every little while," he said, "and pay for it too; but if a housewife were to buy a scale for home use it would never be inspected.

"I saw a scale in a woman's cellar one time with almost a pound of dough sticking to it. What kind of weighing would such a scale as that perform? It seems to me, for it is my experience, that the thieves are all on the outside of the counter.

"Frequently I have tested this by giving back to a customer a little more change than was coming to him or her and in scarcely one case out of a hundred would the matter ever be mentioned to me again.

"I don't think such an inspector as Mr. McConvey knows anything about scales—it's cheap advertising that he's after," was the parting shot.

The first shipment of oranges and lemons from California to New York across the Isthmus of Panama arrived on the 9th inst. It is stated that freight rates by this route are much lower than those of the transcontinental railroads and it is probable that further shipments will be made by this line.

At an apple show at Sebastopol, Cal., an exhibit was made of fifty-four packed boxes gathered from one tree. The fruit was of fine quality being grown on a tree 48 years old and the value of the product of this one tree is estimated at over \$65.

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SHORT TALKS TO CLERKS

By An Ex-Clerk

HONESTY.

In every sale, in any store, there are three people vitally interested—the merchant, the clerk and the customer. All three need protection. It seems to us that few people realize what the word "protection" means.

In a retail store the proprietor wants protection against mistakes, carelessness, dishonesty. If a store loses a dollar through any one of the above causes, the result is the same.

Dishonesty is a factor in the retail business; it is a factor in all lines of commerce, in all lines of life, or why does everyone who holds a responsible position have to give security? Why do we have policemen? Why do you lock your door at night? Because it means PROTECTION.

You all know that there have been, and there are to-day, dishonest employes. You have heard of such cases in other stores; it may never have happened in your store, but you are familiar with



The clerk needs protection from suspicion by modern methods just as the store needs the policeman's protection.

the fact that it does happen. You read about it, you hear about it. If it has happened in any of your stores, you may know of it—I don't; but the world at large does recognize that dishonesty is a dangerous factor in the retail business.

Dishonesty does not always mean that money is stolen. If a clerk gives a customer a pound and a quarter of tea for a pound of tea, that is dishonesty. True, not intentional, but the result to the merchant is just the same. If the clerk steals a dollar, that is dishonesty. Not that I should think dishonesty is so aw-

fully prevalent among retail clerks; I do not think so.

Clerks should, therefore, encourage every method and store appliance which will tend to protect them from suspicion and which will tend to keep them from temptation.

Let us suppose your employer has been absent from the store a day or two. He may have been sick or out of town, or it may be that he cannot balance his cash at night. On opening the cash drawer and counting the money, it has occurred to many a man, "My! The business receipts seem poor, yet I don't see why business should slump off just because I was away," and he may say to himself, "I wonder if everyone working for me is all right."

Watch Your Reputation.

The retail clerk, from my observation, gets less assistance than many other employes in the life of commerce. Retail clerks have no organization, and I am safe in saying that, as a general proposition, they have but one thing—their reputation. On an average it must be true that, if you had anything more than your reputation, you would not be retail clerks. And yet you will recognize, from the points I have made, that, where you have no opportunity of proving your honesty, you put in the palm of the hand of everyone who comes into your store, your Reputation.

If I were a retail clerk to-day behind the counter, I would not like to take anyone's money and handle it for a minute without being in a position to prove that I was honest.

Whatever system your employer has in use in any department, see that it is used right. I was talking to one of the partners of a large store in Hamilton not long ago, where they use the counter check books. Now, the firm bought these counter check books for a purpose, and instructed their employes to use them for that purpose. Some of these same clerks who allowed them to fall on the floor—in other words disregarded the value of the check—surely insulted the intelligence of the firm they worked for. This firm had to pay for these books—not the clerks.

I believe it is the duty of every clerk to see that whatever method is installed in the store by its employer, it is carried out to the best of his ability so that every ounce of utility will be derived.

Remember that you clerks are the business men of the future, and your future depends on your present training. You can allow yourselves to get in a groove that you will find it mighty hard to get out of. You can take on a careless, slipshod, don't-care manner, and it will hang to you like barnacles all your life.

The One Who Knows All.

And on this question of Protection let me say that every man's money in the world must be protected. Yours must be protected. If your employer installs a system, no matter what it is, that system was not installed to protect his money against you, if—you are honest! Because when a man is honest there is



He returns to find less money in the cash drawer than he had anticipated.

no protection needed. But let me impress something on you, and never forget it: There is only one person in the world that knows whether you are honest or not. That is not your employer; that is not your friend; that is not any acquaintance; that is YOU. You are the only individual that actually knows whether you are honest or not. And that is the reason why all merchants—and you, when you become a merchant—should adopt the best methods of protection.

FAR-REACHING CREDIT BUREAU.

The Michigan Retail Grocers and General Merchants' Association have appointed representatives in most of the cities of that state, who will answer inquiries regarding the credit of any residents. For example, if a customer moved from Cement City to Detroit, a merchant in the latter city could write to the representative in Cement City, and get information regarding the customer's credit.

A sugar school will be established in connection with the Glasgow and West of Scotland Technical College. A course of instruction in sugar manufacture will be given by a specialist with experience in manufacture of cane sugar.

At a recent meeting of the delegates of all the retail merchants' associations of San Francisco, steps were taken for the organization of all the retailers of the city into one body, with the object of better protection of the retail trade.

There is an increase in the prune canning industry in California. The largest demand for canned prunes comes from the cafes, clubs and dining car service. The prunes are much more expensive canned than dried, but they are superior in flavor.

Standing Around With Nothing To Do

This was a Grocer's Remark to a Traveler — Yet His Window Demonstrated That There Was Work to be Done—Some Window Display Ideas—What are the Essential Features?

By Frank G. Wallace.

In talking to a grocer not long ago, he complained very much about the dull times and the small amount of business being done. He finished his remarks with the words, "Why we are standing around here half the day without anything to do."

As I passed out of his store, I took particular notice of his windows. There was a jumbled up lot of goods thrown together in a confused manner while the glass itself looked as if it were a total stranger to the window cleaner.

As I took in the view of his windows, I repeated his words, "Why, we are standing around here half the day without anything to do." He solved the mystery of his inactivity in business in his last sentence for if he had occupied his spare moments in working at his windows, he would undoubtedly have been a busier man.

Few merchants realize the full importance of the show window as a medium for selling goods or if they do know its great value, there are a great many who have not ambition enough to use it, as is shown by the many poorly dressed windows in most towns.

The Window Wrongly Used.

To look at some windows, would lead a person to believe that merchants regard them as merely a place to be filled up, like the space under the counter or in the store house. But those merchants who have put forth the necessary efforts in this direction, have found that the show window sells more goods in ratio to the amount expended than any other medium. They have found that time and money expended on window dressing is a good investment for them.

Merchants in the large cities employ high salaried men who devote their whole time to the windows in order that they will present an attractive appearance and increase the sale of goods. These merchants find that paying big salaries to competent men and expending money in fixing up a good window is a profitable expenditure.

Now the ordinary merchant cannot afford to pay large salaries to an exclusive window dresser, but he can himself by a little study and patience improve on the appearance of his window displays. If he finds that he is not adapted to this work himself, perhaps he has a clerk who would make a success of it. The merchant who finds that any of his clerks has a natural aptitude for this line of work should give him every encouragement to develop his latent abilities.

Advise Careful Study.

Those who have charge of the window dressing in a store should be constantly on the look-out for new ideas that will

help them in their work. They should study carefully all other window displays and any ideas offered in trade papers. When a dealer finds a window that appeals to him, he should stop and study the features that make it attractive. Even a poor window may be of assistance, for, from it, a grocer may pick out the inferior qualities and avoid them in his own display. He should study the trade paper and thereby secure from time to time ideas that other merchants have used to good advantage and which he also may use or which will help him in carrying out his own ideas.

Study their own window displays and try to ascertain in what points they fail and strive to overcome these poor features. How does your display appear in your own eyes? Would it have the power to attract you to buy? These are some questions which the window dressers should ask himself. Stand across the street and note how many passing people are attracted by the window. The amount of goods sold is in proportion to the number of people who stop to look at the display.

Architectural Ability Needed.

The main feature necessary in a grocery window is to have it symmetrical. How many window displays have had their attractiveness spoiled by having been top heavy or one-sided and out of proportion. A window artist should not start to prepare a window without any idea of how he is going to proceed. He should have some definite plan formed before he begins work.

It is a wise plan to figure out on paper the main idea as a rough drawing will show up any bad flaws in the plan. Stand outside the window and study out in your imagination just how you wish your window to appear when you have finished. If your window does not look when finished the same as you expected, take careful note of the platform to see if it is high or low enough, or if the slant in it is such as will show the window to the best advantage to the passing public.

Must Increase Sales.

The window dresser should keep in view the essential requirement of the window—that is its ability for increasing of sales in the line displayed. A window may be attractive but still sell little goods. This is observed in windows in which many articles of different kinds are shown, a variety of goods that make it appear flashy but it will be found that the window in which a little bit of everything is displayed does not have a powerful selling power. While attractiveness and originality should be aimed at,

the main purpose should not be sacrificed.

A judicious use of price cards will increase the selling power of the window, as timid buyers pass many a store rather than step in to ask the price, simple as it seems. The use of too many tickets should also be avoided as it gives the appearance of a cheap bazaar style.

Make Frequent Changes.

The window exhibit should be changed often as people like to see something different on each visit. The same goods should not be shown constantly and judgment should be used to exhibit articles in season. Ideas that attract attention should be brought into use, but nothing that does not pertain to the goods shown. A dealer might place a raccoon or owl in a grocery window and while it might attract attention, it would sell no goods because it was not in keeping with the stock; but if a fur bearing animal were placed in a window where furs were displayed, it would be quite appropriate because it relates to the goods shown and is not a mere novelty.

The window dresser should not be discouraged if his first efforts do not turn out as well as expected but should remember that practice and careful study of methods will in time make a clerk or merchant competent in this work.

As a commercial man and an ex-grocery dealer I submit these points hoping that some good will be derived from them by someone.

GETTING GOODS PROMPTLY.

Retailer Tells of His Method to Keep Assortment Up-to-Date.

Editor Canadian Grocer.—In your issue of Dec. 30, 1910, there appeared an article from a Sarnia grocer on the express rate problem. He stated in his letter that the present high, and in some cases, excessive postal and express rates do not allow grocers the opportunity of getting in special orders for their customers. I have found a plan by which I overcome this.

Every grocer, if he is doing the business that he should, will be getting goods from the wholesale houses at least twice weekly. He may have all special orders delivered to this wholesale house and forwarded with his other goods. Most firms are willing to forward goods in this way. By this method the merchant may have his goods delivered cheaply and promptly. The merchants must have a plan of this kind or a better one in order to combat the mail order houses. They are continuing to advertise extensively and to give special inducements to customers.

The retail merchant must overcome these things and give the best possible service to his customers and by so doing he surrounds himself with customers who are his friends and who have perfect faith in everything he may do for them.

Therefore, it is necessary for the retail dealer to be up and doing. The trade in your immediate section belongs to you by right. Get after it and it will come your way.

YOUNG GROCER.
Carnarvon, Ont., Feb. 2, 1911.

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The Markets — Sugar Declines Again

Has Reached Lowest Point in Five Years—Corn Starch Has Also Dropped in Price—Wholesalers Report That Trade is Good—Staples with Exception of Sugar are Gradually Rising in Price—Sale of Syrups Continues Good.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—

Sugar—Declined 10c.
Corn Starch—Decline.
Evaps.—Firm.
Coffee—Strong.

Toronto, Feb. 2.—Sugar declined another 10 cents on Wednesday, bringing the price of granulated down to \$4.30 per cwt. the lowest point it has reached in more than five years. This is 40 cents lower than a month ago and 65 cents lower than at this time last year. Some dealers are looking for a still further decline, although it is conceded that the bottom cannot be far off, if it has not already been reached. The visible supply of raws is now 3,814,575 tons, against 3,259,488 tons last year or an increase of 555,087 tons.

Corn starch has also declined slightly during the past week and prices are as low as have existed in the past six years. Trade in syrups still keeps good and wholesalers report that business on the whole is good, and compared with other years, no complaints could be made on the January trade.

In dried fruits, currants and prunes are strong and some dealers are looking for higher prices, prunes especially being scarce. It is said that wholesalers are selling some lines of dried fruits at as low prices as they could purchase them for at the present time. Demand remains normal although none of the retailers are buying in large quantities.

Canned goods continue strong and show a big advance on the prices existing at this time last year. Tomatoes a year ago quoted at 80 to 85, are now \$1.35; peas were then \$1.10 to \$1.60 and are now \$1.35 to 1.87; Corn a year ago was 80 to 85 and is now quoted at 95-97½, while pumpkin which was 80-85 a year ago is now 97½-\$1. Canned salmon and fruit have shown equally large advances in price.

With the exception of sugar, the staples such as dried fruits, canned goods, coffee, tea, etc., are gradually crawling up to a higher level.

Sugar.—Following the decline in raws in New York last week, the price of sugar here dropped another 10 cents, as forecasted last week. A significant fact is that the decline came in the face of a firmer market in raws. There are some dealers who are looking for a further slight decline but it is generally agreed that sugar prices must be working close to the bottom now.

Reports indicate a firmer raw sugar market with sales reported at fractional higher prices for prompt shipments from Cuba. Refiners' necessities taken in conjunction with limited offerings tend to

strengthen the raw market. London cables indicate a slightly higher market with 88 per cent. but quoted at 9s. 1½d. f.o.b. Hamburg which is equal to 3.91 duty paid New York, as against the duty paid value of 3.45 for 96 degree test Cuba centrifugals, or difference of nearly ½ cent per lb. in favor of the latter. Up to the present, the movement of Cuba raws has been much slower than last year and receipts have been less. With increased production, however, lower raws may be expected, but there are those who feel that sugar is now scraping on bottom. In refined sugar, New York has also shown a further decline of 10 points, making list price \$4.60 less 1 per cent. A wire from New York following the decline says: "All our information leads us to expect a steady market for some time to come." Local demand is moderate as all dealers have been working on a hand-to-mouth basis.

Extra granulated, bags.....	4 30
20 lb. bags.....	4 40
Imperial granulated.....	4 10
Beaver granulated.....	4 15
Yellow, bags.....	3 90
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	4 70
50-lb. boxes.....	4 90
25-lb. boxes.....	5 00
Powdered, brls.....	4 50
50-lb. boxes.....	4 70
25-lb. boxes.....	4 90
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 2½
in 50-lb. ".....	5 30
in 25-lb. ".....	5 50

Syrups and Molasses.—Syrups continue to go out freely under the scarcity and high price of dried fruits, while molasses have the usual amount of trade.

There has been a drop in the price of corn starch during the past week, amounting to ¼ cent on the best grade and ½ cent on the lower. This brings culinary starch down to the lowest it has been in nearly six years.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....	2 25	Gallons, 6 to case.....	4 80
in case.....	2 25	" 12 ".....	5 40
5 lb. tins, 1 doz.....	2 60	Quarts, 24 ".....	5 40
in case.....	2 60	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....	2 50	Molasses—	
in case.....	2 50	New Orleans,	
20 lb. tins, 1 doz.....	2 45	medium.....	0 30 0 35
in case.....	0 03½	New Orleans,	
Barrels, per lb.....	0 03½	bbbls.....	0 28 0 32
Half barrels, lb.....	0 03½	Barbadoes, extra	
Quarter ".....	0 03½	fancy.....	0 45
Pails, 38 lbs. ea.....	1 70	Porto Rico.....	0 45 0 62
" 25 ".....	1 20	Muscovado.....	0 30

Dried Fruits.—Raisins, the trade in which kept up unusually well after the holiday, are at present moving slowly, retailers having evidently secured supplies enough for immediate use. Prices remain the same and on the Pacific coast look a little stronger and some dealers believe that higher prices will be seen on account of both the limited supply of raisins and also of other dried fruits. The Greek stocks of currants are running low and there is a decided firmness in price. Apricots show

no decline from their former strong position especially in the fancy lines. Prunes also continue scarce and high in price.

Prunes—			
30 to 40, in 25-lb. boxes.....	0 13½	0 13½	
40 to 50 ".....	0 12½	0 13	
50 to 60 ".....	0 12		
60 to 70 ".....	0 11½		
70 to 80 ".....	0 11		
80 to 90 ".....	0 09½	0 10	
90 to 100 ".....	0 09	0 09½	
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard.....	0 16	0 16½	
Choice, 25 lb boxes.....	0 16	0 17	
Fancy, ".....	0 19	0 25	
Candied Peels—			
Lemon.....	0 09	0 11	Citron..... 0 15 0 17
Orange.....	0 10	0 12½	
Figs—			
Elemes, per lb.....	2½	"..... 0 11½ 0 12½	
12 inches.....	0 08	0 10	2½ "..... 0 11½ 0 13½
2 ".....	0 08½	0 10½	Umbrella boxes..... 0 12 0 14
2½ ".....	0 09½	0 12	
Tapnets, ".....			0 04 0 04½
Bag figs.....			0 04½ 0 06
Dried peaches.....			0 10 0 10½
Dried apples.....			0 09 0 09½
Currants—			
Fine Filiatras.....	0 07½	0 08	Vostizzas..... 0 10 0 12
Patras.....	0 08	0 08½	
Uncleaned to less			
Raisins—			
Sultana.....			0 10 0 12
" fancy.....			0 11 0 13
" extra fancy.....			0 14 0 16
Valencias selected.....			0 08 0 08½
Seeded, 1 lb packets, fancy.....			0 02½ 0 09
" 16 oz packets, choice.....			0 07½ 0 08
" 12 oz.....			0 07 0 07½
Dates—			Sairs..... 0 04½
Hallowees—			Package dates,
Full boxes.....	0 05	0 05½	per 1 lb..... 0 06½ 0 06½
			Fards choicest..... 0 10 0 10½

Nuts.—While trade in nuts in no way compares with that of December, still there is a fair amount of business being done in the several lines. Filberts are higher in the primary market and a little firmer here. Stocks on hand here are not overly large.

