

# CANADIAN GROCER

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

Montreal: 100 St. James Street, N.W.  
London: 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000

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Washington: 34 Royal Bank Building  
New York: 111 Broadway

VOL. 27

PUBLICATION OFFICE: TORONTO MAY 25, 1911

No. 27

A  
WORLD-WIDE  
WINNER



KEEN'S  
OXFORD  
BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

 "Crown Brand"   
CORN SYRUP

There is a steady increase in sales. This increase was due to three causes:

1. The quality of the product is superior to any other brand.

2. The price is reasonable and the quantity is large.

3. The product is pure and contains no sugar.

For more information, write to the manufacturer, The Crown Brand, Toronto, Ontario.

THE CROWN BRAND CO., LIMITED

THE CANADIAN GROCER



## 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 'ticks,' 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.

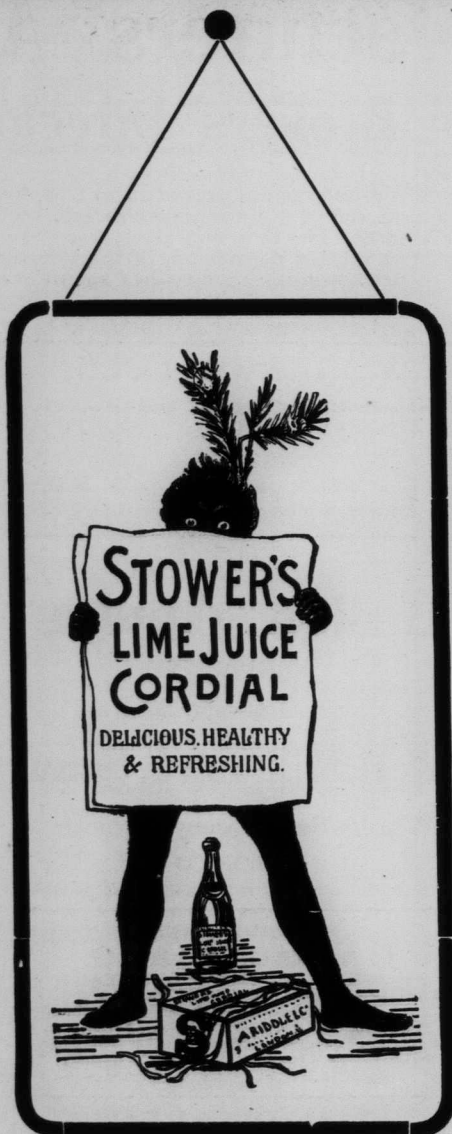
Are you featuring "Upton's"?  
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

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

Order Now

As Supplied  
to  
His Majesty  
King George



As Supplied  
the British  
House of  
Commons

# "STOWER'S"

Few persons would purchase plain Lime Juice if they once tried a bottle of

**"STOWER'S"**  
LIME JUICE CORDIAL  
all ready for use, blended just right to suit the taste, and so convenient.

**"STOWER'S"**  
LIME JUICE CORDIAL

is delicious—keeps the blood and digestive organs in an excellent state.

**"STOWER'S"**  
CONCENTRATED LIME JUICE

is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed.

**No Musty Flavor**

**NO MUSTY FLAVOR**

BEST DEALERS SELL THIS

ARTHUR P. TIPPET & CO.

MONTREAL AND TORONTO

SOLE AGENTS



Montreal Office

# Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

## THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

## J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

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

## FOR SALE

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

## J. T. ADAMSON & CO.

Customs Brokers  
and Warehousemen

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

## WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - - - WESTERN CANADA

WRITE TO  
10 Garfield Chambers, Belfast, Ireland  
For sample copy of the

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

If you are interested in Irish Trade.

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

## W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

## Gallon Apples

A 1 QUALITY

## W. H. Millman & Sons

Wholesale Grocery Brokers  
TORONTO

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

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

## G. C. WARREN

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

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

## W. G. A. LAMBE & CO.

Grocery Brokers and Agents.  
Established 1885

## W. G. PATRICK & CO.

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

## MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

## Lind Brokerage Co.

73 Front St. East - - - TORONTO  
HEADQUARTERS FOR

Muscavado and Crystals  
Raw Sugar

## J. A. TILTON

WHOLESALE GROCERY BROKER  
ST. JOHN, N.B.

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

## WATSON & TRUESDALE

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

## —WINNIPEG—

## H. G. SPURGEON

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

## DISTRIBUTORS, LIMITED

P. O. Drawer 99  
EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

## A. 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.

EBY-BLAIN, LIMITED  
J. F. Eby, Pres.  
H. Blain, Vice-Pres.

# Summer Drinks--We have a full stock.

"Rowat's" Lime Juice  
Rasp. Vinegar

"Randall's" &  
"Smith's" Grape Juice

Orangeade  
"Fonner's" & "Qua's"

"Montserrat," "Sovereign," and "Olympia" Lime Juice, "Eiffel Tower"  
Lemonade, 5c, 10c, 20c tins.

Have you seen the latest in Egg Carriers? It's the

Carriers, \$3.25 doz.

Trays, - \$4.00 m.

Order a trial dozen.

## Humpty Dumpty Egg Carrier

Superior in material and construction to all other carriers on the market, with a decided saving on the cost of the trays.—

# EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

## A Safe Investment

# BORDEN'S EVAPORATED MILK PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

MONTREAL TORONTO WINNIPEG  
and VANCOUVER



Unsweetened

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



# ROWAT'S SUMMER DRINKS

**Delicious — Refreshing**

ROWAT'S LIME JUICE possesses a **delightful, lingering and thirst-quenching** taste that has made it most popular among its users. It is superior to any other **Beverage** on the market—barring none. A trial will convince you—better write now. The season is here.

The BOTTLE which contains this delightful beverage can be used to a great advantage as a decanter—after the LIME JUICE has been extracted.

**Rowat & Co. GLASGOW  
SCOTLAND**

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippet & Co., Vancouver, C. E. Jarvis & Son.

## BOOST YOUR BONED MEAT SALES

BY INSTALLING A

# "Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

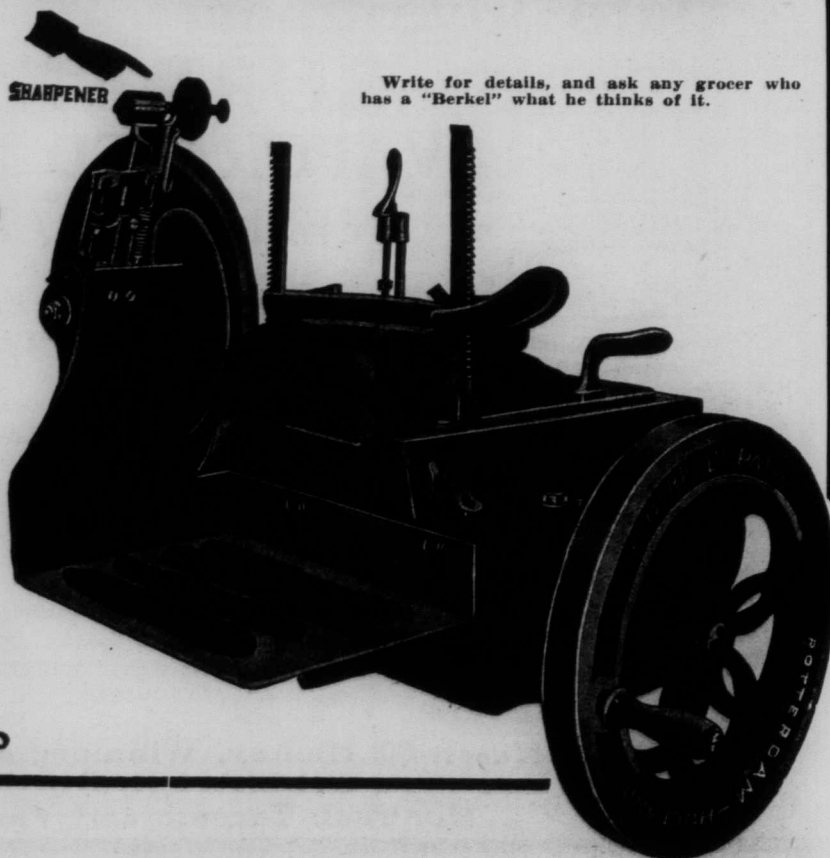
Fitted with an automatic sharpener, and protected to prevent accident.

Add to your reputation by installing this profitable modern machine in your store.

CANADIAN AGENTS

**W. A. Freeman  
Co., Limited**

**Hamilton, - Ontario**



Write for details, and ask any grocer who has a "Berkel" what he thinks of it.

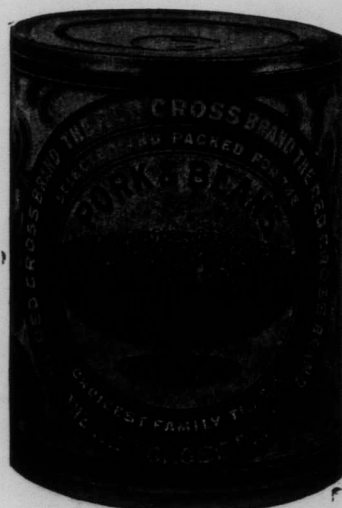
# "RED CROSS" BRAND PLAIN BAKED BEANS, PORK AND BEANS

FEATURE  
"RED CROSS" BEANS  
FOR CAMP USE.



It is easiest and most satisfactory to sell goods with the reputation for highest quality, and consequently greatest perfection.

"RED CROSS" BRAND  
PLAIN, CHILI SAUCE,  
TOMATO SAUCE



manufactured by the Dominion Cannery Limited, are everywhere admitted to be first in quality, because of the greatest care taken in the selection of beans and spices. Long experience, perfect equipment and close observance of rigid sanitary conditions have all played a part in gaining the confidence and support of the best trade in Canada, which we now hold.

Display and push "Red Cross" Brand. It will pay. Pays in first profit and in pleasing customers. Try it and prove it.

ALL  
ORDERS  
SHIPPED  
PROMPTLY.

ORDER FROM  
YOUR NEAREST  
JOBBER.



PRICES AND  
FURTHER  
INFORMATION  
ON REQUEST.



**DOMINION CANNERS**  
LIMITED  
**HAMILTON :: CANADA**



# VERGINE BRAND OLIVE OIL

Keep your customers satisfied. The ever-increasing sales of Vergine Olive Oil is the surest sign that "VERGINE" BRAND OLIVE OIL is the BEST.

THE BEST IS ALWAYS THE CHEAPEST

DON'T HESITATE

ORDER NOW

Distributors: -

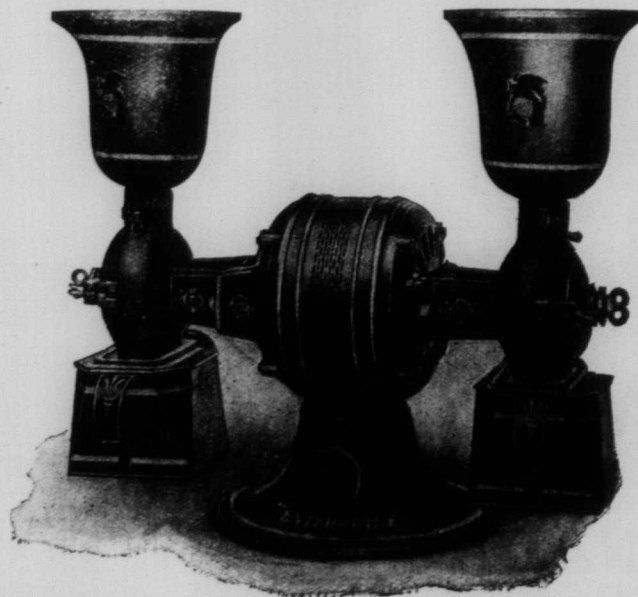
TORONTO

*The Charles*  
**Cicero**  
*Company* LIMITED  
SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

## "ENTERPRISE"

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



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

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

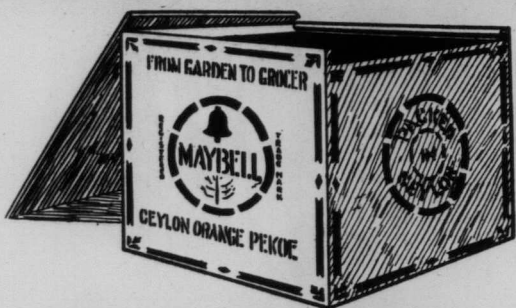
Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

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

**The Enterprise Mfg. Co. of Pa.**  
PATENTED HARDWARE SPECIALTIES  
Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco





## Your Tea Trade Will Develop To Your Satisfaction

And you will fear neither the tea peddler nor any other competitor when you have stocked

All in sealed lead lined packages.

# "Maybell" Ceylon Tea

The user will like the distinctive flavor and low price, while you will have a larger margin of profit than any other tea of like quality.

OUR PRICES TO THE DEALER ARE:

5 lb. Boxes, 8 to the case, 24c. per lb.

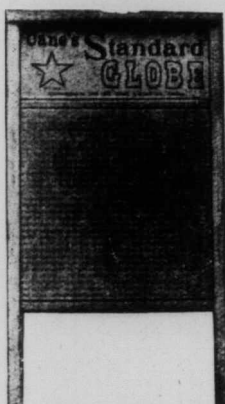
10 lb. Boxes, 4 to the case, 23½c. per lb.

50 lb. Half Chests, 20c. per lb.

## CANADA BROKERAGE COMPANY

Toronto, Ont.

LIMITED



## CANE'S STANDARD WASHBOARDS

The art of selling plays no part in the sale of the Standard Globe Washboards. You have only to show them to make sales, and your recommendation will be given heartily after they have brought other customers through the advertising of good service.

**CANE'S STANDARD GLOBE** is a well-made zinc face board, standard size, lock corners, thin back and strong. Besides we make many other styles to suit any service.

There's Money in Selling These Goods.

**THE Wm. Cane & Sons Co.**  
LIMITED

NEWMARKET,

ONTARIO



# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



GOLD DUST is a success everywhere You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

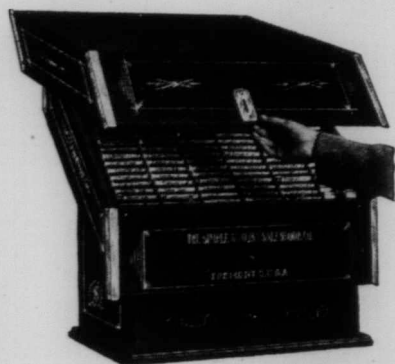
GOLD DUST practically sells itself.

THE N. K. FAIRBANK COMPANY, MONTREAL

## IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night*.

### The KEITH System



AS CONVENIENT TO OPERATE  
AS A ROLL-TOP DESK.



SELF-INDEXING, ONE-WRITING  
FIRE-PROOF

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us, it works out the few dollars you put into it in the beginning several times over in the course of one year.

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too—all done with *one writing*. **Our Catalogue Explains. Send for Full Information.**

### 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, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces; Sydney McKeever, Box 843, Brockville, Ont.

THE CANADIAN GROCER

SOMETHING NEW  
DAINTY, TASTY AND  
UP-TO-DATE

# PERRIN'S CORONATION BISCUIT



ALL GROCERS SHOULD STOCK

## BORWICK'S BAKING POWDER



The original Baking Powder with a world-wide reputation of 70 years.

A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

**GEORGE BORWICK & SONS, Limited**  
London, England

1/4 lb., 1/2 lb. and 1 lb. Tins.

Economical and Reliable.

Canadian Agent:

KENNETH H. MUNRO, 333 Coristine Building, MONTREAL



Like all other products issued under this well-known trade-mark,

## TRIAN BRAND JELLY POWDER

is the equal in every respect of the best Jelly Powders made. Prepared from the richest and purest ingredients in a modern building of cleanliness and light.

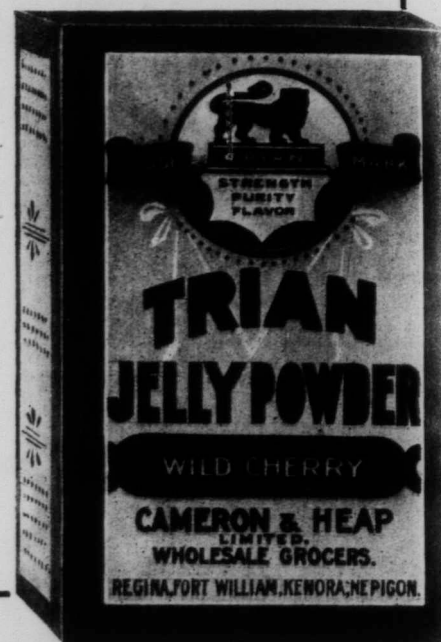
We carry large and complete stocks in all lines, and quote you the closest prices. Our facilities for quick delivery at moderate cost will well repay the Western Canada Grocer for getting into touch with us.

*Investigate our methods and goods  
it will be worth your while*

### CAMERON & HEAP

Prince Albert, Sask.  
Kenora, Ont.

LIMITED  
Regina, Sask.  
Fort William, Ont.



## SANITARY CANS

FOR

### WINTER PACK

OF

BAKED BEANS, SOUPS,  
MEATS, CONDENSED MILK,  
EVAPORATED MILK. \* \*

### Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

# GOOD VINEGAR



sells just as easily as the other sort, and it is a deal more satisfactory to handle.

## White Cottell & Co.'s Vinegar is Good Vinegar

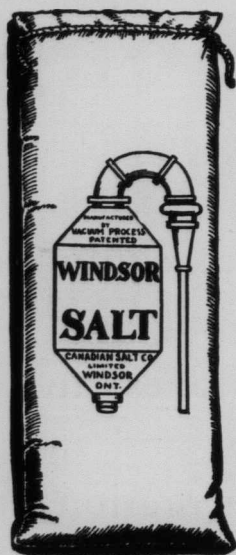
All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

**CANADIAN AGENTS:**

W. L. Mackenzie & Co., 306 Ross Avenue,  
Winnipeg.  
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.  
Standard Brokerage Co., 1640 First Avenue,  
West Vancouver, B.C.  
W. A. Simonds, 89 Union Street, St. John, N.B.  
W. L. Mackenzie & Co., 606a Center Street,  
Calgary.

## White Cottell & Co.

Camberwell, S.E., LONDON, Eng.



Why not concentrate  
on

## WINDSOR SALT?

- The best salt sold.
- The Salt nearly all your customers already use.
- The Salt that is widely advertised.

Why carry a slow-selling or dead stock  
of other Salts?

## The Canadian Salt Co.

LIMITED

Windsor

Ontario

## DON'T CRY OUT OVER LOST OPPORTUNITIES

There are unique profit possibilities **AHEAD** for every grocer who is featuring

### BJELLAND'S

### SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

## John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO



**The Best Grocers  
in Canada**

are now finding a fast  
and increasing sale for

**KIT  
COFFEE ESSENCE**

**WHY?** Because it is a  
thoroughly whole-  
some beverage of delightful  
flavor and fragrance and  
strongly appeals to the better  
class of trade.

Most attractive package on the  
market and costs no more than  
its many imitations.

ORDER KIT FROM YOUR WHOLESALE GROCER

*Canadian Agents:*

THE HARRY HORNE CO., 309 King Street West, TORONTO  
A. TYTLER, Temple Building, LONDON  
J. A. CROOKS, Bedford, HALIFAX

*PROPRIETORS*

**KIT COFFEE CO., Govan, Glasgow**



Your customers will thank you for  
recommending

**SOCLEAN  
THE DUSTLESS  
SWEEPING COMPOUND**

It is a splendid all-the-year-round seller, but is  
a particularly desirable stock just now while  
house-cleaning operations are on.

*Order from your Wholesaler or Direct*

**SOCLEAN LIMITED**

444 King St. W., TORONTO Phone M. 6735

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

**WONDERFUL SOAP  
and  
CRYSTAL SOAP CHIPS**

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

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

*Drop us a line for quotations.*

**THE GUELPH SOAP COMPANY**

GUELPH

ONTARIO

**Hand Soap  
Boxes**

We have special equip-  
ment for turning out  
Hand Soap Boxes in  
large quantities and in  
any style of decoration.  
Let us figure on your  
requirements.

**American Can Co.**

MONTREAL

HAMILTON

# PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

## ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther.

ASK YOUR JOBBER

ASEPTO SOAPS, Limited, ST. JOHN, N.B.

### 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  
R. B. Hall & Son, Montreal  
W. S. Clawson, & Co., St. John, N.B.

## BAIRD'S WORCESTERSHIRE SAUCE

is

### DELICIOUS

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

Low in Price  
High in Quality



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

### Tea Lead

(Best Incorrodible)

## "Pride of the Island"

Manufactured by **BRAND ISLAND LEAD MILLS, LIMITED**

Tel. Address: "Laminated," London. **LIMEHOUSE, LONDON, E., ENG.**  
A.B.C. Codes used 4th and 5th Editions.

Canadian Agents **ALFRED B. LAMBE & SON, TORONTO.**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**CECIL T. GORDON, MONTREAL**

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

**The Sugar that has Stood the Test of Time**

*Redpath*

**Extra Granulated Sugar**

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

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*

We have told you in previous issues about the cleansing, disinfectant, and general household uses of

**Lawrason's Snowflake Ammonia**

Have you ordered your stock yet? If not, do so immediately. The housewife recognizes the necessity of this labor saver in the week's washing and the filling of the needs will prove most profitable to you.

Be a "Snowflake" merchant. Besides being an excellent shelf stock—it works out well in window display.

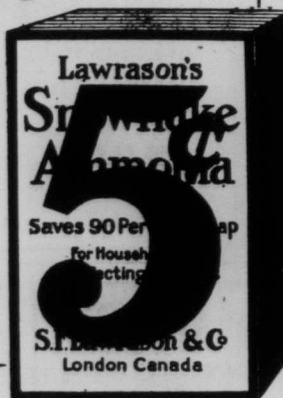
**5c. for a giant package.**

**GUARANTEE of \$500**

That LAWRASON'S SNOWFLAKE AMMONIA equals in power any similar powder on the market selling for twice its price.

5c. per giant package 5c.