Almonds, Formigetta.....	0 15	0 15½
" Tarragona.....		0 16
" shelled.....	0 35	0 38
Walnuts, Grenoble.....	0 16½	0 16
" Bordeaux.....		0 14
" Marbota.....		0 16
" shelled.....	0 39	0 40
Filberts.....	0 12½	0 13
Pecans.....	0 18	0 20
Brazils.....	0 15	0 15½
Peanuts, roasted.....	0 09½	0 12½

Spices.—For the time of the year, there is a fair trade in spices. There is an upward tendency to pepper in the primary market as supplies are small. Futures are quoted at a higher price than present quotations. Indications point to a higher market in nutmegs but under the small amount of these used and the low price that has existed, buying has not increased even if prices do look as if they might go higher.

	Bbls.	Pails or Boxes	Tins	1 lb. pkgs. doz.	½ lb. tins doz.
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 90
Cloves.....	0 24	0 25	0 27	0 90	0 90
Cream tartar.....	0 25	0 26	0 28	0 90
Curry powder.....			0 25
Ginger.....	0 22	0 24	0 26	0 80	0 80
Mace.....			0 75	2 75
Nutmegs.....			0 30	1 90	3 00
Pepper, black.....	0 15	0 16	0 17½	0 75	0 90
Pepper, white.....	0 24	0 25	0 26½	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....			0 15
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					20

THE CANADIAN GROCER

CANNED GOODS

Tea.—Under the increasing prices of tea, there has been a rush for common teas throughout the world in order to maintain the regular retail quotations, and as a result in some cases the lower qualities of tea are being brought into use. In speaking of the situation a broker said: "If these facts were brought prominently before the public, a distinct demand for the finer teas would be created. The present rage for common teas is not due to them, but to the dealers. If retailers would explain the present situation to customers, that the low-priced teas are inferior in quality, it would change the demand to finer teas which besides relieving the present tense situation in the tea market, would also lead to a higher grade of tea being used, which would be beneficial to all concerned."

Coffee.—Coffee still maintains its strong position and it is now generally agreed that it has advanced on purely sound reasons and until these are reversed, coffee cannot be successfully depressed. The world's visible supply during January shows a shrinkage of about 750,000 bags, leaving consuming markets in poor supply. The total stocks of Brazils in New York are to-day 1,350,000 bags less than a year ago, and in fact, the available working stocks in New York are at the present only 750,000 bags. Although it would be expected that there would be a decrease in the consumption of coffee under the high price, still the local demand has kept up well. One firm states that trade in coffee is excellent and ahead of other years and this was shown by the shipments of goods which contained a large percentage of coffee. Prices, however, show no change.

Rice and Tapioca.—There are no features to this line. Trade continues as usual for this time of the year with prices in all lines unchanged.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90
Rice, stand B.	0 03 1/2
Hangoon	0 03 1/2
Patna	0 05 1/2
Java	0 04 1/2
Carolina	0 10
Mocha, roasted	0 25
Java, roasted	0 27
Mexican	0 25
Gautemole	0 18
Jamaica	0 20
Sago, medium	0 05 1/2
Tapioca	0 06
Bullet, double	0 08
Medium pearl	0 05 1/2
Flake	0 08
Seed	0 05 1/2

Evaporated Apples.—Prices are firm at 12 to 12 1/2 cents due to the fact that "evaps" are going out very well and also to the reports of shortness in supplies.

Beans.—Although other markets report a firmness in beans, locally supplies seem to be fairly plentiful and dealers do not predict higher prices just now. One wholesaler thought that the scarcity in other markets was due to the fact that last year, prices advanced during the winter and that this year farmers are holding on to their stocks, in hope of higher prices.

Prime beans, per bushel	1 85
Hand picked beans, per bushel	2 00

MONTREAL.—The demand for canned goods is good in fruits, fish and vegetables. Canned meats are also in reasonable demand.

Corn and tomatoes are scarce. Some inquiries have been received by local dealers from New York firms for these goods. Prices are unchanged from last week.

Peas, standard, dozen	1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 50c.; gallon, \$3.00	1 00
Beans, dozen	1 60
Corn, dozen	1 45
Tomatoes, dozen (Ontario and Quebec)	1 90
Strawberries, dozen	1 77 1/2
Raspberries, 2s, dozen	1 77 1/2
Peaches, 2s, dozen	1 90
Peaches, 3s, dozen	1 80
Pears, 2s, dozen	2 40
Pears, 3s, dozen	1 67 1/2
Plums, Lombard dozen	1 00
Lawtonberries, 2s, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07 1/2
1-lb. flats, per dozen	1 32 1/2
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoos, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	3 10
Lobster Futures—	
1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.25.	
1-lb. flats, dozen, \$5.25.	
Compressed corned beef, 1s	3 00
Compressed corned beef, 2s	3 85
English brown, 2s	3 15
Boneless pig's feet, 2s	3 15
Ready lunch veal loaf 1s	1 50
Ready lunch veal loaf 2s	2 60
Roast beef, 1s	2 00
Roast beef, 2s	3 35
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 25
Minced collops, 1s	1 40
Minced collops, 2s	2 00
Corned beef hash, 1s	1 50
Corned beef hash, 2s	2 00
Jellied hocks, 2s	3 00
Jellied hocks, 6s	13 00
Paragon ox tongue, 1s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 1s	9 66
Paragon lunch tongue 1s	4 00
Tongue lunch, 1s	3 50
Sliced smoked beef, 1s	1 50
Sliced smoked beef, 2s	3 50

TORONTO.—Some wholesalers are evidently selling their canned tomatoes without profit to themselves, as a local dealer states that he is selling tomatoes to a wholesale house at the same price as to his retail customers. The chief aim now seems to be to get stocks to supply the trade and not to make a profit. Where stocks are coming from to supply the demand until the new crop comes in, is a question. Tomatoes are considerably cheaper in the United States but a local dealer states that they could not be laid down here, duty and freight, less than \$1.55 and at that price there would be few sold. There is a noted scarcity in gallon canned goods, such as tomatoes, pumpkin and rhubarb.

VEGETABLES	Per doz.	Group B	Group A
Asparagus tips, 2s, talls	2 50	2 55	
Beans, Golden Wax, 2s	0 97 1/2	1 00	
" " Midgata, 2s	1 30		
" " 3s	1 37 1/2	1 40	
" " Refugee or Valentine (Green) 2s	0 97 1/2	1 00	
" " Refugee Midgata 2s	1 30		
" " 3s	1 37 1/2	1 40	
Beets, sliced, blood red, 2s	0 97 1/2	1 00	
" " whole, blood red, 2s	0 97 1/2	1 00	
" " sliced, blood red, 3s	1 37 1/2	1 40	
" " whole, blood red, 3s	1 37 1/2	1 40	
" " whole, Rosebud, 2s	1 30		
" " 3s	1 37 1/2	1 40	
Cabbage, 3s	0 97 1/2	1 00	
Carrots, 2s	0 97 1/2	1 00	
Corn, 2s	0 95	1 07 1/2	
" " fancy, 2s	1 05	1 07 1/2	
Peas, Standard, size 4, 2s	4 77 1/2		
" " Early June, size 3, 2s	1 50		
" " Sweet Wrinkle, size 2, 2s	1 50		
" " Extra fine sifted, size 1, 2s	1 87 1/2		
Pumpkin, 3s	0 97 1/2	1 00	
" " gal	3 02 1/2	3 06	
Spinach, table, 2s	1 27 1/2	1 30	
" " 3s	1 77 1/2	1 80	
" " gal	5 02 1/2	5 06	
Tomatoes, 2s	1 05	1 07 1/2	
" " 3s	1 85		
" " gals	2 75	4 02 1/2	
Turnips, 3s	1 12 1/2	1 15	

FRUITS

Apples, standard, 2s	1 20
" " gal	2 80
Blueberries, standard, 2s	1 27 1/2
" " gal	5 30
Cherries, black, not pitted, heavy syrup, 2s	1 52 1/2
" " black pitted, heavy syrup, 2s	1 52 1/2
" " red, not pitted, heavy syrup, 2s	1 52 1/2
" " red pitted, heavy syrup, 2s	2 17 1/2
" " white, not pitted, heavy syrup, 2s	1 62 1/2
" " white pitted, heavy syrup, 2s	2 05
" " red pitted, gal	8 52 1/2
Gooseberries, 2s, heavy syrup	1 77 1/2
Lawtonberries, 2s, heavy syrup	1 87 1/2
Peaches, 2s, white, heavy syrup	1 87 1/2
" " 2s, yellow, heavy syrup	1 77 1/2
Raspberries, black, heavy syrup, 2s	1 77 1/2
" " black standard gal	7 02 1/2
" " red, heavy syrup, 2s	1 77 1/2
" " red, standard gal	7 02 1/2
" " red, solid pack, gal	9 37 1/2
Rhubarb, preserved, 2s	1 52 1/2
" " standard, gal	3 27 1/2
Strawberries, heavy syrup, 2s	1 77 1/2
Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen 2 05 1/2	2 07 1/2
1-lb. flats, dozen 1 30 1/2	1 32 1/2
1-lb. flats, dozen 2 25	
Other salmon prices are:	
Humpbacks, doz 1 30 1 35	
Pinks " 1 30 1 35	
Northern River Sockeye	1 60
Chicken	4 00
Turkey	4 00
Ducks	4 00
Cohoos, per doz	1 77 1/2
Red Spring, doz	1 87 1/2
Lobsters, halves, per dozen	2 65 2 75
Lobsters, quarters, per dozen	1 60
Soup, 2s	1 90
Soup, 1s	1 40

QUEBEC MARKETS

POINTERS—

Beans—Firm.
Raisins—Firm.
Canned Tomatoes—Scarce.
Tea—Strong.
Sugar—Decline of 10c.

Montreal, Feb. 2.—Trade during the past week has been satisfactory. The movement of groceries is normal for this time of the year and the markets are steady. There are but one or two grocery changes to note in the list of "advances" and "declines."

There continues to be a good demand for all lines of canned goods. New York dealers are buying canned tomatoes from local firms at high prices and this it is expected will keep the prices at least firm.

There is a scarcity in walnuts and it is reported that the crop in France is entirely exhausted, peanuts also show a slight advance in the primary markets.

The price of tea is still as strong as ever, there being a shortage of some lines.

Hand-to-mouth basis continues to be the condition of the sugar market, but however, this is sufficient to keep the market fairly active.

Sugar declined again on Wednesday 10 cents per cwt.

Sugar.—There is a fair amount of sugar moving on the hand-to-mouth basis. A further decline of 10 cents took place in sugar on Wednesday, bringing granulated in bags down to \$4.20 per cwt.

Granulated, bags	4 20
" " 50-lb. bags	4 30
" " Imperial	4 05
" " Beaver	4 05
Paris lump, boxes, 100 lbs.	5 19
" " 50 lbs.	5 10
" " 25 lbs.	5 20
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	4 30
" " 50 lb. "	5 00
" " 25 lb. "	5 10
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 65
" " 50-lb. boxes	4 30
" " 25-lb. boxes	4 45
Powdered, bbls.	4 65
" " 50-lb. boxes	4 20
Phoenix	4 20
Bright coffee	4 15

No. 3 yellow
No. 1 " bag
Bls. granulated and above bag prices.

Tea.—There greens, consequent demand for all grades is prices do not High grades a for some time the present grades.

Choiceest
Choice—Fine
Japan—Fine
Medium
Good comm
Common
Ceylon—Broken Ora
Pekoes
Pekoe Souc
India—Pekoe Souc
Ceylon greens—Yon
Hyo
Gunj
China greens—Fings

Coffee.—Th to hold the fairly good, s This is acco high prices o

One of the that the high the amount c
Mocha..... 0 21
Rio, No. 7..... 0 11
Mexican..... 0 11

Nuts.—The in the local the crop is e A fair am while prices

In shell—
Brazil
Filberts, Sicily
Brazil
Tarragon Aln
Walnuts, Green
" C

Shelled—
Almonds, 4-crown
" 3-crown
" 2-crown
(in bags)

Cashews
Peanuts—
Spanish, No. 1
Virginia, No. 1
Pecans, per lb.
Pistachios, per lb.

Walnuts—
Bordeaux halv
Broken.....

Peas and has a very attributed to the U. S. amount of l at unchange Ontario prime pea Peas, boiling, bag

Spices.—D the price o following it of the year favorably w last year.

Allspice
Cinnamon, whole
" ground
Cloves, whole
" ground
Cream of tartar

Syrup and molasses is the price choice Barb now on the that the d

THE CANADIAN GROCER

No. 3 yellow	4 05
No. 1	3 95
No. 2	3 80

Bbls. granulated and yellow may be had at bc. above bag prices.

Tea.—There is a shortage in Ceylon greens, consequently there is a heavy demand for Japans. The demand for all grades is much better, and high prices do not seem to lessen the demand. High grades are in a better demand than for some time past, this is attributed to the present high prices of the lower grades.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsay gunpowder, low grade	0 14	0 18
" "	0 20	0 30
" "	0 30	0 50

Coffee.—The coffee market continues to hold the firm tone, and demand is fairly good, specially in the lower grade. This is accounted for by the present high prices of coffee.

One of the local coffee dealers states that the high prices are not decreasing the amount of coffee used in Canada.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maraibo	0 20	0 25
Mexican	0 22	0 30			

Nuts.—There is a shortage of walnuts in the local market; it is reported that the crop is entirely exhausted in France. A fair amount of business is passing, while prices remain firm and unchanged.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 13
Barcelons, per lb.	0 10	0 10
Terragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 16	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11	0 11
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown	0 32	0 35
" 2-crown	0 31	0 31
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Broken	0 30	0 32

Peas and Beans.—The bean market has a very firm tone. The firmness is attributed to the shortage of beans on the U. S. market. There is a fair amount of business being done in peas at unchanged prices.

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

Spices.—No change has taken place in the price of spices, and the market is following its usual course for this time of the year. The demand corresponds favorably with the corresponding period last year.

Allspice	Per lb	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20	
" ground	0 16	0 19	Mace	0 07	0 75	
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60	
" ground	0 25	0 35	Peppers, black	0 16	0 18	
Cream of tartar	0 25	0 32	Peppers, white	0 20	0 25	

Syrup and Molasses.—The demand for molasses is quiet. There is a decline in the price of fancy Barbadoes, while choice Barbadoes is higher and both are now on the same footing. It is expected that the demand will be much better

with the turn of the next month. The demand for syrups is fair, with prices unchanged.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03	0 03
" 1-bbls	0 03	0 03
" 3 1/2-lb. pails	1 70	1 70
" 25-lb. pails	1 20	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25	2 25
" 5-lb. " 1 doz. "	2 60	2 60
" 10-lb. " 1 doz. "	2 50	2 50
" 20-lb. " 1 doz. "	2 45	2 45

Dried Fruits.—The demand for dried fruits has not been brisk during the past week except for Valencia raisins, for which it is good. Dates are scarce and prices are firm. Prunes retain their firm tone, the demand being quiet.

Currants, fine filiatras, per lb., not cleaned	0 06	0 07
" " cleaned	0 07	0 07
" Patras, per lb.	0 08	0 08
" Vostizas, per lb.	0 09	0 09
Dates	0 06	0 06
Figs, 4 crown	0 09	0 11
" 5 crown	0 10	0 11
" 9 crown	0 13	0 14
Prunes—		
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09	0 09
70-80	0 09	0 09
80-90	0 08	0 08
90-100	0 08	0 08
Raisins—		
Choice seeded raisins	0 07	0 07
" fancy seeded, 1-lb. pkgs.	0 08	0 08
" loose muscatels, 3-crown, per lb.	0 07	0 07
" 4-crown, per lb.	0 09	0 09
Malaga table raisins, clusters, per box	2 40	2 40
Valencia, fine off stalk, per lb.	0 07	0 07
" select, per lb.	0 07	0 07
" 4-crown layers, per lb.	0 08	0 08

Rice and Tapioca.—The demand for rice is good, especially in the high grades, while tapioca has only a fair demand. One dealer states the demand for tapioca is falling off from year to year. During the past year it was about one-half what it was a few years ago.

Rice, grade B, bags, 250 pounds	3 00	
" " " 100 "	3 60	
" " " 50 "	3 00	
" " " pockets 25 pounds	3 10	
" " " 12 1/2 pounds	3 20	
" grade c.c., 250 pounds	2 90	
" " " 50 "	2 90	
" " " pockets, 25 pounds	3 00	
" " " 12 1/2 pounds	3 10	
Tapioca, medium pearl	0 06	0 07

MANITOBA MARKETS

POINTERS—

Prunes—Impossible to procure.
Filiatras Currants—Advanced.
Beans—Strong.
Coffee—Soaring.
Evaporated Apples—High and scarce.
Evaporated Peaches—Advancing.
Sugar—Decline of 10c.

Winnipeg, Feb. 2.—A decided healthier tone has been prevailing during the last week, and the general tendency is for higher prices throughout. The advances of last week have been maintained and in a few instances further ones have taken place this week. The milder weather which has been prevailing has enabled the wholesalers to rush out orders which were delayed on account of the storms, and freight deliveries have been a great deal more prompt. Travelers have again taken up their routes and orders of substantial sizes are arriving from all corners of the west. An optimistic view of the prospects for spring operations is taken by wholesalers and retailers, and the increase in business

during the last week has aided this materially.

The strength of the entire grocery trade can be seen by the fact that sugar is the only commodity that shows any reduction, while in dried fruits, prunes are almost prohibitive, and stocks of evaporated apples are almost exhausted and cannot be replenished. Evaporated peaches is practically the only fruit that is being offered by wholesalers, and stocks of these are by no means heavy.

Sugar.—An active market was in existence last week on account of the decline of 10c per barrel, which took place recently. Stocks of raw material continue to increase, but the future is difficult to predict at this distance from the refineries. Another decline of 10c was registered here on Wednesday of this week.