**S. F. Lawrason & Co.**  
LONDON, ONT.



**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**

**Be Careful How You Buy Your Refrigerator**



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials

used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

**EUREKA REFRIGERATOR CO., LTD., TORONTO**  
54-56 Noble Street.



# Century Salt

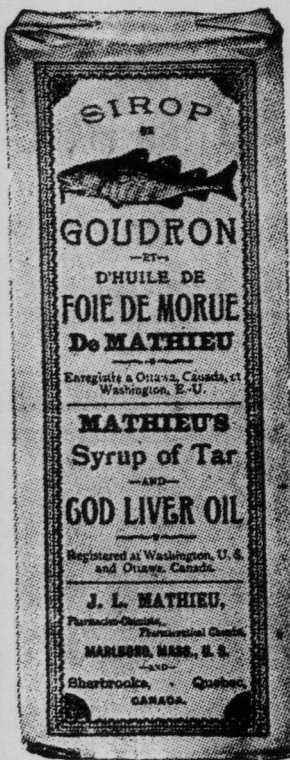
**IT SELLS!**

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up every-

thing 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



## 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:

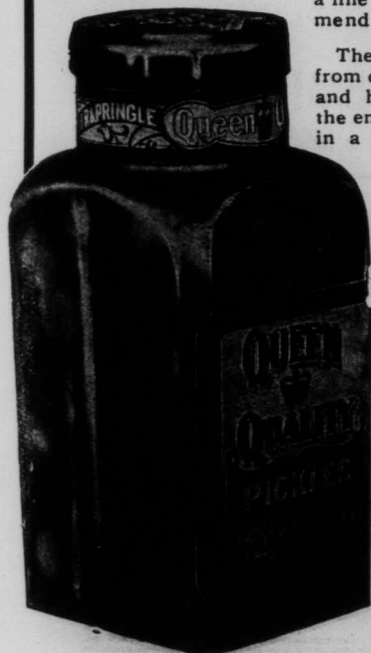
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,  
Winnipeg, Edmonton, Vancouver

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

## The Seal of Public Approval

has been stamped on

## QUEEN QUALITY PICKLES



a line you can stock and recommend with perfect confidence.

These pickles are made solely from choice selected vegetables and high grade vinegar, and the entire process is carried out in a factory that is a model of sanitary cleanliness.

"Queen Quality" Pickles are perfectly processed and will be found wholesome and tempting.

Put up in 10 oz. and 20 oz. bottles.

**PURE TOMATO  
CATSUP**

**Taylor & Pringle Co.**  
Limited

Owen Sound, Ont.

## The Only Account Register



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

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES

Send Us a Postal for Full Information.

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

# FARROW'S 'A-1' MUSTARD

**THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS**

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. **Compare the get up, the quality and the price**—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax

STOCK THESE  
SEASONABLE  
LINES

*Sterling*  
BRAND

**ORANGEADE and  
LEMONADE**

The season is now open when your customers will be looking for summer drinks.

The reputation of "STERLING" Brand Goods is firmly established in these summer drink lines.

If you have not already sent in your order--do it now--the time is ripe. Don't miss the opening weeks of the demand.

**The T. A. LYTLE CO., Limited**  
STERLING ROAD, TORONTO

MOODY'S



## KLENZINE

KLENZINE is a compound Ammonia Powder with surprising cleansing power--makes the clothes snowy white and puts a polish on china and glassware.

After it is once used your customers will not be without it, and you will get constant repeat orders. It does its work so well, that it becomes a household necessity; and you will find that to stock this line means increased sales in all branches of your store.

Our Specialties are:

**ROYAL BLUE, RELIABLE BORAX,  
ANTY DRUDGE,  
HALF-TIME SHOE POLISH,  
ROYAL MEDICATED CHLORIDE  
OF LIME AND QUICK SHINE  
STOVE POLISH.**

**ALPHA CHEMICAL CO.**  
BERLIN, ONTARIO

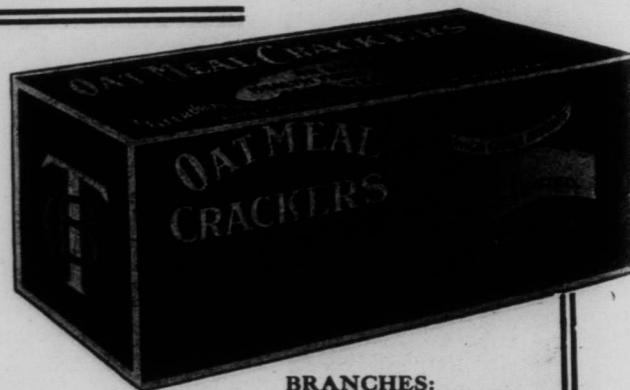
## Wholesome and Appetising!

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

# ADVANCE IN SUGAR!

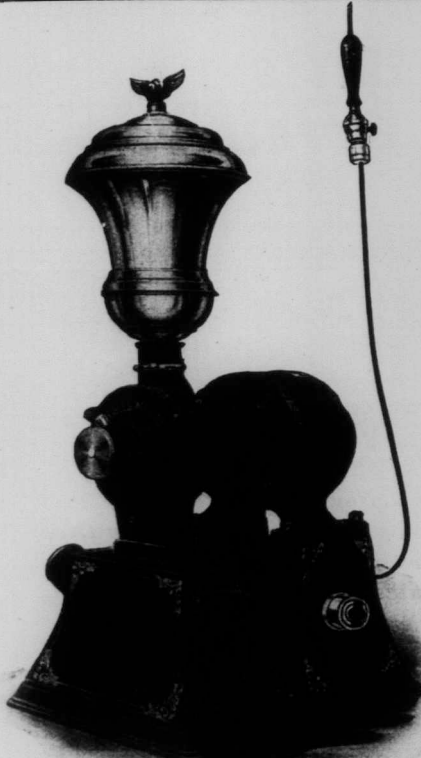
This time it is in the "package"---not the price.

## "Crystal Diamond" Lump Sugar

in the new size Carton, packed 40 to the case, will retail profitably at a quarter. The popular sugar at a popular price.

*The demand has been unexpectedly large, but we can now fill orders promptly.*

THE ST. LAWRENCE SUGAR REFINING CO, Limited, MONTREAL, QUE.



Investigate  
THE MERITS OF  
**COLES  
COFFEE  
MILLS**

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee wasters and electrically driven mills, at reasonable prices.

All Prices are F.O.B. Phila., Pa.

**Coles  
Mfg. Co.**  
1624 N. 23rd St.  
PHILADELPHIA, PA.

For Direct Current, \$65 For Alternating Current, \$75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.; L. T. Mewburn & Co., Calgary, Alta.



**The Best  
is Always Cheapest**  
That's why hundreds of wide-awake grocers are buying

**Arctic Refrigerators**

Cold, dry air constantly circulating—absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce. Well-lacked. Write now for complete information.

**John Hillock & Co., Ltd. - Toronto**  
Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

**Spices, and How to Know Them**

By W. M. GIBBS

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

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

**MACLEAN PUBLISHING COMPANY**  
Technical Book Department  
143-149 University St. - Toronto, Canada

## THE SPRING MEET

In the general "clean up" at this season with housekeepers there is an increased demand for

# JAMES DOME BLACK LEAD

the best "stove polish" to be had Always reliable and satisfactory.

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

**Tartan**  
**BRAND**

THE SIGN OF PURITY

**Tartan Brand** Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables  
Salmon and Sundries. Every tin and package guaranteed.

**Wagstaffe's** Jams, Jellies Marmalade.

**Imperial** Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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

**QUALITY FIRST—In Food Luxuries**

Everyone who buys Olives shows the cultivated taste which demands the best in quality.



**CLUBHOUSE BRAND SPANISH OLIVES**

are the superior line and they will recommend themselves by their perfection of color, size and taste.

Only the finest smooth-skinned olives are selected and preserved with the greatest of care. Clean methods of handling, added to this careful selection, make certain their even, high grade.

Clubhouse Brand is attractively packed and allows a good profit margin for you.

**Gorman, Eckert & Co.**  
LIMITED  
LONDON. - ONTARIO

**Tea Hints  
for Retailers**

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

- The Tea Gardens of the World*
- Tea from Seed to Leaf*
- Tea from Leaf to Cup*
- The Tea Marts of the Orient*
- How to Test Teas*
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- Is it Wise to Place an Importation Order?*
- Bulk versus Package Teas*
- How to Establish a Tea Trade*
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(275 pages)

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Sent to any address on receipt of \$2.00.

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TORONTO

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

**AURORA COFFEE**

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

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**



We take pride in maintaining the matchless quality of

### THE DOMINION MATCH

Every stem is of good quality wood that will not break, and every head made to stay on when you strike it. Every match a light

### THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

## What's Behind Your Oil Department?

Cleanliness, Safety, Economy and Profit all demand a

### Bowser Self-Measuring System

It measures the oil directly into the customer's can, shows what to charge for same and counts the gallons pumped.

No Funnels—no measures—no oil odors—no trouble. Clean hands—clean store—clean oil and “clean” profit.

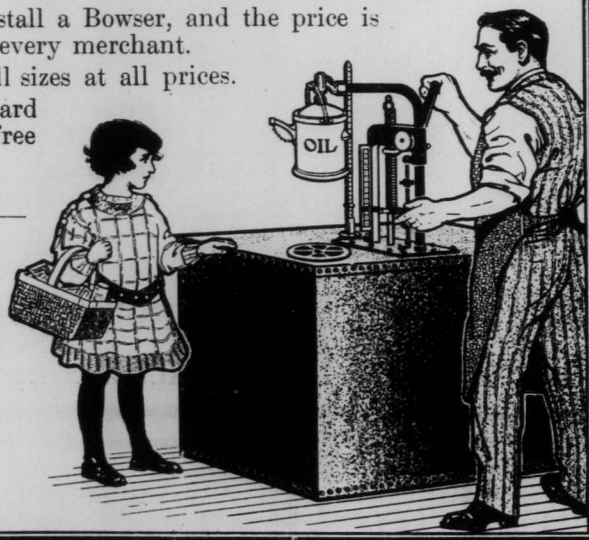
No trouble to install a Bowser, and the price is within the reach of every merchant. All styles and all sizes at all prices.

Just drop a card and say, send me free book No. 5.

Don't put it off and lose profit—Write NOW.

**S. F. Bowser & Co., Ltd.**

TORONTO, ONT.  
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## A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

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

## DO YOU WANT

to buy or sell anything, to engage a clerk or secure a situation? Try a Condensed Ad. in this paper and it will bring results. Two cents per word for first insertion one cent per word for each subsequent insertion. See page 22 for yearly rates.

## ADVANCE—OR RETIRE?

there's no standing still in business.

It's lines like H.P. SAUCE that make for progress.  
Good Value, Good Profit and Good Advertising—some of you are  
doing great things through H.P. Sauce. Now how about you?

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

# H.P. SAUCE



### THE WORTH OF WHITE SWAN

PERFUMED **100%** POWDERED

## LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS  
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROV TO YOU THE FACT THAT YOUR  
CUSTOMERS WILL APPRECIATE 25% MORE PURE  
LYE FOR THEIR MONEY—AND YOU SECURE A  
BETTER PROFIT.

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

DON'T TAKE OUR WORD FOR IT!  
Just write for Inland Revenue Bulletin  
No. 208 which certifies

### "Canada First" Evaporated Milk

to be absolutely pure, and to contain the  
very highest percentage of genuine  
food values.

You will never have complaints if you  
are handling "Canada First."

MADE IN CANADA BY CANADIANS

The Aylmer Condensed Milk  
Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

# FURUYA & NISHIMURA

FOR

## JAPAN TEAS

Ask our Brokers to submit you samples of the few lines now remaining of last season's.



### GET WISE AND BUSY

Mr. Grocer: Don't let your business grow flat and stale by hammering a way at the same old lines.

Get wise to the NEW ONES (THE GOOD ONES).

St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk	4 doz. in case	\$3.35
Princess Condensed	" " "	3.90
Banner	" " "	4.40

*5 Case Lots shipped, freight prepaid, to any rail point in Ontario.*

Order from your wholesaler or direct from the factory.

**J. MALCOLM & SON**

St. George, :: :: Ont.

**PEEK, FREAN'S**

**BILLIKEN**

**BISCUITS**

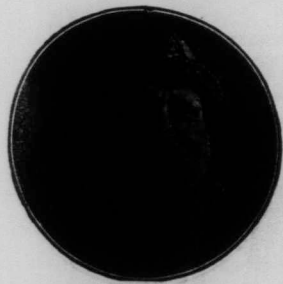
**PEEK, FREAN & CO.,**

LIMITED

LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST

### "SKIPPER SARDINES"



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

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

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

Your particular customer  
wants the best!



**WHITE  
DOVE  
COCOA-  
NUT**

because of its purity  
and quality, is the  
acknowledged leader  
in Cocoanuts!

The friend of all who  
cook!

**W. P. Downey**  
MONTREAL

THE PEOPLE OF  
**JAMAICA**

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

**KINGSTON**

**"GLENER"**

might bring inquiries. Better  
write for rates to

**I C STEWART, Halifax**

**The W. H. ESCOTT CO.**

WHOLESALE

**Grocery Brokers**

187 BANNATYNE AVENUE

**WINNIPEG**

COVERING

**MANITOBA and SASKATCHEWAN**

CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited

**SALT  
MANUFACTURERS**

Granted the highest awards in com-  
petition with other makes.

**WINGHAM ESTABLISHED 1871**



Size A., Domestic, retails 60c.  
Size C., Hotel, retails 75c.



**SUCHARD'S COCOA**

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

**WINDSOR SALT**

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

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

**POULTRY REQUISITES**

should be featured now. A number of your  
patrons are using incubators. Why let them  
get their supplies from the mail order  
houses? Show them that you can meet  
their requirements.

**Incubators & Brooders**

English and American, from \$8.50 up.

Write us for Catalog.

**THE POULTRY & SUPPLIES  
SALES CO.**

109 Place Youville MONTREAL

**A. O. LANDRY**  
JOBBER

STE. FLAVIE STATION

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



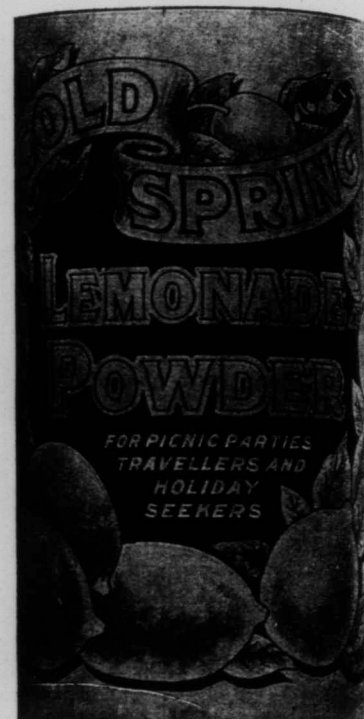
It dries  
them up **Common Sense**  
**KILLS** { *Roaches and Bed-Bugs*  
*Rats and Mice*

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

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

**COLD SPRING  
Lemonade Powder**

(World Wide Reputation)



We are filling orders already  
for this famous summer drink.  
Don't run the risk of having  
your order unavoidably de-  
layed.

Write immediately.

**S. H. EWING & SONS**  
MONTREAL

When writing advertisers kindly men-  
tion having seen the advertisement in  
this paper.



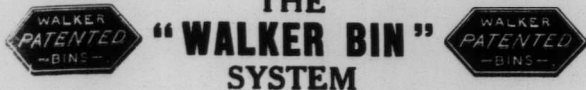
**CHINESE  
STARCH**

HAVE YOU  
A STOCK?  
GREAT SELLER  
ALL THE TIME.

GET PRICES

**OCEAN MILLS**  
MONTREAL





**THE  
"WALKER BIN"  
SYSTEM**

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

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

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

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

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

REPRESENTATIVES:—

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

Berlin, Ontario

**FIGS!  
FIGS!  
FIGS!**

We have received a large consignment. Quality and condition A1.

Write for quotations on 50 lb. bags or ask our travellers.

**MATHEWSON'S SONS**  
WHOLESALE GROCERS  
MONTREAL

**Avoid  
Deception**

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

**FUSSELL'S  
CREAM**

(GOLDEN BUTTERFLY BRAND)

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

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Hannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; E. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

**FUSSELL & CO., LIMITED**  
4 Monument Street, LONDON, ENG.

**CASTOLS  
CASTOLS  
CASTOLS**

No More  
Castor  
Oil

A Substitute  
in Chocolate  
Form

**You Know the Name—CASTOLS—but do  
You Know the Goods?**

It's not our fault if you don't. We have shown you how you can do a big trade in this line and make 60% off each order.

Ask Your Wholesaler

Castols, The mother's delight,  
the children's delight,  
the delight of everybody.

Send for Prices. A postal costs you one cent. See what it brings back.

**SNOWDON & EBBITT**  
325 Coristine Building - - MONTREAL



IN THE  
TEN-PIN BOTTLE

# Walker's GRAPE JUICE

CLEAR. PURE.

**A Beverage—A Food Product—A Table Requisite**  
THE PURE JUICE OF THE CONCORD GRAPE

Replacing Wines Used in the Home.

Served at Soda Fountains

All Grocers and Druggists should Stock it, as it is being Heavily Advertised in the National Publications Reaching Thirty Million American and Canadian Readers a Month.

Made in the  
Largest Grape  
Juice Factory in  
the World.

Write for Prices  
and Particulars.

Good Profits.



Handsome Display  
Free.

Punch Bowls Free.

Recipe Books Free.

TRIM YOUR WIN-  
DOWS AND IN-  
CREASE THE  
DEMAND

THE GRAPE PRODUCTS CO., NORTH EAST, Pa., U.S.A.

**MACLURE & LANGLEY** Canadian Representatives **Toronto, Winnipeg, Montreal**

# “FORCE”

**This is the Ideal Summer Food!**

Made from Wheat, blended with high-  
grade Barley Malt.

Grocers are serving their customers  
in the best way when they supply  
them with this superior cereal.

## THE H-O COMPANY

**Hamilton, - - - Ontario**

# "Squandered"



The money you save between the cost of an ordinary brand of tea and "SALADA" is usually a trifling sum, but is invariably Sheer Wastefulness.

The trifle is only saved in your mind, not in reality, all such visionary savings doing more injury to your trade in a week than can be repaired in a year.

The public are too wide awake now-a-days to continue the acceptance of anything but the very best, all efforts to the contrary will prove disastrously unavailing---"Mark our Words."



The goodness of "SALADA" is evidenced by its enormous sale. Self interest alone should prompt you to get your full share of benefit from this.

TORONTO

MONTREAL

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# The Trolley System and Grocery Store

A Comparison Between the Well-run Local Traction Concern for a Five-cent Charge, and the Good Grocery Store—The Clerk Who is an Extravagant Luxury—Taking of Extra Profits Concerning the Customer Who Selects Her Own Goods and Demands Always the Very Best.

By Henry Johnson, Jr.

We are all wont to regard a street railway organization as a wonder of performance. Surely, it is remarkable to note what can be done for a nickel. Here is laid the finest track, solid, well-balanced, absolutely true, and balanced wonderfully well when one considers the exigencies of street levels, necessarily flat curves and other difficulties. Here is supplied cars of best construction, driven and heated by electricity, equipped with electric signal bells, controlled by air brakes. All this is legally controlled in a way which, speaking off-hand, would seem to preclude profitable operation, yet profits are so liberal that municipalities are constantly devising ways and means of sharing in the income.

## Let Grocer Think.

But wherein does the well-conducted store fall short in any of those particulars? Do we often realize how very much we succeed in accomplishing; and do we not fail to realize where and how we fail to get what is coming to us through careless figuring, or "taking a chance" with our profits?

Take a telephone order for three grapefruit for 25c. Here, to begin with, we supply the telephone and the grapefruit. We supply a store with the stock, a clerk to take the order, other clerks to put up the goods, a checker to see that the order is properly put up, delivery service equipped in every detail, and office service to carry the account; finally, the capital, experience and enterprise to do the business. And what do we get as gross revenue for all this? From 31-3 to about 51-5 cents. Astonishing as the street car, is it not?

## Just Figuring.

Now, the point is, that on 31-3 cents we just about "play even," and on 51-5 cents we make a profit for ourselves. Obviously, great care in checking and figuring is necessary, or our margin will be on the minus side. Let us analyze a bit.

A box of 64 grapefruit of the best variety costs \$4, and the delivery cost averages fully 25c. If we sell 64, the cost of 3 is within a shade of 19.81c. But we seldom sell 64, nor should we ever figure on 64. It is only safe to figure on 60; and on that basis our cost is 21 1-3c. In the first instance, we make 20 per cent. plus; in the second, we make 12 per cent. minus. Let us say that Johnson & Son are not selling this fruit at 3 for 25c. Our price is 10c straight. And on that basis, figuring 60, we make a shade under 25 per cent., while if we ever do get 64 out of a box, we are making 33½ per cent.

It does not do to allow "competition" to scare you out of your profits. Note the quotation marks, which are put there purposely for the reason that most alleged competition is in our imagination when we come to fine figures. It is not true competition that the other fellow sells a 64-grapefruit at 3 for 25c; chances are ten to one that he has no such grapefruit as I describe. He is dealing in an inferior article, very likely; and that puts him out of competition. If we are careful of our qualities and rigid in our inside requirements regarding efficient service, we can get our profits all right enough, and if we are not thus rigid, we have no business to succeed; hence, there is no excuse to do business without adequate compensation. You, who pay less than I do for 64 grapefruit, can think this over very carefully, and, "believe me," my quality will win against your price every time.

## An Extravagant Luxury.

A good clerk will not cost his employer a cent, while a moderately efficient one will cost his wages and then another equal sum, and a really poor clerk is about the most extravagant luxury a man can have around. I talk this to every new man I engage. All see the point—apparently; and all are confident that "they belong," but the true ones are few and far between. Yet it is all about the simplest thing in the world. Its very simplicity may be its trouble. The whole secret is, that the good clerk will work for the employer, while the poor clerk works for the customer. Of course, we might add that the good clerk uses his brains—but that goes without saying; nor need it be especially emphasized since, as stated above, the whole thing is elementary in its simplicity.