Montreal and R.C. granulated, in bbls	4 85
" " " in sacks	4 70
" yellow, in bbls	4 45
" " " in sacks	4 40
Loaf sugar, in bbls	5 45
" " " in boxes	5 65
" " " in small quantities	6 10
Powdered sugar, in bbls	5 25
" " " in boxes	5 45
" " " in small quantities	5 60
Lump, hard, in bbls	5 75
" " " in 1-bbl. cases	5 35
" " " in 100-lb. cases	5 75

Foreign Fried Fruits.—A further advance of 3c has taken place in prunes due to advance in coast prices. The present supply is totally inadequate to the demand, and higher prices may yet occur. Currants remain firm, Filiatras taking a slight advance.

Smyrna Sultana raisins, uncleaned, per lb.	0 12
" " cleaned, per lb.	0 13
California raisins, choice seeded in 1/2-lb. packages	0 07
" " fancy seeded, in 1/2-lb. packages	0 07
" " " per package	0 07
" " choice seeded in 1-lb. packages	0 08
" " " per package	0 08
" " fancy seeded in 1-lb. packages	0 09
" " " per package	0 09
Raisins, 3 crown muscatels, per lb.	0 07
" 4 "	0 07
Prunes—	
25-lb. bx, 90-100, lb	0 09
" 80-90 "	0 11
" 70-80 "	0 12
" 60-70 "	0 12
Prunes, 50-60 "	0 13
Prunes, 40-50, lb	0 13
Silver prunes, ac.	0 11
to quality	0 11
Currants uncleaned, loose pack, per lb.	0 07
" dry, cleaned, Filiatras, per lb.	0 08
" wet, cleaned, per lb.	0 08
Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 09
Pears, per lb.	0 13
Peaches, stand-	0 09
ard, per lb.	0 09
Peaches, choice	0 10
Apricots, stand-	0 16
ard, per lb.	0 16
Apricots, choice	0 16
per lb.	0 16
Plums, pitted, lb	0 12
Nectarines, lb.	0 12
Dates, per lb.	0 06
Halwa, bulk	0 06
Dates, packages	0 07
30 in case	0 10
Peel, lb., lemon	0 10
" " orange	0 10
" " citron	0 13

Syrup and Molasses.—A steady trade continues in syrup and molasses, and prices remain firm at last week's quotation. Wholesalers report a decided improvement in the buying orders in syrups and no further decline is looked for at present.

Syrups—	
24 2-lb. tins, per case	1 98
12 5-lb. tins, per case	2 33
6 10-lb. tins, per case	2 22
3 20-lb. tins, per case	2 21
Half bbls., per lb.	0 03
Barbadoes molasses in 1/2-bbls., per gal.	0 50
New Orleans molasses, 1/2 bbls., per gal.	0 36

Nuts.—Orders continue to arrive in large quantities and the trade has a pleasing aspect. The demand for shelled and unshelled walnuts remains firm, while a decided improvement has taken place in Filberts and Pecans, so much so that there is a possibility of an advance in these two lines.

Almonds, shelled	0 33	0 34	Walnuts, shelled	0 38	0 40
Filberts	0 11	0 12	Walnuts, Man-		
Grenobles	0 15	0 15	churia, per lb.	0 16	

Evaporated Apples.—Owing to the fact that stocks have been almost entirely diminished, there is practically none be-

ing offered. The few who have some for sale, however, have not advanced prices.

Beans.—Orders continue to come in large quantities for beans, which remain firm, at last week's advance. Stocks on hand are by no means small and goods are going out freely.

3-lb. picker, per bushel..... 2 10
Hairy picker, per bushel..... 2 20

Coffee.—There appears to be no limit to the advances that this market is making. The recent advance of 2c per lb. has established a record price in this city. Manipulators in Brazil are blamed for this advance, and so strong is the market at present that the big coffee houses are holding on to all the stocks they have and not letting out any, on the prospects of a further advance in a few weeks.

Coffee, standard Rio..... 9 15
Coffee, choice..... 9 25
Coffee, extra choice..... 9 30

Tapioca and Sago.—There has been no improvement in the tapioca and sago markets. Trade still continues light, and while travelers are endeavoring to push these products, no change has taken place yet.

Four tapioca, per lb..... 0 95 0 06
Sago, per lb..... 0 95 0 04

Spices.—No change has taken place in the spice market during the last week. A good demand still continues and prices remain firm.

Allegiance..... 0 15 0 10	Ginger, whole..... 0 20 0 05
Chamomile, white..... 0 25	Cinnamon..... 0 21 0 20
ground..... 0 25 0 20	Mace..... 0 15
Cloves, white..... 0 25 0 20	Nutmeg..... 0 30 0 05
Coffee, ground..... 0 25 0 05	Peppers, black..... 0 10 0 10
Green of carter..... 0 25 0 02	white..... 0 20 0 30

NEW BRUNSWICK MARKETS.

St. John, Feb. 2.—Pork declined last week and present quotations are now as follows: domestic mess, \$23.50 and \$24.00; American clear, \$24 and \$26.25. Pure lard is now quoted at 14½ to 14¾ and compound at 12¼ to 12½. Hand-picked beans have advanced five cents and are now selling at 2.15 to 2.20 per bushel.

NEW BRUNSWICK MARKETS.

Beans, hand	Cal. raisins, seed
picked, bus	red..... 0 08 0 09
pick, yel 10 w	France, lb..... 0 04 0 02
cys, bus..... 2 65 2 75	Morocco, cy..... 0 30 0 31
Cheese, new, lb	Butter, unsal,
0 13 0 13 1/2	lb..... 0 22 0 24
Gourmets, lb	Butter, cream-
0 06 1/2 0 06 1/2	ery, lb..... 0 24 0 26
Peas, No. 1..... 1 20	Eggs, new laid..... 0 30
No. 2..... 1 24	Eggs, cast..... 0 28
No. 3..... 1 31	Hain..... 0 16 0 18
Peas, No. 1..... 1 50	Potatoes, new,
No. 2..... 1 95 2 00	bbi..... 1 90 2 00
No. 3..... 3 00 3 05	Rice, lb..... 0 04 0 04
Raspberries,	Lard, compound
dozen..... 1 85 1 90	lb..... 0 12 0 12 1/2
Tomatoes..... 1 32 1 34	Lard, pure, lb..... 0 14 1/2 0 14 1/2
Strawberries..... 1 85 1 90	Bacon..... 0 16 0 20
Flour, Manitoba 5 45 6 45	Figs, domestic
Ontario..... 6 20 6 50	dozen..... 23 50 24 50
Fish—	Pork, Ameri-
Cod, dry..... 4 00 5 50	can clear..... 24 00 26 25
Herring, salt,	Salmon, case—
bus..... 5 25	Red spring..... 7 00 7 10
Clackers, box..... 0 85 0 90	Coloca..... 6 50 6 75
Cornmeal, gran..... 4 65 4 75	Bacon, tenns,
Cornmeal, meal..... 1 40 1 45	dozen..... 1 20 1 30
Oatmeal, bus..... 2 85 2 90	Lentils, Mexi-
Sot oatmeal..... 5 60 5 70	ns, per box..... 3 00 3 25
Rolled oatmeal..... 5 20 5 20	Suga—
Buckwheat,	Standard gran..... 4 45 4 55
west, grey, bag 2 90 3 00	Austrian..... 4 35 4 45
	Bright yellow..... 4 25 4 35
	No. 1 yellow..... 3 95 4 05

Crowe & Burgess, general merchants of Rivers, Man., have dissolved partnership. Mr. Crowe will continue.

Many Declines In the Export of Our Products

Montreal, Feb. 2.—The export of dairy products during recent seasons has not been as large as was anticipated, due no doubt to the large increase in home consumption. The aggregate value of dairy exports from Montreal for the past season has been \$17,018,421 as compared with \$17,801,755 last season and \$25,721,157 during the banner year of 1906.

The export of cheese from Montreal for the past season amounted to 1,892,255 boxes, as compared with 1,872,315 boxes for the previous season. Placing the average price at 11c lb. the season's export would be worth about \$10,691,668 as compared with \$17,225,298 for previous season.

The shipments of butter amounted to 27,881 packages as against 39,253 packages in 1909, and 573,449 packages in 1905. This marked shrinkage is due to increased home consumption and also to the large amount of cream shipped to the United States during the past two years.

Flour Exports Declining.

Flour export has been reduced also, the season's shipments being 1,591,746 sacks and 140,107 barrels showing a decrease of 121,579 sacks and 70,471 barrels as compared with a year ago. Exports of oatmeal show a reduction of over 58,000 sacks, compared with 1909, and the quantity of rolled oats shipped in cases is about 16,000 cases less, but the quantity in sacks has increased 43,000 over 1909.

Less Meat Moving Out.

The exports of cured meats for 1910 only amounted to 96,785 cases, as compared with 142,852 for 1909, while the export of tinned meats showed a decrease of 500 cases. Lard exports for the season were 422,000 packages, against 409,000 for 1909; an increase of 13,000 packages.

Owing to the shortage in Canada's apple crop, the exports from the port of Montreal were only 159,043 barrels, as compared with 543,847 in 1909, and the number of cases shipped were 36,608, as against 32,912 for the previous year. Compared with 1908, the decrease is over 166,000 barrels and an increase of over 4,000 cases.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers. "Genuine maple syrup seems to be a thing of the past. The fact is that the total amount of maple syrup made from sap would not fill one-tenth the demand," said a gentleman, who used to have one of the finest "sugar bushes" in Ontario. It is therefore, very important that grocers should know about Mapleine—the new flavor, manufactured on scientific principles, and guaranteed under the Pure Food laws. One ounce of Mapleine, with the addition of sugar and water, makes a gallon of delicious syrup. The agents are F. E. Robson & Co., 26 Front East, Toronto. "Mapleine Dainties" sent free on request. McWilliam & Everist, wholesale fruit

dealers, Toronto, received a quantity of choice strawberries from Florida at the beginning of the week. They claim this shipment to have been the first received by any wholesale house this year. The wholesale price was 65 to 70 cents per box.

The IXL Spice & Coffee Co., London, Ont., which started in business about one year ago, have been most successful in placing their lines of spices, coffees, extracts, mustards, etc., under Sweetheart brand, on the market. Their success, is due to the fact that their manager has had long practical experience in grinding spices, roasting and blending coffees, making extracts, jelly powder, etc., etc. Also that they installed the most up-to-date machinery, that could be purchased in the United Kingdom, which enables them to turn out most satisfactory goods to their customers. Their main object is to satisfy the people of Canada, with high-grade goods, pure, and wholesome. Everything under the Sweetheart Brand label, is guaranteed pure and wholesome, or money refunded. Their coffee machinery has just recently been patented, the last patent that was granted for this kind of machinery in the United States. This machinery enables them to turn out the most delicious appetizing and refreshing coffee, known as the Sweetheart Coffee. The coffee bean is thoroughly separated, cleaned and sized. Also their coffee grinders are of the latest type, so as to give the finest results in ground coffee.

ST. JOHN EXPORT TRADE.

St. John, N.B., Feb. 2.—The steamer Grampian, which sailed from St. John last week took away the largest cargo that ever left the port. It was valued at \$741,839, and included in the cargo of Canadian goods was 2,350 sacks of flour, 5,250 bags of meal, 307 boxes of bacon, and 2,866 boxes of cheese. The total exports up to last week exceeded the same period in 1909-10 by \$228,044.

ANOTHER EARLY CLOSING TOWN.

Castor, Alberta, has recently joined the ranks of the early closing towns in the west. The merchants of the town referred to have signed the "Honor Roll" and in future all stores will close at six o'clock every evening except Saturday. The early closing commenced with the New Year and will continue until the spring at least.

TRADE NOTES.

W. T. Howard, grocer, of Winnipeg, has sold to D. M. Braden. F. W. Seaton, general merchant of Macoun, Sask., has sold his business. The Speer Gregg Company are opening a general store at Solsgrith, Man. G. M. Huntley has purchased the general store of Hobson & Meatly at Beau-sejour, Man. Hector & Hector have purchased the general store of Pellet & Baratz at Lip-ton, Sask.

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A Quebec Grocer's Methods of Trading

Customers are Privileged to Move About the Store and Examine Goods on Demonstration Tables—Has Only One Counter—Goods All Packed in the Rear—Some Unique Advertising Devices—Caters Carefully to Picnickers in Summer and Treats a Child Like a Grown-Up—Gets Extra Business by Carrying Goods, Such as Tomatoes, Out of Season.

Quebec, Feb. 2.—Perhaps the most striking feature of the store of A. Grenier, 94 St. John St., Quebec, to the incoming customer, is the atmosphere of perfect cleanliness and sanitation pervading the whole place, and the careful manner in which goods are arranged in the open space before the counter, which is situated in the rear, and the only one in use.

Mr. Grenier says he always pays the utmost attention to detail; he tries to give his customers no cause for complaint, and to stock only goods which in all sincerity can be labelled "quality," thereby securing the best class of customer.

Taking over the business from J. Toussaint, in 1882, with whom he was employed during the eight years previous, A. Grenier began to study more closely grocery conditions. He had shown himself adapted to the grocery business during his apprenticeship, and it is with a feeling of pride that he refers to the fact that his master had sufficient confidence in him to hand him over the business, although there was no capital immediately forthcoming.

Customers Buy Quality Goods.

"Take a seat, madam," is not a statement heard very often in his store, for although polite, and all anxious to cater to the comfort of his patrons, he has various ideas as to how the public should be looked after once they are inside the store.

"My goods, especially canned delicacies, are of such a high quality that I deem it advisable and profitable to let every one have an opportunity of judging for themselves which is the store carrying the best line of goods. They cannot examine them if they are encouraged to remain entirely at the counter.

"Consequently the arrangement of my store which is the outcome of careful study, has been the means of educating many of my patrons to indulge in the highest class of foodstuffs instead of a cheaper and inferior class."

Interior Display a Novelty.

In order to carry out the ideas just mentioned, one counter only is utilized, and a number of small oaken tables arranged artistically in the body of the store are substituted for display cases, which in the proprietor's opinion, do not offer any encouragement to the customer to examine the goods enclosed.

These tables, which are attractive and novel in their arrangement, carry mostly imported goods. Every grocer has some customers who invariably show signs of restlessness in the store, and seem to be constantly saying to themselves

"Will he never come?" Here this class and others can walk around between the tables, spend a few minutes examining the goods, and usually their interest is aroused by the labels which bear the statement, "Imported by A. Grenier."

"All who see them," says Mr. Grenier, "become aware that the best European delicacies can be had at 94 St. John Street, and moreover women's criticisms are often a better medium of advertising than circulars. Get them talking about you and you will find your goods once appreciated, are as much talked of as any of the prominent figures either in the social or political world."

Does Not Like Sawdust.

Quite a number of people though realizing the cleansing effect of sawdust when sprinkled on the floor, are not altogether in sympathy with the idea, and the grocer whose feminine patrons are in any sense fastidious are often seen holding up their skirts when entering and going out, endeavoring to remove the dust from their feet. Observation led Mr. Grenier to cover the front floor with a handsome oilcloth pattern, which never shows signs of dust, but rather has a most sanitary appearance, and on wet days is covered with strips of coconut matting in order to prevent any traces of muddy feet being left behind.

Where are the rest of the goods placed, you many ask, if there is only one counter in the store? The lines generally carried on the shelves are in that position, but others, such as wines, biscuits and confectionery, are arranged on a frame of staircase nature, and are in prominent positions. Cleanly, and frequently overhauled, lest traces of dust be noticeable, they catch the eye right away, and often effect sales themselves.

Using Window Space.

Mr. Grenier is rather unfortunately handicapped for window space, and has had quite a lot of trouble in discovering the best methods of utilizing the small space available. Ingenuity, however, helped him out, as by careful study he has discovered what appeals to his customers. During the winter months when other more extensive windows are covered with frost, or so shaded with vapor that the eye cannot pierce his window very clearly, he shows baskets of rosy tomatoes and other unseasonable goods, which instead of showing signs of decay, appear as rosy and inviting as if they were just plucked, and enjoying the benefits of the summer sunshine. He has a large double plate glass put in instead of the thin single material, and this

idea has been the means of selling many of the goods he displayed.

Novel Advertising Devices.

This is an age of originality, and a merchant must have something new and striking in the advertising line if he wants to draw the passer-by into his store.

Mr. Grenier owns a valuable coffee mill, and as he desired to let the public know that the "Grenier" coffee is first class, he determined to utilize the mill on display. Purchasing in New York at considerable expense, a dummy Chinaman—the pigtail as realistic as one would desire—he managed to fasten friend Chink's hands securely to the wheel. A motor dynamo propelled the machine and Chink's arms as flexible as if real, worked in harmony, and to all intent were the force behind the wheel. It was quite a drawing card, the public being attracted to the window every day.

"Indeed," remarked one of the proprietor's sons, "one man actually asked me how much I paid the Chinaman per day, and on being informed that \$2 was the amount, he agreed with me that he did quite enough work for it."

An Inanimate Collie Dog.

Another device which proved quite an attraction was a large collie dog which was placed outside a blind door, in front of the store, with a placard on its neck reading: "Next door, please!" The animal, handsome and so gentle-looking, made many ladies stop to admire it, and no doubt in the evening many wondered at its indifference to the caress of the children and the stick thrusts of the boys. But it was stuffed, yet live enough to suit his master's purpose.

Of course, Mr. Grenier uses the daily papers all year round, and gives a contract for a certain space which he never leaves during that period. He talks to the housewife, and as the telephonic system necessitates his giving prices, yet he never varies the price when orders are sent in. "One price for everybody," is his rule.

Mind the Children.

"We have many customers whom we have never seen in our store, and we are careful never to give them any cause for complaint. Consequently when children come down with orders we see that they are attended to with all haste, and sent right home with the goods. Mothers do not like to have their children delayed, and the more you appeal to the mother, the more she appreciates you," he maintains.

Reputation Means Dollars.

How many grocers on receiving an order for a case of provisions for a picnic or party consider that careful packing and systematic arrangement of the goods ordered will give them a good name, and put them in strong for further orders? Only the most progressive, surely.