## An Apple Sale.

For example. Apples which can be purchased in the fall at \$3 per barrel are now worth \$12 to \$13 or more. A short time ago, with apples selling at 10c a pound, I waited on a customer who carefully selected what weighed an ounce less than two pounds. Did I charge her 20c? Not so you could notice it. She paid me 24c. She had picked over not the topmost layer, but the top of the barrel—had she selected from the barrel newly opened, she would have paid me about 30c—and she had thus reduced the grade of all the other apples in the barrel and rendered it a heavy percentage less possible for us to please other exacting buyers with selections from that barrel. The bottom of it would sell at 6 or 7 cents a pound; the last would be "sent home" for "mother" to cook up and save!

## Over-charge Fatal.

A clerk of the average kind, meaning what is known as fairly good, would have hesitated to charge the 20c; and one of those who like to have customers ask for him would have entered 19c as the proper charge. I was working for myself, and I charged enough. It will be noted, however, by all who are competent to note correctly, that I did not charge too much—which would have been, and always is, fatal.

Suppose, however, that in a busy store the clerk has a hand in putting up or aiding to fill as few as a hundred orders a day. If he works for the customer unduly to the tune of 2c on each order, he costs his pay and \$2 per day. If, on the other hand, he works fairly and properly for the customer, he will gain 2c on each of those orders. Then, if he is a \$2-a-day man, he costs nothing whatever, and is properly due for a raise. Moreover, that kind of man never will cost a cent, no matter how much he is paid for, he will do a thousand things to make himself an investment instead of an expense.

## Taking Extra Profit.

A customer comes in and decides to buy some asparagus at 25c a pound. After the order is noted, she turns and very sweetly picks up three or four of the nice, straight, fat stalks, saying: "May I pick out these for my order?" I reply that I shall give her those and will put them up myself. I do so—but she pays me 60c for the two pounds.

Another telephones her order and includes bananas. We are selling bananas—as you are—practically at cost; but such would not be the case if bananas were always handled with some good judgment. Our price is 20c per dozen; but this lady emphasized the fact that she wanted "your BEST" bananas. She got them; but the charge was 25c. Not one customer in twenty would object to such a charge; or, if they did, not one in twenty would object to paying that price when proper explanation was forthcoming. And we can all afford to yield the point to the one in twenty, taking our extra profit from the nineteen. While on the subject of bananas, I may point out that eleven fine bananas and one fairly good one will constitute a dozen if the right kind of clerk, or the proprietor, fills the order. Then the store will make some money on bananas.

All of which is part of the doctrine of efficiency in the grocery business; and all of which I should hesitate to write so plainly did I not know that I am talking to men who have discriminating judgment to "understand."

## Let the Fruit Grower Know the Salesman

Queen City Retailer Discusses the Question of the Marketing of Fruits—Believes That if Grower and Commission Man Understood One Another There Would be Little Trouble — The Need of a City Exchange.

Some time ago The Toronto Daily Star ran a series of articles on "Why is Toronto Housekeeping So Dear?" This series created quite widespread interest, because the problem of living is no more peculiar to that city than to any other big centre. But the paper seemed to insinuate that the retailer was making too much profit for the service rendered the consumer, and also published interview after interview calculated to make of the commission men on the Toronto Fruit Exchange an all round bad lot. Here is what one Toronto dealer, who conducts a big store near the corner of Yonge and Bloor streets, has to say about the question. Other merchants may find this comment by F. C. Higgins interesting. He is a figure that always has loomed big in the affairs of the retail grocer in Toronto, and enjoys a full measure of the confidence and respect of his fellow-dealers. He looks upon the question of marketing fruits from a new point of view, and in effect he believes the grower and the salesman on the Fruit Exchange do not understand one another. This is what he says:

### An Automatic Removal.

"I believe that if some man could devise a system by which the producer could feel assured that he had got from his commission man all that he was entitled to, that a great deal of this discord now obtaining would be automatically removed."

Mr. Higgins also believes that the consumer is now getting his fruits just about as cheaply as he possibly can get them, and backs up his contention with the argument that the retailers are competing with one another about as vigorously as they are able, and that in addition the streets of the city are open to all the peddlers and market men imaginable, who carry the war right to the door of the customer.

"No, no!" Mr. Higgins said. "I know of no method by which the marketing of fruits or vegetables could be improved upon. The margin of price separating the fruit on the farm and the fruit on the table of the city consumer is large—sometimes as large as one hundred per cent., sometimes much less, but I know of no change that would help the situation in the smallest part."

### Seems a Disgrace.

"I will say that, in my opinion, it seems a disgrace that the only fruit exchange in Toronto should be under the control of interested parties. Not," he added in qualification, "that I have been injured by them, or that any dealer in Toronto has been hurt by their being so, but I think such an exchange should be under the direct control of a commission, or some other body of disinterested

persons. Still allowing for all this, in my opinion there must be the middleman between the producer and the retailer. It is the only logical way of doing business, and particularly does this apply to the fruit and vegetable business. This is making itself manifest to many of the market gardeners around Toronto today, for they are sticking more and more to their land, and are turning over their goods for sale to the retail grocer. These men are beginning to understand that they can make more working their ground than they can peddling goods on the streets. That goes to prove my point as to the middleman.

"The Star has only scratched about this question. It has urged that ideas should be submitted and all that, but it has not gone into details much. It has made some general charges, but I don't believe it has said anything that is not correct, or nearly so, except in one or two instances. But the insinuation has been made that the retailer was one of the factors in making the difference in percentage of cost between grower and consumer so high. Let us investigate the merits of this.

### On a Basket of Peaches.

"In the smaller fruits I suppose The Star is justified in stating that the grower gets but fifty per cent. of the price which the consumer ultimately pays. It may be even less than that. But then these are small amounts, and the same amount of handling is necessary as is the case with larger fruits, where the margin of difference is not so marked.

"Let us suppose a basket of peaches, for instance. Suppose this is sold on the exchange for seventy-five cents. Out of that there must come probably 20 cents for commissions, express, cartage and so on. That means the grower gets back 55 cents. Well now, to continue: It goes to the retailer at 75 cents. He has, if he wants to remain in business, and not close out the day's fruit consignment at a loss, to figure on a profit of about 25 per cent. on the cost price. That will mean the consumer will have to pay about 95 cents for that basket of fruit. The retailer has to get his profit—is compelled to—because of the risk he runs of having the goods spoil on his hands. I don't know of any other item in that list of other charges against the grower that can be eliminated. It is a logical chain, as necessary as it possibly can be. And yet that is almost a doubling of price as paid the grower."

"How about the grower shipping in his own goods?"

### Friends Sent in Fruit.

"It does not work out to advantage. Let me tell you why. I have a number of good friends in Grimsby, Ont., whom I have had in the past occasion to visit

during the summer. These people, fruit growers, all told me they would like me to handle their fruit. I agreed. Well, they send along their fruit. And what is it I find?

"When it gets to me, I discover that the stuff they have sent on does not suit my class of trade at all, or else it is too ripe, or not ripe enough. It is just like the boys game, 'sight and unseen.' I've no fault to find with the people who sent the stuff, none at all, but they never could seem to send the stuff wanted on particular days. The result is the stuff is lost. I lose on the deal. I have a number of dissatisfied customers probably, and no one is pleased. And, anyway, to sell I've got to get in touch with the market.

### The Other Side.

"Now take the other side of the medal. I go down to the fruit market, knowing perfectly well just what goods I want, and how much I want to pay. I see the goods on the floor, can tell just how ripe it is, and all about it. Which do you think is the better system? I think the exchange. The only thing about it that can be criticised, as I have said, is the fact that it is in the control of men who are interested. I doubt if any other body of men, even the representatives of the growers themselves, could transact business on a basis of less than ten per cent., and I also cannot see how any of the other charges can be eliminated.

"Now it may be that the proper thing to do would be for the city to provide a fruit and vegetable exchange somewhere central, say Bayside Park, where buildings could be erected to take care of all the men who would want to get into the business now or in the years to come. I have not the smallest doubt that in the course of a few years, these men would be making of such an exchange their permanent place of business. They would be there all the year round, instead of merely in the summer months. In that way, I think the present system might be bettered.

"But The Star is wrong if it says the consumer is being unduly preyed upon. There is not a link in the entire chain to be cut out. And as far as the retailer is concerned, there is the competition of all the stores in the city, besides that of the Italian fruit vendors and peddlers to keep the price down to a minimum.

"The grower does not, in my opinion, understand the commission man. He also seems to think that he should be making a profit out of a little plot of a few acres, with a small crop. The trouble with him is that he does not 'grow' himself. It would only be a little more expensive for many of these fruit producers if they doubled or trebled the size of their holdings. You never hear any outcry from the big growers. They apparently consider themselves as doing very well. If the average retail grocer made as much money in a year as he believes the fruit grower makes, he would have little cause to complain." Mr. Higgins concluded, with a smile.

## To Close Saturday Night in Winnipeg

Talk Now Going Rounds of Merchants in Prairie Centre to Close all Retail Stores at Six O'Clock on That Evening — Also Some Want a Week of Holiday Intact During Summer.

Winnipeg, May 23.—The following item appeared in a recent issue of the Free Press:—

"There was a meeting of the Winnipeg Retail Grocers' Association held Tuesday night to discuss the advisability of a weekly half-holiday during July and August. The feeling seemed to be that a half-holiday should be set apart, but there was a diversity of view, as to what day should be taken, some desiring Wednesday afternoon, some Thursday afternoon, and others Saturday night, beginning at 6 o'clock. It was decided to circulate a petition amongst the city grocers before arriving at a decision, and in the meantime the merchants will have a chance to express their opinion."

It is difficult to ascertain what the result of the controversy will be owing to the diversity of opinions. Some few grocers are advocating a full week's holiday some time during the summer, thus dispensing with any other holidays during the year. This looks almost too ridiculous to receive serious consideration, but with some it is a serious suggestion.

It is believed, however, that the majority are in favor of having one afternoon each week off duty, and it is only a matter of deciding between Wednesday and Thursday. It should not be difficult to reach a decision on this, but some

Winnipeg grocers are not prone to dissolve their individual ideas readily for the convenience of the majority.

The discussion regarding Saturday night closing is really another matter entirely, as it does not really belong to the half-holiday propog. The discussion regarding Saturday night closing is really another matter entirely, as it does not really belong to the half-holiday propog. The discussion regarding Saturday night closing is really another matter entirely, as it does not really belong to the half-holiday propog.

What should really take place, it is claimed, for the best interests of all concerned, would be a decision for a weekly half-holiday for two months of the summer at least, and an unanimous desire to close Saturday nights throughout the year.

It is high time in the history of merchandizing when the public should be brought into recognition of the rights and privileges of the merchants. The dealer should have the public under better control, and it is his duty and opportunity to educate the consumers to do their shopping at more convenient hours

It is not a matter of losing money. The merchant cannot lose trade if he increases his dignity and prestige.

where an exactly similar case happened but where it was handled much better. In this case a customer had also asked for a particular brand of sardines. "This is the brand we keep" said the merchant "It is the —, and you will find it a most satisfactory article. They are a Norway sardine, and are the autumn-caught fish packed in the finest oil. They are uniformly sweet and have a flavor that I am sure you will like."

"Are they a small or a large sized fish?" enquired the customer and the merchant was off on a description of the size, telling how they could almost be called boneless, and in other ways bringing out the good points of the article."

### What's The Difference.

The first merchant may say: "Well, what difference does that make, it is only 45c more for the three cans." If this merchant will take into consideration the number of customers that he waits on in a week, he will find that if he could sell each customer 45c worth over what they asked for, it would make the profits much larger. In this particular instance, an interesting feature is



Where Ignorance is Not Bliss.

that the sardines the second merchant sold were the same brand the other had on his shelf but which he did not try to introduce to the customer. No doubt, if he had understood the goods, and had given the same selling talk as the second merchant, he could have easily sold to his customer.

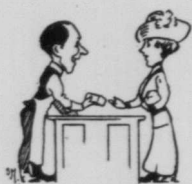
The merchant if he wishes to be successful must be a real salesman. He should not be content with selling just what the customer asks for, but should put forth every effort to not only sell every customer who enquires for goods but also to increase the demand for new goods.

James D. Fraser & Co. are starting a grocery business at East Collingwood, B.C.

## Two Clerks—One Brand of Good Sardines

How Lack of Tact and Absolute Crude Ignorance Resulted in a Woman Leaving One Store to Get What She Wanted Elsewhere—Salesmanship of Another Dealer Who Had All Information Ready on Tip of Tongue.

By J. W. Bryans.



THE man who said that "ignorance is bliss" never meant that quotation to apply to the grocery business. For in this, ignorance, especially of stock carried is the great unpardonable sin.

Examples of boorish ignorance of the crudest type, however, sometimes crop up as one travels about the country, and usually there is some comparison to follow of a bright clerk selling goods that tends to heighten the disparity between the two. A traveler here relates two specific cases aptly illustrating this point.

### A Criminal Offence.

"While visiting a store not long ago," said he, "a lady customer entered and during her purchasing enquired of the

merchant "Do you keep — sardines." The dealer seemed to know as much about his stock as the ordinary man knows about the moon. On being asked this question, he began a hurried search around the shelves and under the counter and after the customer had about made up her mind that he had forgotten entirely about her, he came back and abruptly blurted out: "No! we don't keep them." After a silence of some minutes the merchant asked, "Would any other kind do?" in a manner as if he was committing a criminal offence in making such a suggestion. As he did not even take a can off the shelf to show her and as there was plenty of stores nearby where she could get the brand she wished, she went out without buying."

### A Good Salesman.

"It was only about a week after this occurrence that I was in another store

## How are You Going to Figure Profits?

**Simcoe Grocer Pins Faith to Method of Estimating From Capital Employed—Says Banks, Governments and Large Financial Institutions do Likewise—The Demonstration of the Folly of Figuring Percentage of Expense on Volume of Business, and of Profit on Cost.**

Another merchant does hereby cross swords with Henry Johnson, Jr., in regard to methods of figuring profits. This time it is George O. Werrett, of Simcoe, Ont., who dissents from the opinion expressed by Mr. Johnson. His letter, in full, follows:—

Editor, Grocer:

Shortly after the article by Henry Johnson, Jr., re percentage appeared in your journal, I was inclined to give my views on the matter but refrained from doing so as controversies often cause feelings without doing good.

However, as the matter has been taken up by one outside the trade, I feel at liberty to express an opinion.

### What it Demonstrates.

In the first place I must say I have thoroughly enjoyed Mr. Johnson's talks from time to time and have always agreed with him with the exception of this percentage argument. However, Mr. Johnson has certainly demonstrated one thing to the retail trade generally, that it is bad business methods to figure per cent. of expenses on volume of trade done and per cent. of profit on cost.

### A Deceptive Method.

This mode of figuring is very deceptive. As an illustration a great many merchants will tell you that they average a profit of twenty per cent. and their ex-

penses average sixteen per cent. leaving them a clear imaginary profit of four per cent. which they never discover to exist when stock-taking is over, as they have 16 per cent. of profit on cost and their per cent. of expense on volume of business done.

### Has to Disagree.

This error has been dealt with by Mr. Johnson several times but will always stand repeating as it is a common error. As to the estimating of per cent. on the selling price I cannot agree with Mr. Johnson. As far back as our memories serve our schools, banks, governments and all large financial institutions always figure per cent. on a one hundred cent. basis based on the capital invested. In the case of a merchant what the goods actually cost, is the amount of capital invested. Estimating per cent. on the selling price is in my opinion estimating partly on an actual basis and partly on watered stock. The difference between the actual cost and the selling price being the watered stock.

The horse deal, only forcibly brings it to our attention that thirty-three and a third per cent. on cost is equalled by twenty-five per cent. off. Thanking you Mr. Editor for the valuable space, I remain,

G. O. WERRETT.

Simcoe, May 15.

is the personal talk of the salesman. These are methods that will get results. Union is strength, and co-operation among all the selling factors in a store will bring the best results.

## Delivery is an Important Part of the Business

The delivery is an important factor in the store's service. The grocery business is unlike any other in this respect, the needs of the consumer are more consistent and varied than in any other commodity, are frequently urgent and must be supplied at short notice, although the article may be small.

This makes it imperative that the delivery shall be prompt.

The number of people who depend on departmental stores for table supplies is increasing every day. The departmental stores delivery service is admittedly good. This service is made possible by the large volume of general business which usually averages from \$10,000,000 to \$30,000,000 annually.

Many of the departmental stores maintain stables in the suburbs, and deliver the goods from these points just as quickly as the stores in the local neighborhoods may deliver the goods.

Delivery is a weak point in many of the small stores. In some cases the man who sells the goods, delivers them and also takes care of the delivery wagon and horse, in which case the consumer must wait for the goods until the grocer gets the opportunity and time to leave the store. In most cases this is only once, and not more than twice each day, generally at irregular hours. You can understand what this means to the housewife if she happen to be alone, not knowing when to expect the goods, and probably wishing to make a call or do some shopping, must wait until her grocer arrives, if not she will have to wait for her goods until the following day when the grocer makes his daily or semi-daily delivery.

Regularity is one of the necessities of the delivery, delivering the goods each day at the same time. It is not uncommon to hear a woman say that she likes to deal at a certain store, because she always knows when her goods will be delivered.

Delivering the goods in good condition, having pleasant and tidy delivery boys, are other things which are necessities. It does not help the reputation of the store if the sugar and other articles get soaked with kerosene or coal oil, and the eggs cracked or broken.

There is no doubt that delivery is an important factor in the grocery business.

## Where a Proprietor Neglected Chances

**Disgust of a Good Customer Who Was Attracted by an Advertisement on Pickles, But Failed to Get Any Information From Clerk When He Called in the Morning—The Necessity of Co-operation in All Branches.**

The salesman should have a full knowledge of the store's advertising, if the proprietor is to get the best results from the outlay. He should work in unison with it, in order to make it most effective.

"The evening paper contained an advertisement of pickles that impressed me with the quality," said a man who buys good things. "Next morning I called into the store and said: 'Give me a bottle of those pickles which you are advertising.'"

"What kind are they?" asked the clerk.

"I don't know the name, but you advertised them in last night's paper. You said they were an extra fine pickle, and I thought I would try them."

"I don't know what kind it could be. We have several brands which are very good."

### Desire Vanished.

"My desire for those pickles seemed to disappear. I had been favorably impressed with that brand, and believed they were something better than the ordinary, but if such was the case, the

fact had not been impressed on this clerk."

Here was a case in which the advertising had been splendid. It had impressed a customer so that he had decided to buy. The clerk, however, had failed to work in unison with the advertising, and the sale had failed, while the customer's confidence in that store had dwindled away.

### Should Co-operate.

This is but another case of failure to co-operate between the salesman and the advertising man. In any business everybody should work together for the desired object. The advertising, window trim, interior display and salesman's talk should all be along the same line.

Suppose you decide to push canned goods. Well, everything and everyone should work with that in view. In the advertising point out the merits of your canned goods along with other talk to promote sales. Then you will have a window trim that will attract those who are passing by. Their inside, to catch the customer's eye, is the counter display, and last, but by no means least,

# THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

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Toronto - 143-149 University Ave. Telephone Main 7324

Winnipeg - 34 Royal Bank Building. Phone Garry 2313

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E. J. Dodd

### FRANCE—

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## CLOSE THE YEAR ROUND.

Reports come in to this office day after day purporting to show how one town after another is falling into line in regard to the weekly half holiday idea. Generally speaking there has been but little trouble in doing this, but here and there have been seen glimpses of discontent, especially in towns where the early closing once a week has become almost an institution.

The dealers in some centres again fly to the other extreme, as is instanced by a story from Winnipeg, where some dealers seem to desire to close on every Saturday night, and on one other afternoon each week in the summer time as well.

The difficulty appears to be that every year there is the reorganization of each dealer's trade to be effected before he can close for the few fleeting afternoons of the summer. Then each fears that one of the men will not close even if he does and so there is general doubt and distrust all around. It is a fact that every grocer should have as much relaxation from business worry as he can have, and keep his business where it belongs. There is no disputing that, for there are many cases to be pointed to where men carrying the responsibilities of big stores on their shoulders have been on the very threshold of a nervous breakdown because they would not or could not secure more hours of ease.

Manufacturing establishments all over the country seem to have no trouble in providing a half holiday one day EACH week to their employes. There is no reason under the sun why every retail dealer in Canada should not be able to do the same. There should be none of this worry over closing for a few days all told in the hot months. Let all the men agree to take one half day off per week, and regard it in the light they do Sunday, sacred, and there will be just about as much business done. But more than that there will be a fine, clear-eyed, bright body of retailers, every day of the year, in Canada.

## THE NEW BULK SALES ACT.

At the last Session of the Saskatchewan Legislature, an Act, entitled, "The Bulk Sales Act" was passed and made law on the 14th of March by the assent of the Governor General of the Province.

This Act will have a far reaching effect upon the sale of businesses in bulk in the future. It has been enacted for the protection of the purchaser and the creditors of the Vendor and to prevent the perpetration of fraud on the part of persons desiring to sell their business, secure the cash for same and decamp without settling up their outstanding liabilities for the goods that they may have transferred in the transaction of sale.

Briefly, the Bulk Sales Act provides that the Vendor must supply the purchaser with a sworn statement containing the names and addresses of all his creditors together with the amount owing. It shall then be the duty of the purchaser before paying to the Vendor the purchase price, to obtain the written waiver from the creditors of the Vendor before paying over the sale price, or he shall pay the purchase money, or sufficient thereof to satisfy the claims of all the creditors of the Vendor into the hands of the Official Assignee to be distributed pro rata amongst the creditors, less the usual Assignee's fees. The purchaser, however, can obtain the consent of the creditors to turning over sufficient of the proceeds to a nominee mutually satisfactory, thus avoiding the expenses consequent upon handing same over to the Official Assignee. If the total purchase price is less than the total indebtedness of the Vendor, it is necessary to obtain the consent of 60 per cent. of such creditors before any sale can be effected, thus preventing a bogus sale at a low figure and preventing fraud by any side deal being effected by the Vendor in order to evade the provisions of the Act.