Quite a number of people join together regularly during the summer months and camp out on the banks of the rivers in order to take full advantage of the

**Manufacturers, Manufacturers' Agents,
Brokers, Etc.**

BRITISH COLUMBIA DIRECTORY

**W. A. JAMESON
COFFEE CO.**
Importers and Roasters of High Grade
Coffees.
Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.
Mail orders promptly attended to.
Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN
R. Robertson & Co.
912-913 Dominion Trust Bldg
VANCOUVER, B.C.
Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters
Reference—Bank of Montreal.
Write for information about B.C. trade.
Office Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern
Economy; Utility and Dowling's.

Do you want live representation?
We are in touch with the trade.
Andrews & Nunn
Manufacturers' Agents and
Wholesale Commission Merchants
Codes—A B C 5th Edition, Western Union
615 Dominion Trust Building
VANCOUVER, B.C.
Correspondence
Solicited Highest
References

The Condensed Ads. in this
Paper will bring good results

**VICTORIA
FRUIT GROWERS' ASSOCIATION**
The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.
OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission
Agents
144 WATER ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

**5%
TO
10%
SAVED**

GROGERS of NORTHERN ONTARIO

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

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

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

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.

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After Forty Years

One of the most successful retail grocers in Canada, whose business capacity has enabled him through all the varying conditions of over forty years to keep steadily on the highway of success, building one of the largest retail trades in the Dominion and accumulating a large fortune, said to the writer the other day, "Cheap trade is no good to any man. It doesn't stick. Quality of goods and quality of service are the two things to consider in the grocery business."

Practical advice, this, and it applies especially to tea.

In Red Rose Tea you have quality that has made it a standard among tea experts, and this, combined with such efficient service, has won and holds the confidence and co-operation of the trade.

Your customers cannot buy tea of better quality than Red Rose.

Try recommending it.

Red Rose Tea

BRANCHES—

7 Front St. East, Toronto
315 William St., Winnipeg

"is good tea."

T. H. ESTABROOKS

ST. JOHN, N.B.

THERE IS NO PROFIT IN KEEPING BOOKS

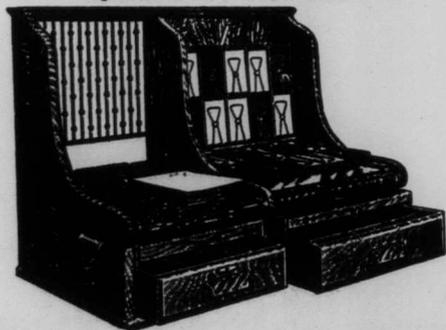
Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, anything, is by the use of

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM

(First and Still the Best)

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty Thousand in use. Ask any user or write.
Agencies in all Principal Cities.



DOMINION REGISTER COMPANY

New Location,

90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

"Kitchener Pork & Beans"

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

**Delicious
Appetizing
Satisfying**

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

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

The Oshawa Canning
Co., Limited

OSHAWA :: :: ONTARIO

THE CANADIAN GROCER

opportunities for fishing. Mr. Grenier received an order from one of these parties one time, and immediately realized that he could build up a nice business along these lines. He pleased everybody and now the name "Grenier" is proverbial amongst many local anglers.

Mr. Grenier employs eight clerks, but they seldom appear in front of the store. He keeps them busy checking up orders, doing goods up in neat parcels—in short, attending to the supplies in general. His two sons attend to the customers.

to deal with men that will be responsible for selling us inferior goods.

YONGE ST. GROCER.

Toronto, Feb. 2, 1911.

CANNED EGGS ULTIMATUM.

Montreal, Feb. 2.—The decision of the civic officials who met to consider the advisability of destroying the canned eggs recently imported was anxiously awaited by those interested. The \$100,000 worth had previously been condemned by the Provincial Board of Health and the Civic Health Authorities.

A document was read from the former body stating that the eggs had been brought into the city against Provincial statutes 3875 and 3915, which treated upon the question of pure foods. As a result orders were given to have these eggs taken outside the city limits, or destroyed by the authorities within 36 hours.

Dr. McCarrey, commenting on these instructions said: "These canned eggs are now in a cold storage warehouse. I shall send a communication there to-day stating that the eggs must be carted away from this city, and outside of the Province at once. I will give them 36 hours to comply with this order. After this, if the eggs are still in storage I will have the whole consignment seized and destroyed."

J. L. Stevens' bakery and grocery on Notre Dame Avenue, Winnipeg, was damaged by fire.

City Retailer Bought From Country Merchant

He Was Offered Strictly Fresh Eggs at Reduced Price and Took Them—Customers Found Stale Eggs and He Lost Money—Why He Purchases From the Wholesaler.

Editor Canadian Grocer,—I notice in recent issues of your paper, discussions on good and bad eggs, and see that some of the country general merchants are losing money in shipping to wholesale men in the large cities.

As a retailer, I have had some experience along this line. Some time ago a country general merchant wrote me to say he could let me have a couple cases of strictly fresh eggs at so much. The price was a good deal below what I could get them for from the wholesaler's, so I bought and the eggs arrived. I have no arrangement whereby I can candle eggs, so took the country merchant's word that they were strictly fresh and sold some as such at a fair profit above cost.

The very next day I had complaints

from customers who claimed to have found many stale eggs among those they bought. Of course I pointed out where I had bought them, but had to allow for the bad eggs. Other complaints kept arriving every little while and I had to sell off my "strictly fresh" eggs for cooking purposes, at a reduction and lost on the deal. When, however, we buy from the wholesaler we know what we are getting because the eggs are candled and if we don't get what we pay for we enter a complaint and are credited with our losses.

I do not think for a moment that the general merchant who sold me the eggs knew they were not all fresh. He evidently had taken the word of the farmer for that; but I want to show that in order to get what we pay for we have



CARTER'S

STANDARD

British Wines

Liqueur Green Ginger
and Other Flavors

Big Wheel Custard Powder,
Jelly Crystals, Lemonade
Powder, etc., etc.

H. W. Carter & Co.,

LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND

The why and the wherefore

of superiority in soap lies in one test—that of
PURITY.

ASEPTO SOAP POWDER

"The enemy of dirt"

qualifies A1 in this respect and is, moreover, a very economical soap. An introduction of ASEPTO into any household means constant repeat orders.

ORDER FROM YOUR JOBBER
ASEPTO MFG.CO.
ST. JOHN, N.B.

Rose & Laflamme, Ltd.—Agents—Montreal

Western Canada is a Great Market for all Grocery Lines.



THE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional commercial facilities. We maintain large warehouses in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

Write us for detailed information about this market.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

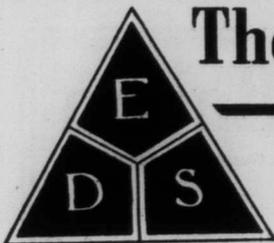
WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY



The Mark that Stands for Purity!

The Public of to-day is demanding FOOD PURITY with no uncertain voice, and in the range of fruit preserves your interests are fully safeguarded if you are handling

"E.D.S." BRAND Jams, Jellies and Catsup

This is no empty claim on our part, it is backed by exhaustive tests taken by Government Inspectors in every province in the Dominion (see Bulletin 194). The result is a striking one; "E.D.S." Brand alone, of those submitted, was found to be ABSOLUTELY AND UNVARYINGLY PURE—no dyes, no preservatives, no additions of any kind, and no excess of moisture. You can feel perfectly safe in recommending "E.D.S." goods. Their delicious flavour is simply that of choice, ripe fruit.

Made only by **E. D. SMITH** at his own fruit farms
WINONA, ONT.

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



STILL
"EASIFIRST"



easily holds its lead against all competitors.

You cannot afford to buy anything but the best.

ORDER TO-DAY.

GUNNS Limited

Packers :: West Toronto

HAMS

We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

F. W. Fearman Co.
HAMILTON LIMITED



Talking Points



For Grocers and Clerks!

Have you told your customers—

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

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

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

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



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



Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

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The feature is the plenty and eggs. Butter prices under the control of some supplies will tend to supply usual during the supplies creamery, to tario butter Scotia, when to the local quality being real market recently by

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Butter and Eggs are Still Plentiful

Egg Prices Continue to Lower, but Butter Keeps Fairly Firm Under the Conditions—Eggs are Cheap in the United States and are Being Shipped to Canadian Markets—Cheese Market is Somewhat Firmer—Easier Feeling in the Hog Market.

The feature of the market this week is the plentiful supply of both butter and eggs throughout the Dominion. Butter prices are ruling fairly firm under the conditions, as it is intimated from some centres that all the present supplies will be needed in the near future to supply the demand, since it is usual during February and March for the supplies of butter, both dairy and creamery, to fall off. Quantities of Ontario butter are being shipped to Nova Scotia, where it is used in preference to the local butter, on account of its quality being more uniform. The Montreal market has been somewhat relieved recently by shipments to the West.

Eggs are plentiful for this time of year, and prices continue on the downward course, the fact of eggs being so low on the other side and the duty only three cents a dozen, has had an effect on causing prices to lower. Quantities have been imported to many Canadian centres, and dealers continue to get offers from United States firms at exceedingly low prices. Under present conditions some dealers are looking for further reductions in this line.

Supplies of hogs are fairly plentiful and a slightly easier feeling is noticed. The English market is weak and Canadian bacon is quoted at 60s to 65s. The movement of hogs in the Western States has enlarged and shows a higher record than for this time last year.

The English market reports cheese strong at an advance of 1s, with stocks of Canadian light. The market in Canada is also firm and higher prices may be seen. A Montreal authority says that the market is strong, few goods being now available for sale, and that the bulk of stocks belong to English houses.

Dealers claim it is hard to tell how the proposed new tariff change would affect them, but most of them think that it might at least improve conditions for the Canadian dealer in some lines and be injurious in others. If there were no duty on butter and eggs at the present time, for instance, some say that prices in Canada would be considerably lower, as they could be brought in from the States at a lower price than exists here.

Agents of United States packing concerns seem to be jubilant over the new proposal, and believe that they will be able to compete more favorably with Canadian packers.

The free entry of cheese will give Canada a larger market, and will no doubt help to raise prices.

In regard to hogs, no higher prices can exist than will allow bacon to be exported at a profit. The reduction in duty on lard and hams might make

prices a little lower, as some say the United States product could be laid down in Canada at a lower price.

MONTREAL.

Provisions.—Trade during the past week in the produce line has been a little on the dull side. The dullness is attributed to the cold snap; however, this is expected during January. Prices of both pure and compound lards are lower; the drop is attributed to the large stock held by local dealers.

Dressed Meats remain as quoted last week. It is expected that with the turn of the next month trade will be much brisker, as trade for the new year really does not begin to open up until February.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 13 1/2
Cases, tins, each 10 lbs., per lb.	0 14
" " " 5 " " "	0 14
" " " 3 " " "	0 14
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 12 1/2
Tubs, 50 lbs. net, per lb.	0 14
Tierces, 375 lbs., per lb.	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 12
" " " 5 " " "	0 12 1/2
" " " 3 " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 13 1/2
Pails, tin, 20 lbs. gross, per lb.	0 14 1/2
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10 1/2
Pork—	
Heavy Canada short cut mess; bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	25 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	8 75
" " 200 "	7 00
" " 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11 1/2
Long clear bacon, light, lb.	0 12 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12 1/2
Large sizes, 18 to 25 lbs., per lb.	0 14 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 15 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 16 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
" " " small, 9 to 12 lbs., per lb.	0 17 1/2
Breakfast bacon, English, boneless, per lb.	0 17 1/2
Windor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 16 1/2
Hogs, live, per cwt.	8 00
dressed, per cwt.	11 00

Butter.—There continues to be an easy feeling in the butter market. There is a large supply of fresh butter on the market, and the demand is not heavy. One of the local dealers thinks that the present prices will maintain for some time to come; others think that the large arrivals of fresh butter will weaken the market considerably.

New milk creamery	0 25	0 26 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	

Eggs.—Large receipts of fresh eggs were again the result of further sagging of prices; fresh eggs are now selling at 32 cents, with selects and No. 1 selling at 28 and 25 respectively. If the present cold snap lasts until the end of the week, it is expected that higher prices will be the result. Stocks of storage eggs held by local dealers is claimed to be about exhausted.

New laid	0 32
Selects	0 23
No. 1	0 25

Cheese.—The firmness which was noted last week has amounted to a slight rise in prices. Western and Quebec in all sizes are quoted at an advance of 1/2 cent per pound. The business being done is what might be called fair.

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

Poultry.—There is a fair demand for all lines of poultry at unchanged prices. The supply of frozen poultry is much reduced, and prices are quite firm. Fresh killed chickens are in good demand.

Fowl	0 14	0 15	Ducks	0 17	0 19
Geese	0 14	0 15	Turkeys	0 20	0 21
Chickens	0 13				

Honey.—There is little business being done in honey. It is expected that business will brighten up considerably next month.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08 1/2	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12 1/2	

TORONTO.

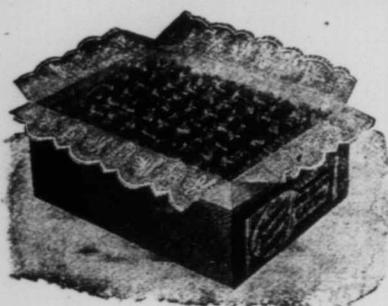
Provisions.—There are no special features to the provision trade this week, business running along evenly with prices much the same as ruled last week. Hogs have taken a slight drop, following the trend of prices in United States and in England. The offering of hogs at country points has been fairly free during the past week, with prices ranging around \$7.10, while dressed hogs are quoted at \$10 to \$10.25. Some houses report an increased sale of long clear bacon at 11 1/2 to 12c per lb.

Long clear bacon, per lb.	0 11 1/2	0 12
Smoked breakfast bacon, per lb.	0 17	0 18
Pickled shoulder	0 09 1/2	0 11 1/2
Roll bacon, per lb.	0 12 1/2	0 13
Light hams, per lb.	0 16 1/2	
Medium hams, per lb.	0 16	
Large hams, per lb.	0 14	
Cooked hams	0 21	
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 18	
" " pea meal	0 18 1/2	0 19
Heavy mess pork, per bbl.	21 00	22 00
Short cut, per bbl.	25 00	26 00
Lard, tierces, per lb.	0 12 1/2	
" " pails	0 13	
" " compounds, per lb.	0 11	0 11 1/2
Live hogs, at country points	7 05	7 10
Live hogs, local	7 40	7 45
Dressed hogs	10 00	10 25

Butter.—Supplies of butter continue liberal, and some dealers are getting good sized stocks on hand. If they get overloaded, it will mean another reduction in this line. Fresh creamery prints are quoted at 28 to 29 cents, and choice dairy prints at 20 to 21 cents. It is rumored that there is a quantity of butter in storage and if supplies of the fresh article continue, it will be hard to market the storage article at a profit. However, smaller arrivals are looked for in the near future.

Fresh creamery print	Per lb.	0 28	0 29
Creamery solids	0 25	0 25 1/2	
Farmers separator butter	0 23	0 24	
Dairy prints, choice	0 20	0 21	
Fresh large rolls	0 19	0 20	
No. 1 tubs or boxes	0 18	0 19	
No. 2 tubs or boxes	0 17	0 18	

Eggs.—The egg market has not yet recovered its feet, and prices continue to do the slide act as they have been



When you are ready

to place an order for Chocolates, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"? One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced.

Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box "Bordo" chocolate absolutely free. We are giving away during the next 15 days 100 boxes (5 lb. each) to Merchants who have not previously sold this line. Write us to-day, your letter will be numbered when received and one free box goes Express Prepaid to every tenth (10th) letter received. You have an equal chance, so don't delay. We wish you to test this line at our expense.

THE
Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

doing during the past month. Of course, the weather man gets all the blame, for knocking the price of this generally costly table decoration, for undoubtedly the mild weather has made the supplies of eggs more plentiful. There is another reason advanced for this, too. During other years at this time the price of eggs has been extremely high, and everyone thought there was a fortune awaiting the person in this business, so that many more people have entered the poultry business. New laids are quoted at 29 to 30c, and select storage at 27 to 28c. "Pickled eggs," remarked a local dealer, "could hardly be given away."

Whether there are many eggs in cold storage is a question. One retailer relates that a week ago he offered 22c for these when the price was running higher, and his offer was accepted. He was able to retail them at 27 cents.

New laid eggs.....	0 29	0 30
Selects, storage.....	0 27	0 28
Eggs, storage.....	0 23	0 24
Pickled eggs.....	0 24	0 25

Cheese.—The firmness in cheese has caused another slight advance in price, and large new cheese is now quoted at 12³/₄-13 and new twins at 13-13¹/₄. There is a fair local trade passing in this line.

New cheese—		New twins.....	0 13	0 13 ¹ / ₄
Large.....	0 12 ³ / ₄	Stiltons.....	0 14	
Old cheese.....	0 14			

Poultry.—Poultry had its time of prominence during the Christmas holiday, and since then has been content with keeping a back seat. However, there is some business doing in this line, in stray orders from retailers, with prices unchanged.

Chickens, dressed.....	0 13	0 14	Geese, dressed..	0 13	0 14
Ducks, dressed..	0 14	0 15	Hens, dressed..	0 11	0 12
			Turkeys, dressed	0 17	0 18

Honey.—Evidently retailers are not devoting their time to pushing honey, as sales locally are very slack. There

is some excellent comb honey being offered at prices ranging from \$2 to \$2.50 per dozen, according to quality, while buckwheat honey is quoted at 6¹/₂ to 7 cents per lb.

Clover honey, extracted, 60 lb. cans.....	0 10 ¹ / ₂	0 11
" " " 10 lb. pails.....	0 11 ¹ / ₂	0 12
" " " 5 lb. pails.....	0 12	
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	0 06 ¹ / ₂	0 07

WINNIPEG.

Eggs.—United States fresh eggs brought in from St. Paul are now being offered on the market in large quantities. Owing to a decline in prices down there, wholesalers were able to secure large stocks in job lots, and in spite of the duty of 3c per doz., a fair profit is being made. The stocks are in good shape, but the eggs are small in size. Stored stocks are now selling from 26 to 27c, and new laids at 35 to 37c.