A sale is considered to be a sale in bulk whenever the entire stock-in-trade of the vendor is sold, or part thereof, out of the usual course of business or trade of the Vendor. The Act in Saskatchewan covers not only a stock of goods, wares, and merchandise, but also an Hotel or Wholesale License for the sale of intoxicating liquor.

If the provisions of the Act outlined above, are not carried out, the sale is void, as against the creditors of the Vendor, unless the creditors are paid in full, and said sale shall be deemed to be fraudulent, and the creditors are, through the Courts entitled to issue a Writ of Attachment against the goods covered by such sale.

The Manitoba Bulk Sales Act, which has been in operation for the past two years, and upon whose provisions the Saskatchewan Act was founded, was amended at the session of Parliament just closed, so as to require the consent of 60 per cent. of the creditors in case of a sale, thus remedying a defect in the original Act. This Act has been a great protection to the mercantile community and is very beneficial in its results.

## THE MENACE OF CO-OPERATIVE SOCIETIES.

The visit of William Maxwell, of Scotland, to Canada, to arouse enthusiasm in regard to co-operative societies, seems to have been somewhat of a failure. Like a skyrocket, he came among us, and spoke his little piece, but, also, like this skyrocket, he has so far left no trace behind, his brilliant display of burning rhetoric seeming to have had little or no effect.

There are two matters for congratulation to the Canadian dealer in this. One is that no further disturbing element seems liable to enter into the legitimate field; the other, lies in the undoubted confidence the general public has in its army of retail distributors. But there is also the other side of the medal. William Maxwell came here with the avowed intention to help on the cause of co-operation. There is no doubt as to his intention. His onslaught doesn't seem to have had much effect upon



the citadel of trade, and it is apparently as staunch as ever, but sometimes the strongest appearing fortress of all has been weakest by reason of the fact that the foundations had been undermined by burrowing workers.

There is not a retail dealer in Canada who can afford to abandon his watch on co-operative matters at the present time.

Prevention is the thing, because if disastrous legislation once passes the commons, it will prove a mighty hard fight to straighten the matter out. So the moral is to cultivate the habit of sleeping with one eye open.

WHAT AN ADVERTISEMENT IS.

A subscriber called at this office a short time ago and related how several professional men in his town had been running advertisements in the local paper, locating their places of business as opposite public buildings that had in the meantime been burned down and rebuilt in another part of the town. The notices had been running for years without change, and he wanted to know just how much good that information was to the men who were paying for it.

It sounds strange doesn't it, and one wonders how it is that men of sound intelligence could compound and consent to such foolishness. But the careless members of the learned professions are not alone—not by any means. There are dealers all over the country, who allow this condition to continue in their own publicity week in and week out. They send their "ad." into the local newspaper office; it is set up and goes to press, and probably that one writing suffices for a whole month, or worse still, for the entire year.

What would this self-same dealer think of a clerk who gave to his customers the same line of selling talk day in and day out? Guess he wouldn't think of anything else but discharging him. And yet that is what he is doing when he allows that bit of boiler-plate—for it can be called nothing else—to run in the newspaper, issue after issue. He is NOT advertising. That was designed to give a dealer the opportunity of speaking his little piece to many, where in the store he can explain it to but one or two. It is one talk multiplied many times. THAT is advertising.

It doesn't matter how small the community may be, there are some few people who are going to be interested in any well-written "ad." telling SOMETHING NEW about some store in the place. It cannot be otherwise. Nine times out of ten, the citizens of the place take a big daily paper, and if they do, they are sure to read the advertisements of the big publicity and mail order houses. Why? Because they are well written; they tell those folks some things they did not know before. They excite curiosity, and cause the dollars in their pockets to rise up and demand to be spent. In the cities there is not one out of a dozen of the thousands who daily throng the big department stores, who goes unless "something had been noticed in the paper to cause them to make the trip." That is fact.

Be wise then and USE the space being paid for. The newspaper is there, and the people are there, so why not get busy and take advantage of conditions?

STREET WAGON AGAINST STORE.

The other day a woman in one of the large Canadian cities needed some strawberries for dinner. Just as she was pressed for time, the raucous cry of a street peddler

was wafted in through the open door. Flushed and bothered in the course of preparing the meal, she hurried to the street and purchased at once two boxes of strawberries that appeared fairly fresh. Setting them to one side in the kitchen she went on with her work, and imagine her annoyance when on taking the boxes up to clean, she discovered the berries to be mostly bad, and unfit for use. She was out about forty cents, and the meal was spoiled.

That is generally the way street selling works out in the end. There may one or two men who make a regular business out of selling direct, and who really try to keep their goods fresh always, but in general the policy of "sell anything" is the one followed. It is so easy for a vendor to disappear around the corner, and the price of the stuff he has sold is as secure to him as if he had it deposited in the Bank of England. There is not, and need not be, much principle about selling goods on the street.

The moral of course is that it is not the proper way to do business. It doesn't take much reasoning to prove that the dealer who has had his money tied down in his store in that locality for ten or twenty years, is a better place to buy goods than at a wagon on the open street. One can always get back to the store, because it cannot well run away.

THE VALUE OF A WELL-DRESSED WINDOW.

On one of the residential streets in Toronto there is located a store with two windows. They are dirty, and the panes of glass are small. In the display space of both windows is thrown—not arranged, but indiscriminately thrown—two piles of crockery and glassware. On the outside of the windows, and the whole front of the store, dust lies thick. What can be seen of the dark interior is treated to the same. That crockery is why. On either side of his dilapidated place are good places of business. These are getting the business. They DO NOT pile or throw crockery and glassware in THEIR windows.

Those who read the selling methods of the nine successful contestants in Canadian Grocer's Gold Medal Competition will find nine separate examples of how good window displays have paid them. They will learn that in every case, the display was built and arranged with the one object of selling goods. The men who dressed them frankly state they knew of no other reason why they should be dressed at all. If the attention of the public was not to be drawn to the goods that are to be purchased from the clerks within the store, there was no sense or reason in embellishing the goods in the windows.

It has been said the window is the eye of the store. It is more than that: it is the mirror in which is to be seen the business soul of the man who is running the place. A customer will pass by unheeding any window and any store that does not TELL HER SOMETHING; she will stop at, and be interested in, any display that performs this function. And she will do more than that. She will say that "there is a man who has a good line of goods, of which he is not ashamed."

It pays to acquire the art of dressing a window, just as it does to learn the "knack" of advertising. The public will respond, be sure of that, and the response always takes the form of dollars and cents in profits to the wise dealer. Line up to the spirit of the sign that carries the slogan: "No trouble to show goods."

## Latest News from Trade Centres

### ONE MORE HALF HOLIDAY.

#### Forest City Grocers Will Start Next Week.

London, May 25.—At a meeting of the executive of the Retail Grocers' Association last week. It was decided to add one more half-holiday to the summer half-holiday. The grocers will therefore start the Wednesday half-holidays on May 31st instead of on June 7th.

Manager Frank Paul, of the Grocers' base ball team, is arranging a game for that afternoon at Springbank.

Richard Thompson, for more than twenty years with T. A. Rowat & Co., has left to take a position in the Merchants Bank. "Dick" was the name of the days when "Ed." Ryan clerked in the Rowat establishment.

Bert Mills, a young clerk from Scandrett Bros., has taken a position with T. A. Rowat & Co.

### NOT UNANIMOUS.

#### Early Closing Question Discussed at St. Catharines.

St. Catharines, Ont., May 24.—The early closing problem was discussed by local retail merchants at a recent meeting. Those present expressed themselves as in favor of shorter hours and a committee was appointed to wait upon the different merchants and endeavor to secure their signature to close at 6 p.m. every week night except Saturday and on the evenings preceding a holiday.

The meeting was not unanimous regarding the Wednesday half holiday, for while some dealers have agreed to observe it during June, July and August, others are in favor of closing at 5 o'clock each evening instead. The city council will be asked to place a heavy license on transient traders, the local merchants regarding it as unfair that itinerant auctioneers should be allowed to bring goods into the city, when they do not pay taxes. Other items of interest to the trade were discussed and the dust nuisance will be dealt with at the next meeting.

### THE HUDSON'S BAY STORE.

#### Plans for Calgary Structure of Ten Storeys.

Calgary, May 25.—Plans which the Hudson's Bay Company have submitted to the inspector here, show that the building the old-established concern intends to erect here to house their department store business will be ten storeys in height.

The structure will be located on Seventh Ave., and on First street west. There are to be two entrances on the former street and one on the latter.

The first floor will be given over to drugs, clothing, blankets, jewelery, candies, etc. The second will contain most of the ladies' wear, including millinery and furs. The grocery department will be located on the third floor, where also will be placed the hardware and china and glassware stocks.

The mail order business will be centred on the fourth floor, and the drapery and carpet sections will be there also.

The fifth floor will be given over to general stocks.

A ballroom 66x72 is laid out on the sixth floor, and there is also to be a big concert room on the same flat. There also will be the public restaurant and dining room for the staff.

The shipping will all be done in the basement.

It is said only six floors will be provided for at the outset.

### MAY REPEAL EARLY CLOSING

#### Spring Business Said to be Too Heavy for Set Hour.

Dresden, May 25.—Last December the town council, on petition of a majority of the merchants, passed a by-law compelling storekeepers to close their places of business on Saturday nights at 10.30 o'clock.

The by-law seemed to work all right in winter, but spring brought a different story, and its downfall came last Saturday. At 10.30 several of the stores were packed to the doors, and the merchants decided that it was not good business to turn customers away.

It looked as if Magistrate Turner would have a busy morning on Monday imposing fines, but Sam Chaffe, clothier, got busy with a petition for repeal which was soon sufficiently signed. In the meantime, no doubt, the prosecutions will not be pressed.

### MUD GUARDS FOR WAGON.

#### London Merchant Adopts Protective Device on Outfit.

London, May 23.—G. B. Drake, grocer, corner Rectory street and Hamilton road has just tried out with success a new wrinkle in the shape of mud-guards on a delivery wagon. They resemble

the guards on a phaeton, in width and shape, and Mr. Drake has found that they keep absolutely all dirt and mud from the box. The doors are at the side, it should be mentioned, and a brass block at the bottom of the box keeps the door from opening too far. The plan has worked so well that Mr. Drake anticipates introducing it on his other delivery wagons. This particular wagon is finished in glossy black, and the guards add, if anything, to the "classy" appearance.

### NEW DEPARTMENT STORE.

#### Saskatoon to be Home of Large Retail Establishment.

Saskatoon, May 25.—Excavation work has already been practically completed in connection with the new four storey Cairns department store, to be erected in this city, and the architects are responsible for the statement that it will be when completed, one of the largest, if not the largest, structure of its kind between Winnipeg and the Pacific Coast.

This is not the first department store in this city. Saskatoon already has several and has had them for several years. But this new Cairns establishment is the largest of all and probably the most progressive.

It is to be constructed at the intersection of Second Avenue and 23rd St., there being a frontage of 100 feet on the former and 140 feet on the latter. It will be of fireproof construction throughout and the exterior is to be of light glaze terra cotta of simple design. There are to be two passenger elevators and broad stairs and the furnishings will be made to order.