Butter.—Trade in butter continues steady, and prices for creamery remain unchanged. Manitoba creamery bricks are now worth 37 cents, while eastern townships are quoted at 30 cents per lb. Stocks at present in the city are large enough to supply demand until the spring. Dairy butter, on the other hand, has taken a sharp decline. Fancy dairy is now quoted at 26 to 27 cents, and dairy No. 1 at 24 to 25 cents. The lower grade, known as dairy No. 2, is practically uncalled for, and is worth about 20 to 21 cents. This grade was formerly sent to New York to be renovated, but owing to the weakened condition of market down there all shipments have ceased.

Cheese.—Only Ontario cheese is being handled here by some of the wholesalers who report a steady, active market, with Ontario large at 13¹/₂ cents, and Ontario twins at 14c.

Claims to Have Lost \$10 on Egg Shipments

Coaticook, Que., General Merchant, Ships 71 Dozen of What He Considered to be Strictly Fresh Eggs, but Wholesale Provision Firm Said They Were Mixed—Lays Blame on the Dealers in Large Centres—Would Like to Hear of Other Experiences.

Editor Canadian Grocer,—Enclosed please find \$2 for the renewal of The Grocer.

We were much interested in the letter from J. M. Steel published in your issue of Jan. 20th re the troubles we encounter in buying and selling eggs. While we agree with him that it is very difficult to always be sure of getting fresh eggs from the farmers, even when we buy them for such, yet the trouble is not entirely on their side. When we ship eggs that are strictly fresh we do not always get pay for such.

As an instance we cite a case which occurred with us this season. We shipped three cases containing 71 dozen of eggs which we knew were strictly fresh

to a firm in Montreal, whom we supposed were honest and square, but although we paid 40 and 45 cents per dozen for the eggs, they were reported back to us as being mixed, with very few fresh ones, and the result was that we lost about \$10 on this shipment.

It seems the dealers in the cities have the matter all in their own hands, and can allow just what they like; especially if goods are shipped on consignment and if they are unscrupulously inclined, the net proceeds are pretty small. Possibly others have had the same experience. If so we would like to hear from them.

WOODMAN & McKEE.

Coaticook, Que., Feb. 1, 1911.

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The Shred Wheat Comp

Mr. Grocer: Why not sell the brand of Baking Powder that you know will please your customers? No other article in the grocery store sells more freely than Baking Powder, and the Grocer makes a good profit on every sale. There is never any loss or spoilage, no dissatisfied customers, or any other trouble when you sell good goods. Magic Baking Powder will build up your trade and get your customers to rely on you for the very best of everything.

MAGIC BAKING POWDER



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

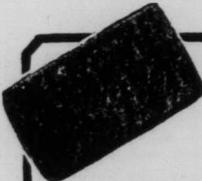


E. W. GILLETT CO. LTD.

TORONTO, ONT.

Montreal

Winnipeg



TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for



We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat**. It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.



The Shredded Wheat Company

Niagara Falls New York

CLARK'S Pork and Beans

From coast to coast this standard food product is becoming more popular than ever.

Housewives realize that baked beans are not only cheaper and more convenient than those prepared at home, but owing to greater facilities are better and more uniformly cooked.

Does your stock include an assortment of Clark's Baked Beans?

Wm. Clark, - Montreal

Manufacturer of
High Grade Food Specialties

Every-Day Cares of the Grocery Store

The Woman Whose Order is Delayed and Who Says the Clerk Has Lied to Her—Winning Over The Occasional Customer—Giving Discounts to a Few—The Depreciation of Fixtures—Loyalty on the Part of the Clerk—A Customer's Prejudice Against Lettuce Lice—A Big Order Given to the Wrong Dealer.

By Henry Johnson, Jr.

A woman calls up by 'phone and states that she ordered goods two hours ago, that she has since asked about them and Mr. Henderson had told her some time ago that "they were on the way," "Now, you must know it's no use lying to me that way. If you can't send them or have not sent them, I wish you'd simply say so."

Somehow, knowing all the usual circumstances that surround the immediate delivery of orders and the hitches that inevitably occur, etc., I balked at the "lying" part of it. Question was: Could she not have done better and assured to herself better feeling and consequently better service in future if she had simply made the proper and usual dignified protest?

And yet, so greatly do facts often contravene theory, it is the actual present situation that she gets to-day better service than ever before and better service than nine-tenths of our other regular customers get. Moreover, I know it is the further fact that the incident related above improved our service all along the line.

Sell your customers all their groceries. You have many who buy some things of you, but buy most of their supplies elsewhere. Those are the customers you should look after with especial effort. Find out what they like; follow them up with little attentions; put your tentacles around them so they will gradually come into your net and buy all their goods from you.

Take well to heart the adage: "A satisfied customer is the best advertisement," and get all the walking ads. you can induce to come your way.

Do you give any discounts? It's astonishing what magic there is in the agreement to give a discount to certain customers. They are thereafter of the favored few; and, by the same token, you may thereafter charge them nearly any price you like.

"They say" the cost of living is one-third higher than it was some few years ago. What does that do to you and me? Do we get anything out of it?

It may aid reflection to remember or recall that the income of a British earl in the sixth century was \$2.50 per day, and compare that with his present daily returns.

Do not forget that your furniture, fixtures and general equipment are always shrinking in value.

If you buy a wagon to-day for \$140, in just one day it is worth not to exceed \$100, although it is fairly worth \$100 at the end of six months—for your own use. But it is well to cut those things in two at once. Then, the wagon bought to replace another wagon is chargeable simply to expense; that's all it is. Never enter it to Furt. and Fixt. account.

When I buy a new appliance, something I have not had before, I charge half of it to F. & F. or to Advertising, according to its nature; the remainder goes into Expense. At the end of the year, at inventory time, the entire F. and F. account is reduced by 10 per cent., which is charged up to Loss and Gain before the final balance is struck.

Loyalty—true, unalloyed loyalty—is the most valuable quality to find in an employe. I don't care, now, if the young fellows do think I'm writing this at trem as a preachment, for the best of them will see the truth in it some day. But there are mitigating circumstances about some alleged loyalties that render the character more hopeless than open contempt of, or indifference to, the interests of the man who is paying the wages. One is true, clear through—as impossible for him to be two-sided as to breathe through the back of his head—he's made that way. Another is measureably true—in most things—and when it's convenient or when it's just as easy as not; also always when you yourself are "around"; his disloyalties are reserved for the times when he's away, out of sight.

Now, sonny, to which class do YOU belong? Don't hurry to reply. Take time to think it over so you can make an absolutely HONEST answer. And, remember, that an honest answer will go far toward fairly establishing the certainty of the correction of such faults of disloyalty as you may find concealed about your character.

Retailers are not the only business men who make mistakes.

There's a successful packer of fruits whom I know who sent out last season a lot of goods so far below standard that they would not sell; who made no effort to correct the error; who, when attention was called to the poor stuff, needed urging of no uncertain character to induce him to take the unsatisfactory stuff off the retailers' hands in exchange for something said to be more nearly what it should have been to start with.

How long will it take him to rebuild that lost prestige? Knowing the circumstances, I hate to contemplate it.

Is it wise to waste ammunition scattering shot that way?

Outside conditions limit our selling prices on many commodities. We must therefore so regulate our expenses and so keenly buy our supplies as to assure to ourselves a fair general margin.

And that's no easy task, nor one which any but a real merchant can accomplish.

One customer of mine has such a fear of lettuce lice that it is almost a mania with her. She looks over nearly every leaf. She never buys without asking and examining. Last time she looked

over the leaves she remarked that it seemed so peculiar to her that many people ate such things, never thinking of them. I looked into her eyes with a smile: "And did it ever occur to you," I asked, "to think how much better that was for the people and how much worse for the lice?" She said she supposed so, but she keeps on looking for lice.

A few days ago she returned to me a package of a perfectly fresh breakfast food on which she said she had discovered mould. Examining, I found two or three little dark spots, seemingly small particles slightly overbaked, that was all.

Again, a little time ago she sent very early on a Monday morning for some bread for toast. I told her maid we had one loaf of Saturday's baking, which, by reason of the hot weather and confined air of the case, was touched with mould on the crust here and there, but which would make fine toast if the crust were cut off. Well, it "came back"—like the cat.

Needless to say, she's rich, poor soul! richer than you or I will ever be. "Pity the suffering rich" who have the time to so worry about their little likes and dislikes and failings and foibles, and whose shekels so blind their eyes to their own failings!

It was another of those rich ones who surprised us with a long order a few days ago. It was filled with unusual care, and it was a "fussy" order. It was returned with the explanation that "through a mistake of the central, our telephone had been called in place of her regular grocer." Oh, the blindness with which a little money afflicts so many of us—blindness to the rights of others. What a chance for her to be gently courteous, keep the goods, thank us for our pains and then go on trading with her "regular grocer" thereafter.

Gentlemen, if you only look at these things properly, you will become comfortable philosophers.

TRADE NOTES.

Church Bros., Picton, Ont., intend building a new canning factory there.

Archdale Wilson, of Hamilttn, Ont., spent a few days in Montreal last week.

B. W. Leverette, of Norwood, Ont., has purchased a grocery business in Brockville.

Kelly Brothers, general merchants, Wetaskiwin, Sask., are opening a branch at Imperial, Sask.

Thexton & Co., of Mortlach, Sask., have sold their general store to E. B. Tedford & Co.

W. H. Gray, of Campbellton, N.B., has opened a new grocery store on O'Leary Street.

Frank Garrett, grocer, Bowmanville, Ont., has sold his business and will travel for a glove firm.

J. L. Lennox, grocer, Wingham, Ont., is going out of business. He is selling his stock at reduced prices. The purchaser of the business is Mrs. Grisdale.

The government officials in Philadelphia recently seized 4,500 pounds of tomato paste, for use in the manufacture of catsup. It is alleged that the product was filthy, putrid and altogether unfit for use.

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Demand Only Fair for Flour and Cereals

Flour Prices Have Not Been Affected—Millers Believe Present Prices Will Rule for a Time—English Market is Quiet and Steady—Fair Trade in Cereals of all Kinds, With Unchanged Prices.

Although wheat has been slightly reduced in price this week, still millers are not looking for lower prices in flour, at least for the present. Trade in general remains about the same, and while there has been a slight improvement in enquiry from European markets, still it is agreed that a little more trade in flour just now would be acceptable.

The English market in flour is quiet but steady, Canadian patents quoted at 27s, 9d to 28s, 3d ex-ship. The quantity of wheat and flour as wheat now in transit to Europe, with the visible supply of wheat in the United States and Canada, is estimated to be equivalent to 86,293,000 bushels, against 66,014,000 bushels a year ago. Two years ago the world's supplies were 181,000,000 bushels, whilst to-day they are 234,057,000 bushels, the largest known at this season.

Millers throughout the country are busy discussing the proposed placing of wheat on the free list. It seems to be the general opinion that if this takes place, it will be a severe blow to the flour and milling industry in Canada, as United States millers will have a great advantage over Canadian in regard to the exporting of flour. Our millers claim that they have been steadily gaining the export trade away from the United States, and have worked up a name for themselves as producers of Manitoba flour. They state that by the free entry of wheat into the United States, the millers on the other side will reap the benefit. It has been said that it would mean lower prices for wheat to the farmers and higher prices for flour. There are, of course, millers who do not entertain this idea.

A fair trade is passing in cereals of all kinds, with prices continuing at about the same level.

MONTREAL.

Flour.—There is not much doing in the flour market. Millers state that they are doing a fair amount of business for this season. Some believe that prices will advance before long, while others think that there will be little change in prices for some time to come.

One mill shows a slight increase in its price, and believes that others will soon follow.

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

Rolled Oats.—The demand for cereals is about the same, it being rather slow. Some mills believe that the price of rolled oats will advance in the near future, while others do not anticipate any change in price for some time yet.

Oatmeal remains firm, and prices are the same.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated	2 40
Bolled cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
" " " " " " "	4 65

TORONTO.

Flour.—Reciprocity talk is creating a great deal of interest among the flour men since the proposed reduction of tariff was made known. There was a sharp decline in local quotations on Manitoba wheat on Monday, and No. 1 northern is now offered at \$1.01½. Millers generally do not believe that this reduction will cause any change in the price of flour, at least not for the present. Trade in flour at the present, although not booming, might be called fair, the domestic demand keeping up to the average for this month. One miller said that although the wheat market is bearish now, he would not be surprised to see the price of Canadian wheat advance five or ten cents per bushel if the present world conditions continue, and the proposed reciprocity agreement is accepted by the parties concerned, and that this would mean a substantial advance in flour. No changes have taken place in prices.

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

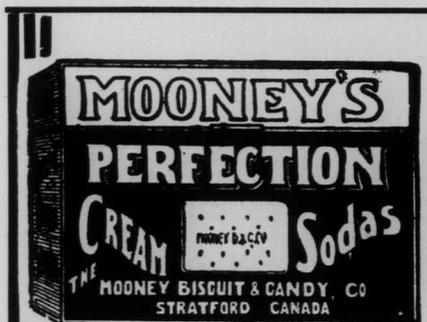
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Although some companies report a slight slackness in rolled oats trade, still others say that they have done more business during the past month than during January of last year. Rolled oats continue at the same price, and although the oat market is a little easier just now, no reduction in rolled oats is looked for. A fair trade is being done in rolled wheat, and there is a good demand for corn meal at the present time.

Rolled oats, small lots, 90 lb. sacks	2 20
" " " " " " "	2 10
Standard and granulated oatmeal, 48 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls.	2 85
" " " " " " "	2 75

WINNIPEG.

Flour.—The flour situation in Manitoba at the present time is satisfactory to millers. One company's mills have been running all winter, and while some others were shut down for a short time for repairs, they have again resumed, and all are busy filling orders. An effort on the part of eastern millers to raise the price of flour, following the recent bulge in wheat, is favorably considered by Manitoba millers. There is



Mooney's Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honour to ship only stock that will increase the goodwill of our customers.

The MOONEY Biscuit & Candy Co.
Limited
FACTORIES AT
Stratford, Ont. Winnipeg, Man.



MAPLEINE

(The New Flavor)

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

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

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

"Mapleine Dainties" sent free on request.

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

a good domestic demand and fair export while the number of enquiries received from the Orient shows that stocks in Japan are running low.

CANADA: No better Country
 MOTT'S: No better Chocolate

DIAMOND CHOCOLATE

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

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

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

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

BISCUITS
 from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

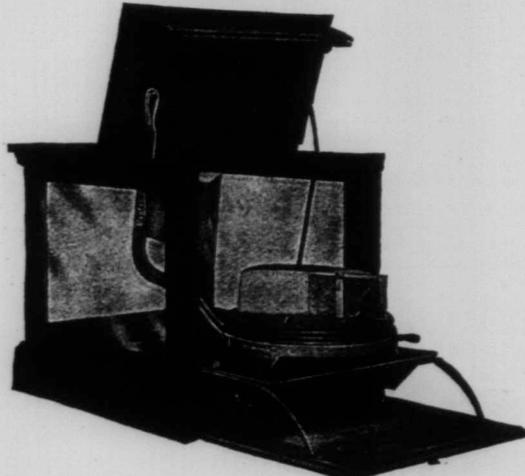
M^CVITIE & PRICE'S
BISCUITS

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

All goods packed in hermetically sealed tins.

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

Perfection Computing Cheese Cutter
 Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year
 It cuts accurately.
 Saves trouble trying to cut accurately with a butcher knife
 It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.
 The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.
Write for Prices.

The American Computing Co. of Canada
 Hamilton, - Ontario

By Royal Letters Patent



NELSON'S
POWDERED GELATINE

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

NELSON'S
 Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:
 The Smith Brokerage Co., Ltd., St. John, N.B.
 Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
 J. L. Watt & Scott, 27 Wellington Street East, Toronto.
 W. E. Ashley, Winnipeg.
 Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

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Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

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

Always reach you as crisp and fresh as they leave our ovens.

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

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager



Try it with your own tongue!

—that's the surest way to get enthusiastic about
the delicious flavour of

TILLSON'S

PAN-DRIED

OATS

A FOOD—NOT A FAD

And there's a mighty good profit for every grocer
who is handling "TILLSON'S," because the de-
mand for this breakfast cereal—created by our
extensive billboard and consumer advertising, is
such a steady one.

Get in line with the wise ones, and make a
generous provision for "TILLSON'S" on your
shelves.

Write to-day for particulars and prices.



The
Canadian
Cereal
and
Milling
Co., Ltd.

Head Office:
Lumsden Bldg.,
TORONTO

PUT UP IN 2 SIZES
Premium Family Package, Pan-Dried Package,
retails at 25c. retails at 10c

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of
Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

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

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

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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

Salesmanship, the Bread of a Business Life

The Ability to Sell the Basis of Commercial Advance — Only About 25 Per Cent. of Capable Men Attain Any Moderate Success—Retail Salesmanship the Most Exacting — The Old Country System of Apprenticeship.

By Isaac F. Marcosson.

As a matter of fact, everybody lives by salesmanship. The article sold may be brains or kerosene, but some definite skill, art or service is required to dispose of it. In a larger sense all business is simply glorified salesmanship.

Thus the ability to sell something in the right way is the very basis of all commercial advance, and the institutions that foster and teach it are not only bulwarks of civilization, but real abettors of human progress. How much technical training is needed is attested by the fact that no more than twenty-five per cent. of the capable men in business life ever achieve a moderate success, and scarcely five per cent. attain positions of wide influence or big responsibility.

Though all salesmanship is interesting, the retail end is the most significant and comprehensive: first because it touches the most people; second, because it is the line of our largest business development; third, because the retail shopper, and especially the woman buyer, is our most skilful, exacting and intelligent purchaser and therefore a high efficiency is required in meeting her needs.

Clerks Get Military Training.

I know a man of big vision, who saw the dawning age of business science, which, summed up, is simply organization. To attain this he said: "I will give my future clerks a military training, because it makes for discipline." He argued that, in a great store, discipline is indispensable to organization; for to use his words "where discipline does not exist there can be no control, and this means that there is no system."

Why advocate salesmanship on the part of clerks who have experience in selling? Simply because, as the merchant at the head of a store believes, "the more you educate your employes the better merchants they will become." He has found that it makes for loyalty too.

Takes Somebody to Sell.

The maxim that a big New York store hangs over its clerks is this: "Anybody can buy, but it takes somebody to sell." A school for clerks is held every morning in a large recreation room. At one end of this room hangs the following motto: "Minimize friction and create harmony. You can get frictions for nothing but harmony costs courtesy and self-control."

Ask any woman shopper what impresses her most in the salesperson behind the counter, and the chances are that she will say "knowledge." The wise merchant, through his representatives, invests his stock with human and story interest, and the imparting of this interest to the customer is one of the biggest factors in successful retail sales-

manship. The clerks who study their stocks forge ahead.

The Apprenticeship Way.

In Ireland and Scotland the boys are apprenticed for four years, and often their parents pay for the privilege of having their sons trained. The boy lives in the store, which becomes a sort of

boarding school. His first task may be to sweep out the store, but he is required to know how to hold a broom before he starts. Then he becomes a cash boy, and is taught accuracy in making change.

The next step is to the stock. He may not reach this for two years, and then in the third year he may become valet to the clerk. After four years he goes behind the counter and makes his first sale. The result of this training is that the boy knows his business thoroughly.

Business is founded on service, good business on good service and the best business on the best service.

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

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

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: C. E. COLSON & SON, Montreal.

Manitoba: BUCHANAN & GORDON, Winnipeg

To Have

your trade will be our reward after a trial of **ANCHOR BRAND FLOUR**

and

the longer you use it the more easy your trade will be

To Hold

ANCHOR BRAND FLOUR

Manfd. by
Leitch Brothers Flour Mills,
Oak Lake, Manitoba.



LAKE O
MILLING

"The H



Purity Without Disguise

Consider the selling advantage of **unbleached** flour.

In view of the widespread preference for the **natural** article.

A direct consequence of the Pure Food Movement.

Finding its origin in a native disapproval of sham and simulation—selling any article for what it is not.

Consider that **FIVE ROSES** is one of the few—the very few—flours upholding the **unbleached** standard.

Native purity and careful milling stand out like the sun at midday. And the oven tells the tale of **deceptive** color.

The color of **FIVE ROSES** is the natural complexion of the floury portion of the spring wheat just as it issues from the heart of the very sound, healthy berries that are the cream of the Manitoba harvest.

It is not bleached because—be it known and understood—it requires no **artificial** whitening.

Having no deficiency to conceal, the result of careless milling, of off-grade or immature grain.

The pure product of sanitary methods, it sells without disguise. And if it has that dazzling clearness, that delicately creamy tint, that wholesomeness which are the greatest attraction of **FIVE ROSES**—it is because this flour is a **natural** product, unbleached, unartificial, undisguised, uncolored.

And being all of these, its very honesty breeds **loyal** custom. Therein lies the gain of the conscientious seller over the retail counter.

And **FIVE ROSES** gives **YOU** an **overwhelming** selling point such as is lacking in your competitor's vocabulary.

It lies within your reach.

Five Roses Flour

*Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber*

LAKE OF THE WOODS
MILLING COMPANY, Ltd.

"The House of Character"
MONTREAL

California Oranges

At prices they are selling for the demand should be very heavy; are looking for an advance in price in the near future.

GRAPE FRUIT, LEMONS, NUTS, FIGS, DATES. CALIFORNIA CELERY, ETC.

McWILLIAM
Mc. E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Line Up

PACKER:
FRANC TRACUZZI

These are peaceful days in the Lemon business. Nearly everybody is handling

"St. Nicholas" AND "Home Guard"
and are satisfied.

AGENT
J. J. McCABE, Toronto

Line Up

Grape Fruit is of Better Quality Now

Quality was Poor at First of Season—Oranges are in Plentiful Supply With Good Demand—Marmalade Oranges Going Out Well—Crop Shorter Than Usual — Strawberries Arrive From the Sunny South—Synopsis of Opinions on the Tariff.

The markets are well supplied with California oranges at the present time but demand is keeping at a high standard. The orange crop in California is six weeks earlier than usual owing to the prolonged drought on the Pacific coast. Mild weather extended well into January when a cold wave and severe winter spell unequalled in twenty-five years brought an immediate harvesting of the fruit. Shipments of Florida oranges have been light of late, the demand being slight on account of the reasonable prices of the California fruit.

Dealers report that the trade in grape fruit has not been good so far this season. This is explained by the fact that the first shipments of grape fruit were of a rather poor quality, so that the consumer got turned against them. Oranges have been of good quality and this has also tended to detract the attention from grape fruit. But the quality of the fruit now arriving is excellent and a big trade is looked for from now on. Grocers on account of the good quality of the present grape-fruit and the fact that this fruit is a good tonic and valuable for its medicinal qualities, should be able to increase their sales in this line.

The crop of marmalade oranges is a little less than in other years. Arrivals up to the present have been good, and large quantities have already gone into consumption. A firmer tone is noted in the lemon market and higher prices may be seen. Southern strawberries are now being offered on the Canadian markets but prices are high. There is a scarcity of home grown onions and prices are gradually crawling up to a higher level.

The shortage reported in the apple crop last fall seems to have been much exaggerated and to-day there are ample requirements. The high prices ruling for some time curtailed the consumptive demand while the liberal supply of oranges resulted in less demand for apples.

It seems to be the general opinion that the proposed reduction in tariff will give cheaper fruits and vegetables at the time that they have to be imported from the United States. Some believe that the Canadian and United States markets will not conflict and that ordinarily prices would be the same.

MONTREAL.

Green Fruits—The fruit market in general is brightening up considerably, and business done is better than for the corresponding time of other years. The demand for California oranges is good and prices remain steady. Strawberries are arriving in larger quantities; prices

are lower, quart boxes selling at 65 cents. There is a scarcity of cranberries, and prices have advanced. Both pears and plums have vanished from the market.

Apples, bbl.	4 50 7 50	Oranges—	
Bananas crated,		California.....	2 75 3 75
bunch	1 75 2 25	Pineapples—	
Cranberries, bbl.	13 00	Florida, case...	4 50 5 00
Cocoanuts, bags.	4 25	Strawberries, qt.	
Malaga keg.....	7 50	box.....	0 65
Lemons.....	2 75 3 50		

Vegetable.—The market remains quiet, trade drifting along in about the same channels. Spanish onions are vanishing from the market, present stocks being light and consequently prices are high, red onions have also advanced. Tomatoes are arriving in larger quantities, prices averaging from \$3.50 to \$5 a crate. Potatoes remain firm at their present high prices, and the demand is fair. One dealer believes that prices will soon recede.

Beans, American		Onions—	
basket.....	0 54	Spanish, cases..	3 00 3 50
Beets, bag.....	1 00	Red, bag.....	1 50
Carrots, bag.....	1 00	Potatoes, bag ..	1 00 1 10
Cabbage, doz.	0 50 0 60	New Bermuda	
Cabbage, bbl.	1 00 1 50	potatoes, bbl ..	9 00
Celery, crate.....	4 50 5 50	Sweet potatoes,	
Cauliflowers, Cal	3 00	basket 2 00	2 35
Florida.....	5 00	Paralely, crate.....	3 25
Cucumbers, doz. .	2 50 2 75	Paranips, bag. .	1 00 1 25
Garlic, 2 bunches	0 25	Radishes, dozen	
Green Peppers,		bunches.....	0 60 0 75
small basket	1 25	Spinach, bbl.....	5 50
Leeks, doz.....	1 75 2 00	Tomatoes, crate	3 50 5 00
Lettuce—		Turnips, bag....	0 75 0 90
Curly lettuce, box	1 60 2 40		
Boston, box.....	2 50		

TORONTO.

Green Fruits.—The first shipments of marmalade oranges have disappeared with great rapidity, at a price ranging from \$2.50 to \$2.75 per case in sizes of 240's, 200's and 160's. The next shipment for this market will arrive about Feb. 12th, the crop of marmalade oranges is smaller than on other years but local dealers are looking forward to a good trade in this line. Strawberries made their first appearance on the local market this week but the price is not such as would induce large sales, although they are fine quality of Floridas. The opening price, per box was 65 to 70 cents. California oranges continue in good supply with excellent quality. Lemons are firm and higher prices are looked for by dealers in the near future. One firm was offering several hundred boxes of Greening apples this week at \$1.65 per box. Trade in fruits is reported favorable for this time of the year, but of course dealers do not look for anything exciting at this season.

Apples, bbl.	3 50 6 00	Lemons—	
Apples box.....	2 00	California.....	3 50
Bananas.....	1 50 2 00	Messina.....	2 75 3 00
Cocoanuts, sack	4 00 5 00	Limes, box.....	1 25
Cranberries, bbl	9 00 10 00	Oranges—	
Cranberries, case...	3 50	Tangerines, a	
Grapes—		strap.....	5 50 6 00
Malaga, bbl.	6 50 7 00	Florida.....	2 50
Almeria, bbl.....	5 00 7 00	Marmalade.....	2 50 2 75
Grape Fruit—		Navels.....	2 50 3 00
Florida per case	3 50 4 00	Mexicans.....	2 00 2 25
Jamaica, case..	3 00 3 50	Pineapples, crate	4 00 4 50
		Strawberries, br	0 65 0 70

Vegetables.—city of home dealers are asking bag while most may be seen by the general shop of Spanish on prices continue erable California the local market Potatoes are getting the price ranging

Beets, Louisiana	
doz.....	0 60
Canadian beet,	
bag.....	0 60
Cabbage, case—	
Canadian.....	0 75
Cabbage, per 100	3 50
Carrots, Cana-	
dian, bag.....	0 65
Carrots, Louisa-	
nia, doz.....	0 30
Celery, dozen ..	0 30
Celery, Califor-	
nia, case.....	4 50
Cucumbers, Bos-	
ton, doz.....	0 60

Fruit.—An all classes of taken a few week.

Apples—	
Gree rings, bbl.	0 60
Can. Nor. Spies,	
No. 1.....	0 75
Can. Nor. Spies,	
No. 2.....	0 75
Other varieties.	0 60
Malaga grapes, ..	
per keg.....	8 00

There are se talists now to the growing of one plantation has been over showed the lar this fruit, and 75,000 plants s bear in 20 m least 5,328 to the revenue fr there is consid slips which th the first year from this inc acre, not inclu sale of slips.

Mr. Reekie of Reekie & Butler, Sask.



FOLI

Vegetables.—There is a noted scarcity of home grown onions and some dealers are asking as high as \$1.65 per bag while most agree that higher prices may be seen before long on account of the general shortness of supply. Arrivals of Spanish onions are fairly liberal and prices continue at \$3 per case. Considerable California celery is offered on the local market with a good demand. Potatoes are going out quite freely with the price ranging around \$1 per bag.

Beets, Louisiana doz. 1 25	Endive, 12 heads 1 00
Canadian beet, bag 0 60 0 75	Lettuce, Canadian, head 0 40
Cabbage, case—Canadian 0 75 1 25	Boston head lettuce, doz. 1 50
Cabbage, per 100 3 50 5 00	Onions—Spanish, large 3 00
Carrots, Canadian, bag 0 50	Spanish, 4-cases 1 50
Carrots, Louisiana, doz 1 00	Yellow, per bag 1 35 1 50
Celery, dozen .. 0 30 0 40	Potatoes, Ontario, bag 0 97 1 00
Celery, California, case 4 50 4 75	Sweet, hamper. 1 25 1 40
Cucumbers, Boston, doz 2 25	Parsley, per doz 0 75
	Parsnips, bag 0 60
	New turnips, per 11-qt. basket 0 80

WINNIPEG.

Fruit.—An active trade continues in all classes of fruits, and prices have taken a few slight changes since last week.

Apples—Greenings, bbl. 6 00	Florida grape fruit, box 5 00 5 50
Can. Nor. Spies, No. 1 7 00	Bananas, bunch 2 50 3 50
Can. Nor. Spies, No. 2 6 00	Cranberries—Unfrozen, bbl. 13 00
Other varieties 6 00	Frozen, bbl 9 00
Malaga grapes, per keg 8 00 10 00	Navel oranges, 3 25 4 00
	California lemons, crate 4 50 5 50

There are several United States capitalists now turning their attention to the growing of pineapples in Mexico. On one plantation, states C. A. Miller, who has been over the ground, experiments showed the land well suited for growing this fruit, and the owner at present has 75,000 plants set out. The young plants bear in 20 months, and it requires at least 5,328 to the acre. In addition to the revenue from the sale of pineapples, there is considerable income from young slips which the plants throw out after the first year. The estimated profits from this industry are \$150 gold per acre, not including the revenue from the sale of slips.

Mr. Reekie will continue the business of Reekie & Olson, general merchants, Butler, Sask.

ONIONS

The crop of local onions is practically exhausted. Future supplies will have to come from Spain. This week we offer

1000 Cases Finest Spanish Onions

A direct shipment from Spain.

Prices are Moderate.

Our weekly price list mailed to any responsible dealer.

WHITE & CO., Limited

Suppliers to the trade in Fruit, Produce and Fish.

TORONTO

Branch at HAMILTON

Fresh Arrivals

California Celery

EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated

Golden Orange Brand Navel Oranges

ALSO A FULL LINE OF

Grape-Fruit, Lemons, Bananas.

The House of Quality

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



Little Jack Horner sat in a corner,
Eating his Lemon pie,
In comes Tom, but the pie was gone,
And he began to cry.
But in comes Ma, who has been down town,
Where she bought a doz. "BUSTER BROWN"
In a little while they both did smile,
New pies were made with the Lemon-Aid.



Buster Brown Lemons, Italy's Finest

FOLLINA BROS., Packers

W. B. STRINGER, Sales Agent



Fish - Oysters



Mild Weather Slackened Fish Trade

Retailers Buy Only Small Quantities in Mild Weather—Dealers Do Not Exactly Know How Proposed Change in Tariff Would Affect Trade—The 1909-1910 Was Best Season Yet For Canadian Fisheries—\$29,629,169 was Total Value of Canadian Fish and Fish Products.

There is a fair amount of trade in fish throughout the Dominion, although business has during the past week been affected at some points by the mild weather. A report from the east coast says that arrangements have been made with the Newfoundland government to erect five cold storage plants in that country, each with a capacity of 1,000,000 pounds of fish.

Little improvement is reported in the fish market in New Brunswick. The price of pickled fish is about 25% higher than at this period last year.

Fish dealers believe that only a trial could tell how the fish market would be affected by the proposed reduction in tariff. It would undoubtedly open up a wider market for fish, but whether prices would be materially affected, could only be found out by the actual working of the new tariff.

The total value of all kinds of fish and fish products taken by Canadian fishermen during 1909-1910 was \$29,629,169. This is the highest value yet reached during any one year in Canadian fisheries, being \$4,178,084 ahead of 1908-09. Of the total, \$8,081,111 was Nova Scotia's share, while British Columbia was second with \$10,314,755 and New Brunswick third with \$4,676,315. Of the total value salmon contributed \$8,204,524; cod, \$3,912,806; lobster, \$3,657,146; herring, \$2,754,751; halibut, \$1,240,486 and white fish, \$1,000,126.

The lobster catch shows a falling off, as does also the mackerel, the oyster industry is about the same, while the value of sword fish caught on the Nova Scotia coast is recorded in the returns for the first time, showing a total of \$13,695 in value.

NEW BRUNSWICK.

St. John.—There has been little improvement in the local fish market during the last week. Herring are scarce and the only supply now coming are brought from Newfoundland. These are being used for kippers. Finnan haddie is high, the retail price now being 9 cents per pound and some of the dealers predict that the price may go to 10 cents.

It is reported that a company has been organized to build a sardine factory on

the Canadian side of the St. Croix river, either at Chamcook or St. Andrews.

ONTARIO.

Toronto.—Under the unfavorable weather conditions of last week, there was a noted slackness in the demand for fish as retailers like to keep on the safe side and order only small quantities during the mild weather. However, this week with the approach of the cold weather, trade has brightened up considerably and fresh and frozen lines are going out quite freely. Frozen ocean herring are now offered in boxes of from 125 to 250 count at \$1.90 per hundred, Lake Superior herring have been reduced 1/2 cent per lb. and are now quoted at 3 1/2 cents. Finnan haddie has been reduced in price also and good quality stock is now being offered at 8c. There is a fair demand for oysters, but like the fresh fish, the trade is affected a great deal by weather conditions and during mild weather, orders are usually few.

FRESH CAUGHT FISH

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

FROZEN LAKE FISH

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

OCEAN FISH (FROZEN)

Herring, per 100..... 1 90 Mulllets..... 0 04
Flounders..... 0 05 Bluefish..... 0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box..... 2 10 Cod, Imperial, per lb..... 0 05
Acadia 1-lb. bxs per crate..... 3 60 Fillets, per lb..... 0 12
Acadia, 2-lb. boxes, pr. crate..... 2 80 Herring (Labs.) half-barrels..... 3 25
Acadia 3-lb. bxs per crate..... 5 40 Herring, bbl..... 6 00
Shredded cod..... 2 25 Haddie, Finnan..... 0 08
Bloaters, box..... 1 25 Kippers, box..... 1 30
Boneless Digby's, box 1 00 Oysters, extra select, gal..... 2 25
Codfish, Bluenose, " 1 40 Oysters, select, gal..... 1 85
Cod steak, per lb..... 0 07 Oysters, standard, gal 1 65
Quall on toast, per lb..... 0 06 Pickled lake herring, 100 lb. kegs..... 4 00

QUEBEC.

Montreal.—The fish market this past week has been rather quiet. It seems that the market is taking a rest before entering the most busy period of the year for the fish market—the coming ten weeks. The stock held by wholesale distributors is quite ample to satisfy the demands for some time, although some lines are going out after a

few light attacks from the consumer. Especially is this the case in the frozen lines as herring, halibut, lake trout and mackerel.

There is a scarcity in all lines of pickled fish, sufficiently scarce that the present prices are 25 to 30% higher than for the corresponding period last year.

On account of stormy weather on the coast lobster production is about nil. Smoked fish such as haddies and fillets are in good demand in a small way. The oyster trade is keeping quite active, with supplies easy.

FRESH

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

FROZEN

Codfish..... 0 03 1/2 0 04 Pike..... 0 06 0 06 1/2
Dore, winter caught, per lb..... 0 08 0 08 1/2 Salmon, B.C., red 09 0 10
Haddock..... 0 04 1/2 Gaspe salmon, per lb..... 6 20
Halibut, per lb. 0 08 0 09 Smelts, 10 lb. bxs 09 0 10
Steak cod..... 0 05 0 05 1/2 Whitefish, large, 20 lb..... 0 09 0 10
Mackerel..... 0 11 lb..... 0 09 0 10
Tom cods, bbl..... 2 00 Whitefish, small, 0 06 1/2 0 07
Flounders, bbl..... 2 00

SALTED AND PICKLED

Green cod, No. 1, bbl..... 8 50 9 00 Salmon, B.C., red, bbl 14 00
Labrador herring, bbl 5 50 " pink, bbl 12 00
" " 1/2 bbl 3 15 " Labrador, bbl 16 00
Labrador sea trout, bbls..... 12 50 " " 1/2 bbls 9 00
" " 300 lb..... 22 00
Labrador sea trout, half bbls..... 6 50 Salt eels, per lb..... 0 07 1/2
No. 1 mackerel, pail..... 2 00 Salt sardines, 20 lb. pls 1 00
" " 1/2 bbls..... 8 50 Salt sardines, bris, 20 lb..... 7 00
No. 1 pollock, bbl..... 6 00 Salt sardines, half bris, 100 lbs..... 4 00
Scotia herrings, No. 2, bbl..... 4 50 Scotch herring..... 6 50
Lake trout, half bbl 6 00 Holland herring, 1/2 bbl 5 50
" " " " keg 0 75

SMOKED

Bloaters, large, per box, 60s..... 1 20
Haddies..... 0 07
Herring, new smoked, per box..... 0 25
Kipper herring, per box, small..... 1 00

SHELL FISH

Shell oysters, bbl., choice..... 12 00 13 00
XXX Shell Oysters..... 10 00
Lobsters, live, per lb..... 0 25
Oysters, choice, bulk, Imp. gal..... 1 40
" bulk, select..... 1 60
Solid meats—Standards, gal., \$1.85; select, gal., \$2.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager.

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

As expected, we have been kept very busy filling orders for all our lines.

Ocean Brand Fish

are so palatable that once tried they are always used. Packed under most sanitary conditions, they never lose that rich flavor which has won them such a reputation.

SOME OF THEM:

HADDIES NEW KIPPERS BLOATERS

Boutilier's Smoked Fillets never fail to please. Stock up. They sell themselves.

You want a profitable line? Try our Frozen Fish now in stock:

STEAK COD MARKET COD HADDOCK
NEWFOUNDLAND HERRING also SALT HERRING

The Halifax Cold Storage Company, Ltd.

45 William Street Selling Branch Montreal, Quebec

Headquarters for Fresh and Salt Fish

"BEACON"

BRAND

HADDIE

Sweet and
Tasty

Every Fish
Tagged

You can make sure of a Bigger and more Profitable January and February Fish Trading than ever before if you are handling our full range of Fresh, Smoked and Salt Fish.

We sell nothing but the choicest kinds, and as we buy in very large quantities, we can give you the benefit of the closest prices.

ON HAND—A full range of Labrador and Lake Superior Herrings in Kegs and Barrels, guaranteed bright 1910.

Better send along that trial order to-day

"BEACON"

BRAND

OYSTERS

Fresh

Juicy

Prime

Condition

The F. T. James Company, Limited

Church and Colborne Streets
TORONTO

PREPARED FISH

Boneless cod, in blocks or packages, per lb. 6, 7, 9, 10, 11	
Shredded cod, per pkg.	0 15
Skinless cod, 100 lb. case.	6 00
Dried cod, medium, 100 lb. drum.	7 00
Dried cod, large, bundles.	6 00
Dried cod, medium, bundles.	6 00
Dried haddock, medium, bundle.	5 50

MANITOBA.

Winnipeg.—Trade in fish has fallen off somewhat within the last week, and wholesalers expect a quiet market to prevail until lent starts. They predict a slower market this year owing to the lateness of this season.

Western white-fish, frozen.	0 07 1/2	Lake trout, lb.	0 11
Fresh salmon, frozen.	0 09	Bloaters, box.	1 50
Halibut, frozen.	0 08	Smoked goldeyes, doz.	0 50
		Finnan haddies.	0 08

THE SELLING OF SALMON.

Editor Canadian Grocer.—“RESULT OF KNOWING THE GOODS”—This was the heading of a little article in your issue of the 27th of January, in which you pointed out the cleverness of a Smith's Falls grocer who, when a lady came in and asked for the best salmon in the store, managed to sell her a tin of the best and a tin of the cheaper, and consequently, inferior brand. You spoke of this as good business. We think it exceedingly bad business, and the chances are the grocer will find it out. That lady wanted the very best goods to be gotten and was willing to pay for same. This grocer succeeded in selling her a tin of salmon that could not be prime and which, when used, would give her offence. Anyone taking note of who are the most successful grocers will always find that they are the ones who are selling first-class goods and first-class goods only, never the man who is pushing inferior goods.

WHOLESALE.

Editorial Note.—The point in salesmanship intended to have been brought out was that the dealer sold two cans of salmon where only one was asked for. “Wholesaler” is undoubtedly correct in stating that the best grocers are those who sell only first-class goods. If the one inferior grade of salmon was not good enough for salad as the grocer explained it was, then certainly he would be courting the disfavor of the customer to whom he sold. If he entertained any doubt whatever it would be bad business on his part to make the sale.

CANADIAN OYSTER PRODUCTIONS

The oyster fisheries on the Canadian Atlantic coast have shown little improvement, the yield for the 1909-1910 season being 34,575 barrels, an increase of only 2,500 barrels over the previous season. In 1882, the yield was as high as 64,646 barrels, but has steadily been declining since.

AIMS TO PREVENT TIPPING.

In last week's Grocer mention was made of a bill introduced into the House of Commons by Mr. Lewis, M.P., re secret commissions, tips, etc. This bill is known as Bill 87 and has been sent out in printed form in which it is stated that it shall apply only to the form of gift commonly known as a gratuity or tip.

Small Stocks and Quick Turnovers

This What a Grocery Broker Would Advise — Never Purchase Five Cases of Anything When One Can be Secured Relatively as Cheaply, He Suggests—Salesmanship a Valuable Asset, But Grocer Must Know Much About the Operating End of a Business as well.

“Look to the business management,” is the advice given to clerks by a Canadian grocery broker who has been, during his business career, a close observer of methods of retail dealers who have evolved from the store assistant stage.

“A clerk may be the very best salesman possible,” he said, “and not know anything about running a grocery store. I have known cases where grocery clerks who were salesmen of the first rank but who went into business for themselves and failed.

Lacked Business Judgment.

“It was simply because they didn't understand the operation end of the business—buying, account collecting, figuring profit percentages, etc. Salesmanship is probably the best asset any dealer can have but it will not stand alone.

“It seems to me,” he continued, “that too little attention is paid in this country to the obtaining of a sound, all-around business training on the part of clerks. I have known some hard-headed business men who have gone into the grocery business and become successful, but who when they began were far from being salesmen. They made it a point to progress slowly until they knew their own measures as grocers. They took especial care that they bought sparingly and sold at a profit above operating expenses.

“In the Old Country things are different. A clerk must serve his apprenticeship and learn something about every department of the store's operation if he is to become a recognized dealer. He must learn one thing at a time and know it before another is trusted to him.”

Must Turn Stock Frequently.

“What do you consider should be the chief aim of a grocery dealer?” he was asked.

“From what I have learned through my experiences, the successful merchant is the man who turns his stock over as frequently as possible. The small moneyed-man with the big stock is on the road to failure.

“I know grocery dealers who never purchase 2 or 5 cases of anything if they can get 1 at as cheap a rate and even where a quantity price is quoted for 5 cases or more they stick to the single case. This ensures them a low stock always and a rapid turnover of this stock and the money invested in it. They have no large invoices to meet and so reduce worry to a minimum. They are also able to get the assortment so as to supply the demand of every customer and gain and hold trade.

“The blame attached to large stocks on the part of some dealers must rest with travelers. They are anxious to show a good week to their houses and if they see some weak-backed retailer they often “load” him up with too much of one variety of goods by means of alluring talk on the lower price.

“This, I maintain, is a short-sighted policy on the part of travelers and one that ought to be discouraged by their principals unless a dealer is well able, financially, to stand the strain.

Assurance Against Dead Stock.

“Small stocks of many lines tending to quick turnovers, is the ideal method in my estimation and I have my doubts whether even a large retailer ought to go far afield beyond this rule. It means good credit standing, smaller outstanding accounts, less money tied up in the business and gives little opportunity for dead stocks. But when a dealer has a stock on his hands which is moving slowly or not at all, he should make extra efforts to help it along even at the expense of cutting the price. In such a case I would not consider it illegitimate price-cutting since a dealer is not attempting to attract trade, but is simply getting rid of something for which it is difficult to work up a demand and which could be replaced by a better seller.

“Small purchases, small stock, quick-turnovers by thoughtful and dignified salesmanship methods and good store management all the way through, is what would be my advice to the grocer anxious to succeed.” These were his concluding remarks.

ADVICE TO BOARDS OF TRADE.

Toronto, Feb. 2.—The report of the members of the Toronto Board of Trade who towards the end of 1910 visited Chicago and Cleveland, has been issued in pamphlet form. G. T. Somers, W. P. Grundy, and F. G. Morley were the men who went out for this information.

In summing up they say:

“In our judgment we should start at once to cultivate in our members a pride in our city and a desire to serve it. We could then, without any wrench to our present constitution, without any change in our name or our policies, gradually build up an organization which in time may be just as effective in good service for Toronto as the Cleveland Chamber is for that city. Their problems are our problems, differing only in degree. Boston, Buffalo and other cities have sent their deputations in turn to Cleveland, and are now engaged in working out Chambers of Commerce along similar lines.”

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BRUNSWICK BREAKFAST HERRING

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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 Harbour N.B.

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



Donald says :

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

*Report of analysis by Dr. J. T. Donald,
Dominion Gov't Analyst.*

November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
202 MCGILL ST., - MONTREAL

"BANNER" 1911 Cold Blast Lantern

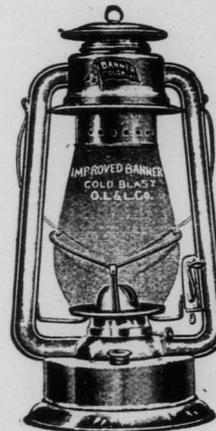
Have you seen it?

Hold your orders till you have.

New
Well!

Solid
Brass
Burner!

Supplied
with
Wicks!



Hand-
somet
Lantern
Made!

Give
Your
Customers
the
Best!

For Sale by All Jobbers.

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

THE WEEK'S GROCERY CHANGES.

What is Going on in the Canadian Grocery Trade.

Ontario.—Thomas Wride has purchased the general store of J. H. Clark, Arner, Ont.

F. A. Vandrick, grocer, Port Elgin, has sold to Wm. King.

Geo. E. Running, general merchant, Steelton, Ont., has assigned.

J. S. Austin, general merchant, Belmont, Ont., has sold to O. Reid.

Robt. Calbeck, Hamilton, Ont., has sold his grocery to Herbert Dixon.

Joseph Karam, general merchant of Gowganda, Ont., suffered loss by fire.

Oscar Beekstead, grocer of Williamsburgh, Ont., has sold to Geo. Barelay.

W. V. Charlton has purchased the grocery of Ernest Charlton at London, Ont.

W. H. Bradfield, general merchant, Griffin's Corners, Ont., has sold to G. H. Godby.

Sileox and Smith, grocers of St. Thomas, Ont., have sold to Emerson Mecanee.

Quebec.—The Coulonge Supply Co., have purchased the general store of A. H. Leggo, Port Coulonge, Que.

R. Goold, grocer, of St Johns, Que., has assigned.

Korber Bros., grocers of Montreal, have dissolved.

Geo. B. Reid, general merchant, Gracefield, Que., has assigned.

The assets of Gobeil & Tremblay, general merchants, Riviere Du Moulin, Que., have been sold.

Maritime Provinces.—G. A. Robertson, grocer and hardware dealer, Moncton, N.B., suffered loss by fire.

J. Brait, of J. & W. Brait, general merchants, Rexton, N.B., deceased.

Western Canada.—C. J. A. Haas, general merchant, Gimli, Man., suffered loss by fire.

The grocery store of Woods & White, Victoria, B.C., was destroyed by fire.

J. Abraham, grocer, Vancouver, B.C., has sold to Sloan & Allen.

H. W. Brownell, Vancouver, B.C., has sold his grocery to F. Jones.

Biggar Bros, general merchants, South Westminster, B.C., have dissolved.

O. Nelson, grocer of New Westminster, B.C., is selling to Gunderson Bros.

The Westminster Trading Co. have purchased the general store of A. Gaudin, New Westminster, B.C.

R. L. Walsh, general merchant, of Claresholm, Alta., has discontinued business.

Walter Robinson, grocer, Enderby, B.C., has sold to the Enderby Trading Company.

W. E. Stapes & Co., general merchants, Swan Lake, Man., have sold to P. J. Hallemans.

Jack & Duncan have purchased the general store of A. G. Snelling, Strawberry Hill, B.C.

Craddock & Viner, grocers, Lethbridge, Alta., have sold to Vanderburg & Teeple.

J. L. Hay, general merchant and Nelson & Kjosners, general dealers of Ryley, Alta., suffered loss by fire.

At a recent meeting of the retailers of Regina, Sask., a branch of the Western Retail Association was formed.

The Difficulty of Collecting a Grocery Bill

One of the common occurrences in the grocery business is delayed payment of debts and the loss of these customers when their attention is called to their delinquency. Many are the stories that might be told and to the long list already recorded, this extra one should be of some interest.

A grocer in an eastern Ontario town had allowed one of his customers to build up a debt of \$25. He knew the credit was good and did not pay attention to it for months. Finally, not long ago, he found himself in need of ready cash and he sent a letter in regard to this account. Then he sent one of his office hands and it was only a garnishee threat that brought the woman to the store. As is usual in these cases she spoke of some indignity in questioning her honesty, but the grocer replied that he was trying to clean up his books.

Well the money was all paid in a few weeks, but the woman wished the grocer anything but success in his business. She reminded him that he had been eager to get her trade in the first place. He admitted this, but replied that he did not want to wait a year for a small sum of \$25. He was aware of the fact that there were many other grocers in the town and if she could get credit from them they were welcome to her custom. He did not mention this latter part to her, but he felt it strongly enough to have said it aloud.

Such is often the gratitude of the customer who has received favors.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

THE ORIGINAL FLY PAPER
FOR 25 YEARS THE STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


Crisp
Oran
Fruit
Rain
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Crisp News Notes From Everywhere

Oranges Growing in Manitoba—Foreign Demand for Dried Fruits—A New Co-operative Method for Distributing Goods—Rains Affect Olive Crop—Grocers' Association to Buy Goods At Net Weights Only.

Oranges have been grown in Manitoba by W. T. Johnstone of Wawanesa. The fruit resembles the Japanese oranges in shape, but were smaller and of good flavor.

The foreign demand for canned goods during the past season has not been so good as the previous one, and in consequence, the exports show a falling off. While there has been a decrease in quantity, still the prices obtained have ranged higher than last year.

A plan has been perfected by members of the Denver Retail Grocers' Association whereby clerks holding responsible positions in their employ may be bonded.

A new form of co-operative retailing will be used by O. W. Lamb of Clinton, Ia., who proposes to open a store and sell groceries at wholesale cost with 10 per cent. added. But in order for the consumers to get this rate they must pay \$10 for a membership certificate for three years, and \$2 each year for a partnership card. The membership fee and \$2 yearly card tax is said to be for

the purpose of assuring Lamb's salary as manager while the 10 per cent. above cost is for the purpose of maintaining the store. All invoices of goods purchased from wholesale houses will be, it is said, on the counter of the store for examination.

Heavy rains following the long drouth have further affected the European olive crop, but it will be several weeks before any definite estimate of the output can be made. It is reported that France will produce only 50 per cent. of a normal crop.

The Los Angeles Retail Grocers' Association at a big meeting recently adopted resolutions to buy goods only at net weights in the future.

The Grocers' Association of Cleveland, O., are doing their utmost to eliminate the dry measure and sell goods by weight only.

The retail grocers of Dundas, Ont., have decided to discontinue giving premiums of any kind.

In his annual report, the president of the Alaska Packers' Association says that the 1910 profits were \$517,009, as compared with \$779,729 during 1909. The canneries were all kept busy and salmon markets were brisk.

CALENDARS FOR 1911.

The Ontario Lantern & Lamp Co., Hamilton, Ont., have issued an elaborate 1911 calendar advertising the Tungsten lamp. It is 28 by 14 inches in dimensions with a dark brown colored paper for background. The illustration is that of an Egyptian figure, richly colored, turning on a Tungsten lamp with one hand and holding an ancient form of lamp with the other. She is standing at the bottom of a beautiful staircase in a handsomely furnished dwelling.

CATALOGUES AND BOOKLETS.

McVitie & Price, biscuit manufacturers, Edinburgh, Scotland and London, Eng., have issued an attractive booklet and catalogue, containing a comprehensive review of the building up of this business and a description of the various products manufactured. There are many illustrations setting forth, as well as the Edinburgh and London biscuit works, many prominent and historic Edinburgh buildings. There are also illustrations of a few of the leading biscuits manufactured by McVitie & Price, and handsome christening and Christmas cakes made by them. The booklet contains information worth while perusing.

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.



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 postage, etc.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

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

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

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

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

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.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

AGENTS WANTED.

A WELL ESTABLISHED ENGLISH HOUSE, with 15 travellers calling upon the principal wholesale and best retail grocers and provision merchants throughout the British Islands, is desirous of securing the sole agency of a Canadian packer or manufacturer for the British market in the food and provision line. Highest references. Apply "Food," Box 51, The MacLean Publishing Co., Ltd., 88 Fleet Street, London, England. (5)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Keep in mind the dominant 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, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QU

Baking I
Diamond W. H. GILL
1-lb. tins, 2 doz. in case.
1-lb. tins, 3 " "
1-lb. tins, 4 " "

IMPERIAL BAKING
Cases. Size
4-dozen..... 10c
3-dozen..... 6c
1-dozen..... 12c
3-dozen..... 12c
1-dozen..... 2 1/2 ll
1-dozen..... 5-ll

MAGIC BAKING
Onta
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Special discount of 5 p cases or more of "Mag

ROYAL BAKING
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WHITE SWAN BAKING
White Swan Baking doz. in case, \$2 doz. 1-lb. tins, 80c doz.

COOK'S BAKING
PREPARED BY CHEMISTS

Cartoons—Per doz
No. 1, 1-lb., 4 doz 2 1/2
No. 1, 1-lb., 2 doz 2 1/2
No. 2, 5-oz., 6 doz 0 84
No. 2, 5-oz., 3 doz 0 84
No. 2, 5-oz., 4 doz 0 84
No. 10, 12-oz., 4 dz 2 1/2
No. 10, 12-oz., 2 dz 2 1/2

DOMINION
Aylmer Jams
Per d
Strawberry..... 1
Raspberry..... 1
Black currant... 1
Red currant.... 1
Raspberry & red currant..... 1
Raspberry and gooseberry.. 1
Plum jam..... 1
Greengage plum, stoneless.... 1
Gooseberry..... 1
Pure Pt
5 lbs.
Strawberry .. 0 56
Black currant. 0 56
Raspberry .. 0 56
Freight allowed

DOMINION
Aylmer Jams
Per d
Strawberry..... 1
Raspberry..... 1
Black currant... 1
Red currant.... 1
Raspberry & red currant..... 1
Raspberry and gooseberry.. 1
Plum jam..... 1
Greengage plum, stoneless.... 1
Gooseberry..... 1
Pure Pt
5 lbs.
Strawberry .. 0 56
Black currant. 0 56
Raspberry .. 0 56
Freight allowed

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 2 doz. in case \$2 00
 1-lb. tins, 3 " " 1 25
 1-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen 10c. \$0 85
 1-dozen 12-oz. 3 50
 3-dozen 12-oz. 3 40
 1-dozen 24 lb. 11 50
 1-dozen 5-lb. 19 80

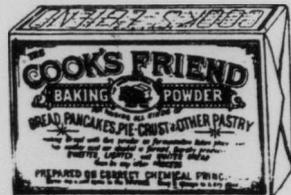
MAGIC BAKING POWDER.
 Ontario and Quebec Prices.
 Cases. Sizes. Per doz.
 6 dozen 5c. \$0 50
 4 " 4-oz. 0 75
 4 " 8 " 1 00
 4 " 12 " 1 30
 2 " 12 " 1 85
 4 " 16 " 2 25
 2 " 16 " 2 30
 1 " 24-lb. 5 00
 1 " 5-lb. 9 50
 2 " 6-oz. 1 80
 1 " 12 " 1 50
 1 " 15 " 1 50

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

ROYAL BAKING POWDER
 Cases. Sizes. Per Doz.
 Royal-Dime \$ 0 95
 1-lb. 1 40
 1/2-oz. 1 95
 1-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—1-lb. tins, 3-dozen in case, \$2 doz.; 1/2-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.



COOK'S FRIEND BAKING POWDER
 Cartoons— Per doz No. 12, 4-oz., 6 dz 0 70
 No. 1, 1-lb., 4 doz 2 40 No. 12, 4-oz., 3 dz. 0 75
 No. 1, 1-lb., 2 doz 2 50 In Tin Boxes—
 No. 2, 5-oz., 6 doz 0 80 No. 13, 1-lb., 2 dz. 3 60
 No. 2, 5-oz., 3 doz 0 85 No. 14, 8-oz., 3 dz 1 75
 No. 3, 2 1/2-oz., 4 dz 0 45 No. 15, 4-oz., 4 dz. 1 10
 No. 10, 12-oz., 4 dz 2 10 No. 16, 2 1/2-lb. 7 25
 No. 10, 12-oz., 2 dz 2 20 No. 17, 5-lb. 14 00



FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins 0 75
 12 oz. tins 1 25
 16 oz. tins 1 50

Cereals

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Breakfast Food 2 doz. in case, per case \$3 00
 The King's Food, 2-dozen 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 Pa n a c k e Flour, per dozen \$1.
 White Swan Wheat Kernels, per doz. \$1.40.
 White Swan F l a k e d Rice, per dozen \$1.
 White Swan F l a k e d Peas, per dozen \$1.



DOMINION CANNERS, LIMITED
 Aylmer Jams Peach 1 80
 Strawberry 1 85
 Raspberry 1 95
 Black currant 1 95
 Red currant 1 75
 Raspberry & red currant 1 95
 Raspberry and gooseberry 1 80
 Plum jam 1 55
 Greenage plum, stoneless 1 75
 Gooseberry 1 75
 Pure Preserves—Bulk
 5 lbs. 7 lbs. 14's & 30's per lb.
 Strawberry 0 59 0 82
 Black currant 0 59 0 82
 Raspberry 0 59 0 82

Freight allowed up to 25c per 100 lbs.

Blue
 Keen's Oxford, per lb. 0 17
 In 10-box lots or case 0 16
 Gillett's Mammoth, 1/2-gross box 2 00

Chocolates and Cocoas

THE GOWAN CO., LIMITED
 Cocoa—
 Perfection, 1-lb. tins, per doz. \$4 50
 Perfection, 1/2-lb. per doz. 2 40
 Perfection, 1/4-lb., per doz. 1 30
 Perfection, 10c size 0 90
 " 5-lb. tins per lb. 0 37
 Soluble, bulk, No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18
 Loudon Pearl, per lb. 0 22
 Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate— Per lb.
 Supreme, 1/2's & 1's, cakes, 12-lb. bxs. 0 35
 Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
 Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
 Sweet Chocolate—
 Queen's Dessert, 1/2's and 1/4's, 12-lb. bxs., per lb. 0 40
 Queen's Dessert, 5's, 12-lb. boxes 0 45
 Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 35
 Parisian, 8's, 12-lb. boxes, per lb. 0 28
 Royal Navy, 1/2's, 12-lb. boxes, per lb. 0 25
 Diamond, 7's, 12-lb. boxes, per lb. 0 25

Lengths for cake—
 Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1/2-lb. pkgs., 2-dozen in box, per dozen 0 90
Confections— Per lb.
 Milk chocolate wafers, 5-lb. boxes. 0 36
 Maple buds, 5-lb. boxes. 0 36
 Chocolate wafers, No. 1, 5-lb. boxes 0 30
 Chocolate wafers, No. 2, " 0 25
 Nonpareil wafers, No. 1, " 0 30
 Nonpareil wafers, No. 2, " 0 25
 Chocolate ginger, 5-lb. boxes 0 30
 Milk chocolate, 5c bundles, per box 1 35
 Milk chocolate, 5c cakes, per box 1 35

EPFSS.
 Agents, C. E. Colman & Son, Montreal.
 In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
 Smaller quantities. 0 37

JOHN P. MOTT & CO. S.
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; B. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.



Elite, 10c. size (for cooking) doz. 0 90
 Mott's breakfast cocoa, 10c size 90 per dz.
 " breakfast cocoa, 1/2's. 0 38
 " No. 1 chocolate, 1/2's. 0 32
 " Navy, 1/2's. 0 26
 " Vanilla sticks, per gross. 1 00
 " Diamond chocolate, 1/2's. 0 24
 " Plain choice chocolate, liquors 0 32
 " Sweet Chocolate Coatings. 0 20

WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1 and 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. bxs., 26c. lb.; Caracac sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracac tablets, 100 bbls., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal

COCOANUT
CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages 0 26
 1/2-lb. packages 0 27
 1-lb. packages 0 28
 1 and 1/2-lb. packages, assorted. 0 27
 1 and 1/2-lb. packages, assorted. 0 27
 1-lb. packages, assorted, in 5-lb. boxes 0 23
 1-lb. packages, assorted, in 5-lb. boxes 0 23
 1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30
Bulk—
 In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes. Pails. Tins. Bbls.
 White moss, fine strip 0 12 0 21 0 17
 Best Shredded 0 18 0 17 0 17
 Special Shred 0 17 0 16 0 16
 Ribbon 0 19 0 17 0 15
 Macaroon 0 17 0 17 0 17
 Desicated 0 16 0 16 0 16
 White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Cocoanut—
 Featherstrip, pails. 0 15
 Shredded. 0 15
 In packages, 2-oz., 4-oz., 8-oz., lb. 0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.
 Cases. Doz.
 Eagle Brand Condensed Milk \$6 00 1 50
 Gold Seal Condensed Milk 4 50 1 15
 Challenge Condensed Milk 4 00 1 00
 Peerless Brand Evaporated Cream five cent size (4 dozen) 2 00 0 50
 Peerless Brand Evaporated Cream family size 3 50 0 90
 Peerless Brand Evaporated Cream pint size (4 dozen) 4 80 1 20
 Peerless Brand Evaporated Cream hotel size 3 70 1 85



TRURO CONDENSED MILK CO., LIMITED
 "Jersey" brand evaporated cream per case (4 dozen) \$3 50
 "Reindeer" brand, per case (4 dozen) 5 00



Coffees

EBY, BLAIN CO. LIMITED.
 Standard Coffees
 Roasted whole or ground. Packed in damp-proof bags and tins.
 Club House \$0 32 Ambrosia 0 25
 Neer 0 30 Plantation 0 22
 Empress 0 28 Fancy Bourbon 0 20
 Duchess 0 26 Bourbon 0 18
 Crushed Java and Mocha whole 0 17
 " ground 0 17 1/2
 Golden Rio 0 14
Package Coffees.
 Gold Medal, 1 and 2 lb. tins, whole or ground. 0 30
 Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground. 0 30
 German Da'nelion, 1 and 1 lb. tins, ground. 0 22
 English breakfast, 1 lb. tins, ground 0 18
WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Blend.



1-lb. decorated tins, 32c. lb.
 Mo-Ja, 1-lb. tins 30c. lb.
 Mo-Ja, 1-lb. tins 28c. lb.
 Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
 Cafe d'Aromatic—1-lb. amber glass jars, per doz. \$4
 Presentation (with 3 tumblers) \$10 per doz.



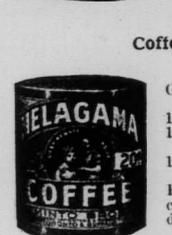
THOMAS WOOD & CO.
 "Gilt Edge" in 1-lb. tins. \$0 33
 "Gilt Edge" in 2-lb. tins. 0 32
 Canadian Souvenir 1-lb. fancy lithographed canisters 0 30

Cheese—Imperial.

Large size jars, doz. 8 25
 Medium size jars, per doz. 4 50
 Small size jars, per doz. 2 40
 Individual size jars per doz. 1 00
Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 12 00
Roquefort—
 Large size, doz. 2 40
 Small size, doz. 1 40
Canada Cream Cheese—
 In carbons, each 1 dozen. 0 90
 Large blocks, dozen. 2 30
 Medium blocks, dozen. 1 20

Cream

FUSSELL & CO., LTD
 London, Eng.
 "Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.70
 "Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50



Coffee.

Ground or bean—
 W.S.P. R.P.
 1 and 1/2 0 25 0 30
 1 and 1/2 0 30 0 40
 1 and 1/2 0 32 0 40
 1 and 1/2 0 35 0 50
 1 and 1/2 0 37 0 50
 Packed in 30s and 50-lb. case. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER
 Small cases 7c. 0 95 dozen
 Medium cases 8c. 1 80
 Large cases 1 dozen. 2 75
 Tumblers, cases 2 dozen. 1 35
 25-lb. pails. 0 15 lb.

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For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemin & Fils. Montreal \$20, \$30, \$40, \$50, \$75 and \$100. All same price one size or assorted.

UN-NUMBERED

Under 100 books. each 04
 100 books and over. each 03
 500 books to 1000 books. 03
 For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts

SHIRRIFF'S
 1 oz. (all flavors) doz. 1 00
 2 " " " 1 75
 4 " " " 2 00
 8 " " " 3 00
 16 " " " 3 75
 32 " " " 5 50
 64 " " " 10 00
 128 " " " 18 00
 Discount on application.



Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
 Agents, Rose & Laflamme, Montreal and Toronto.
 1-lb. glass jar, screw top, 4 doz., per doz. \$2 20
T. UPTON & CO.
 Compound Fruit Jams—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per doz. 1 80
 5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb. 0 07
 7 wood pails, 6 pails in crate, per lb. 0 07
 30-lb. wood pails, per lb. 0 07
 Compound Fruit Jellies—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per lb. 1 80
 7-lb. wood pails, 6 pails in crate, per lb. 0 07
 30-lb. wood pails. 0 07

Soups

W. CLARK'S SPECIALTIES
 Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, \$1.25; No. 3, \$1.75 dozen. Or Tomatoes (King's Brand), No. 1, \$10; No. 2, \$12 dz.





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Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

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STOVE POLISH**

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are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

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Ocean sorn starch, 48
30-lb. wood pails.....
Pure ass- ted jam, 1-l
dozen n case.....

Jelly

IMPERIAL D



Assorted flav

The GENUINE.



Prices—Out
Less than 5 cases...
Five cases or more.

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We Make Brooms of Quality
Be Sure You Get Them

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Ocean corn starch, 48 1-lb. \$3.80. Per lb. 0.08
Pure ass-ted jam, 1-lb. glass jars, two dozen n case. 1.75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... \$5.00
Five cases or more..... 4.95

OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
Ocean blanchmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 8-oz., \$2.00;
36 8-ounce, \$7.20;



List price.
"Shirriff's" (all flavors), per doz....
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



'Purity' licorice, 10 sticks..... 1.45
100 sticks..... 0.73
Dulo, large cent sticks, 100 in box.....

Lye (Concentrated)



GILLETT'S PERFUMED LYE
Ontario and Quebec Prices.
Per case
1 case of 4 doz \$3.50
3 cases of 4 doz 3.40
5 cases or more 3.35

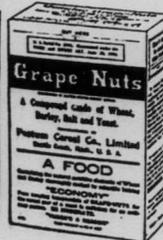
Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.



SHIRRIFF BRAND
"Imperial Scotch"
1-lb. glass, doz... 1.55
2-lb. glass, doz... 2.80
4-lb. tins, doz... 4.65
7-lb. tins, doz... 7.35
"Shredded"
1-lb. glass, doz... 1.90
2-lb. glass, doz... 3.10
7-lb. tins, doz... 8.25

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50
Post Toasties—No. T3 \$2.85.



ST. CHARLES CONDENSING CO

PRICES:
St. Charles Cream family size, per case..... \$3.50
Baby size, per case..... 2.80
Ditto, hotel, 3.70
Silver Cow Milk 4.55
Purity Milk..... 4.25
Good Luck..... 4.00

Mustard

COLMAN'S OR KEEN'S
Per doz. Per doz.
D.S.F., 1-lb. tins 1.40 F.D., 1-lb. tins... 1.45
" 1-lb. tins 2.50 Per jar
" 1-lb. tins 5.00 Durham, 4-lb. jar 0.75
F.D., 1-lb. tins... 0.85 " 1-lb. jar 0.25
IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0.45 dozen
Medium, cases 2 dozen..... 0.90 "
Large, cases 1 dozen..... 1.35 "

Gum.



SAUCES
PATERSON'S WORCESTER SAUCE
1-pint bottles, 3 and 6 dozen cases, doz 0.90
Pint bottles, 3 dozen cases doz..... 1.75

Soda



DWIGHT'S SODA
Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.

MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$2.60
No. 2, " 120 1-lb. " "..... 2.60
No. 3, " 30 1-lb. " "..... 3.60
No. 4, " 60 1-lb. " "..... 3.60
No. 5 Magic soda—cases 100—10-oz. pkgs.
1 case..... 3.65
5 cases..... 1.85

LARD
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces... \$0.11
4-bbls... 0.11
Tubs, 60 lbs 0.11
20-lb. Pails 2.38
20-lb. tins 2.28
Cases 3-lb 0.12
" 5-lb 0.12
" 10-lb 0.12

F.O.B. Montreal.



GUNNS
"BASINFIST"
LARD
COMPOUND.

Tierces.... 0.11
Tubs..... 0.11
30-lb. pails. 0.11
30-lb. tins. 0.11
10-lb. " 0.12
5-lb. " 0.12
3-lb. " 0.12
1-lb. cartons 12

Licorice

NATIONAL LICORICE CO
5-lb. boxes, wood or paper, per lb..... \$0.40
Fancy boxes (36 or 50 sticks), per box... 1.25
"Ringed" 5-lb. boxes, per lb..... 0.40
"Acme" pellets, 5-lb. cans, per can... 2.00
(fancy bxs., 40), per box 1.60
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2.00
Licorice lozenges, 1-lb. glass jars..... 1.75
" " 30 5-lb. cans..... 1.60

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

peg
0 20
0 21
0 24
0 30
0 35
0 42
0 56

Per doz
\$0 90
1 80
Per case
\$7 20
Per doz
\$2 00
3 75
Per lb
0 30
0 27 1/2
0 27 1/2
0 25 1/2
0 25

Per doz
\$1 90
3 35
2 2

ANADA,

44
45
46
44
46
44
56
56
43
bar. 45
45
44
46
50
58

\$1 15
1 15



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SOONER or LATER
you will use it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public, so cute and discerning, says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. You want an article that sells.

Order "SNAP" the hand-cleanser, from your jobber to-day.

SNAP LIMITED, MONTREAL

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Crescent Brand



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Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

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HALIFAX

BAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, Ed. and in Containers.

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KNIFE POLISH

JOHN BAKY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Fine Cloths and Papers, etc.

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White Oil
GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

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Cheese Salt

For Cheese is what the authorities are advising. Low grade, ordinary cheap Salt is now known to be poor value, and anything but economical. Let us quote you laid-down prices for genuine Cheese Salt.

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LIMITED
Montreal

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WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

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We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

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VOL. XX