### POSITION WANTED.

YOUNG MAN, 26, single, wants berth in Western Canada. 10 years' experience in grocery and provision trade, wholesale and retail—8½ years' England, 1½ years' Newfoundland. Good references. Total abstainer. Disengaged one month's notice. E. GODDEN, 108 Queen's Road, St. John's, Newfoundland.



Interior View of McHenry's, Brockville, Ont.

## How Government Views Fruit Prospects

Department of Agriculture Issues Bulletin Giving Status of Growth in Whole Dominion—Pear Yield in British Columbia Not Above the Average—Plum Yield Will be Extra Large Unless Adverse Conditions Arise—Small Fruits Have Wintered Well.

Ottawa, May 25.—The prospects for fruits in the Dominion as set forth in a report issued by the Department of Agriculture is given below :—

Pear trees are in good condition. In the Niagara District they have begun to bloom and the showing is good. The frosts of the last few weeks have not injured them to any extent, and the wood growth of last season is fair. The British Columbia crop promises to be not more than an average one.

### Above Average.

The commercial crop of plums this year will, in all probability, be above the average, if no adverse conditions arise. The crop was rather short last year in many sections, but the trees are in good condition. The black knot, though still present, is not prevalent to the extent of former years, and the tenderer varieties are being gradually eliminated. It is possible that the Japan varieties may show up well this year, though slight injuries have been reported from Southern Ontario and British Columbia.

### The Peach Outlook.

"The outlook in Niagara District is good; the orchards have been well cared for and the weather conditions so far have been favorable. Peach growing is not progressing rapidly in Essex county, is actually declining in Kent, but many new orchards are being planted in Lambton. The crop prospects are only medium, though there are few adverse reports from Lambton county. The British Columbia crop will be very light.

"Cherries are showing well in all sections. Though the trees are beginning to bloom nicely in the commercial orchards of Ontario, it is too early to speak confidently of the 'set' of fruit.

"Grapes have wintered well. The wood of last year was well matured and vigorous. Fortunately the buds were not far enough advanced to be injured by the recent frosts, and present indications look to at least an average crop.

### Small Fruits.

"Small fruits generally have come through the winter well. An exception may be made, perhaps, in the case of strawberries, but this exception applies to only limited areas. The lack of snow and the heavy frosts, after the snow had disappeared in some cases seriously injured the strawberry crop. Nevertheless if no further adverse conditions intervene, there will be a large aggregate, as there is an increased acreage this year. New Brunswick has now several large growers, and Nova Scotia is paying much more attention to small fruits than formerly. The indications in British Columbia are for a light crop.

"Raspberries and blackberries came through the season particularly well. Few winter losses were reported anywhere even on the moderately tender varieties.

"Currants and gooseberries are in their normal condition.

### Tomatoes.

"No large commercial plantings have yet been made of tomatoes, but the plants are doing well in greenhouses, hotbeds and cold frames. The acreage contracted for by canners is somewhat larger than usual."

### AUCTION IN MONTREAL.

#### Six Hundred Lots of Mediterranean Fruits Sold.

Montreal, May 25.—Six hundred lots of Mediterranean fruit which the Fremona brought to Montreal were sold by auction last Thursday. The fact that this was the only sale which the Thomson line will likely hold this spring, in addition to the knowledge that the fruit was of exceptionally good quality undoubtedly accounted for the brisk selling. Buyers from all parts of the eastern provinces were present, among them being representatives of the firms of Dixon Bros., Hamilton; Ryerson Bros., Brantford; the Quebec Fruit Exchange; M. McDonald, Chesterfield; the Sherbrooke Fruit Exchange, Sherbrooke; Minecola Bros., Peterboro; the Dominion Fruit Exchange of Ottawa; Messrs. Austis, of Ottawa; T. Eaton & Co., Toronto; Gallagher Bros., of Ottawa; Zakoor Bros., of Chatham; A. Malouf, of Ottawa; Hart & Tuckwell, John Barry & Son, George Vipond & Company and many of the smaller firms, who were buying for retail purposes only.

The prices realized were as follows:—Messina lemons, \$1.25 to \$2.55 per box; Palermo lemons, \$1.50 to \$2.65; Sorrento lemons \$2.00 to \$4.65; Maiori lemons, \$2.00 to \$4.75; Lorrento oranges \$1.75 to \$3.10 per box, while half boxes of the same fruit brought from \$1.00 to \$1.45. Catania oranges, which were sold in half boxes only realized from 75 cents to \$2.00.

A report from the Niagara fruit district on Friday last says:—

Notwithstanding the drought, the appearance of all classes of well-cultured fruit farms in this section is excellent. The outlook for peaches could not be better; growers are a unit on this point; plums, pears and cherries indicate a bumper crop, and strawberries and grapes are bound to be above the average.

### FANCY TEA BAGS.

#### Dealer Found This to be Profitable Buy for Him.

A local grocer who has quite an extensive tea trade recently said:

"I had been selling a bulk tea and after a little study on the matter decided that a fancy bag ought to help the sale of it, because people are naturally attracted by a fancy package. I

purchased quite a large quantity with my name on, tied up a big quantity of tea in these bags, and placed them on the shelves. I found that the fancy bag helped a great deal in its sale, and while the bags cost me more than the ordinary, the advertising on them fully made up for this extra cost."

### THE WEEK'S TRADE CHANGES.

#### What the Grocers in the Dominion Have Been Doing of Late.

ONTARIO.—Chas. Crick, grocer, Thorold, has sold to John McClelland.

Amedee & Chevrier, have taken over the grocery business of Chevrier Bros., Cornwall.

H. Bruce Gordon, wholesale grocer, of Winnipeg, formerly of Stratford, Ont., has been elected president of the Winnipeg Board of Trade.

Logan & Co., of Blenheim, have purchased the stock of F. J. Layman, grocer, Parkhill.

W. E. Baker, grocer, Lindsay, is retiring on account of ill health. He has sold to Adam Bros.

A. Etherington, Galt, has joined the clerking staff of the John Sloan grocery.

Harry Parsons, Exeter, has taken a position with Jones & May, grocer.

Frank McKinnon and J. S. Davison, Sudbury, have joined forces in the grocery and provision business.

Harry Hooper, fruit dealer, Hamilton, has sold to Geo. Cann, grocer.

Miss Annie Jones, who formerly carried on a grocery business in Mitchell, has entered into partnership with Miss Dundas, and they are opening a general store in Mount Forest.

John H. Sharpe, grocer, St. Thomas, has sold to Pearson & Morton.

MARITIME PROVINCES.—Frank Moore, has opened a grocery store at Kentville, N.S.

W. H. Dunham, grocer, St. John, N. B., suffered slight loss by fire.

Byron L. Estey, grocer, Fredericton, N.B., has left for Western Canada to locate in business.

### DEATH OF J. M. DONOVAN.

Announced with regret is the death of J. M. Donovan, grocer, of Peterboro, Ont., who passed peacefully away in that city on Friday last. The late Mr. Donovan had been in ill-health for some time, being afflicted with a malady, however, which, while serious, was not considered as particularly deadly. The end came quite suddenly.

Deceased opened up a store on Charlotte street some years ago, but illness, after a year or two of business, compelled his temporary retirement. Subsequently, however, he resumed. He was a frequent contributor to Canadian Grocer, and was always willing and anxious to do what he could to help on such of his fellow-dealers who needed the aid of his friendly counsel.

# Latest Review of Grocery Markets

Summer Trade Opening—Rice Firmer in Primary Markets — General Coffee Situation Steady, Although Winnipeg is Easier—Strength in Peanut Market—Firmness Continues in Dried Fruits—A Despatch From California Regarding The Prospects for Dried Fruits This Year.

See also Provisions, Cereals and Fruit Pages Following.

## QUEBEC MARKETS

### POINTERS—

Peanuts.—Price  $\frac{1}{2}$  to 1c higher.  
Figs—Reduction offered.  
Rice—Firmer.

Montreal, May 25.—Midsummer weather has had a decided effect on the trade. The demand is changing toward articles of a summer character. Starch, rice and tapioca, jelly powders, home beverages, cooked meats, etc., all these, are coming to the front to a greater extent than during the winter months.

There has been but few happenings of late. In dried fruits it might be well to state that some of the jobbing trade are holding out concessions to purchasers of figs. They give as their reason the fact that they are a little too well supplied for this time of the year and wish to reduce their stocks.

In regard to nuts a recent fire destroyed 50,000 bags of peanuts in Virginia. This depletion of stocks combined with the present heavy park and baseball demand has given the market a firmer tone. The local market shows a slightly higher position.

The market this week in eggs, butter, cheese and provisions to a certain extent shows an inclination to lower prices. The situation is steady just now, but those in close touch with conditions claim to see a little easiness here and there that may soon have direct results.

The demand for fruit has improved to a considerable extent. It is a question among the trade as to whether lemons are likely to hit a high market this summer.

Sugar.—The market is rather uneventful. There is some demand, but it is more of the ordinary call that may be expected at this time of the year. The primary market is steady, but there has been nothing of special interest happening of late.

Granulated, bags	4 50
" 50-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	5 0
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 2 yellow	4 35
No. 1 "	4 35
No. 1 " bags	4 20
Bbls. granulated and yellow may be had at 5c. above bar price.	

Dried Fruits.—There is practically no change in the situation. Prices are firm and the market fails to show any signs of weakness. Reports from California bear out what has been said about the growing crops there. There is apparently not much business passing just at present either in the retail or job-

ing way, or between the buyers and sellers of future goods.

Evaporated apricots	0 19	0 21
Evaporated apple	0 14	0 16
Evaporated peaches	0 11	0 12
Currants, one pint, per lb., not cleaned	0 07	0 07
" " cleaned	0 07	0 08
" " 1lb. packages, fine filigras, cleaned	0 08	0 08
" " Filigras, per lb.	0 08	0 09
" " Yocissas, per lb.	0 08	0 06
Dates	0 04	0 06
Figs	0 04	0 11
Figs, 3 crown	0 08	0 08
Figs, 4 crown	0 09	0 11
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—		
30-40	0 15	0 16
40-50	0 14	0 15
50-60	0 14	0 14
60-70	0 13	0 14
70-80	0 12	0 13
80-90	0 12	0 13
90-100	0 12	0 13
100 and over	0 11	0 12
Bosnia prunes	0 12	

Raisins—		
Choice seeded raisins	0 08	0 09
" fancy seeded, 1-lb. pkgs.	0 08	0 09
" loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 08	0 08
Select raisins, 7-lb. box, per box	5 40	5 50
Malaga table raisins, clusters, per box	0 07	0 07
Valencia, fine off stalk, per lb.	0 08	0 08
" select, per lb.	0 08	0 08
" 4-crown layers, per lb.	0 08	0 08

Syrups and Molasses.—The market remains quiet but steady. It is colorless but of interest as well.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 34	0 36
" " barrels	0 36	0 38
New Orleans	0 35	0 38
Antigua	0 30	0 30
Porto Rico	0 08	0 08
corn syrups, bbls.	0 08	0 08
" 1-bbls.	0 03	0 03
" 25-lb. pails	1 70	1 70
" 50-lb. pails	1 70	1 70
Oases, 2-lb. tins, 2 doz. per case	2 25	2 25
" 5-lb. " 1 doz.	2 40	2 40
" 10-lb. " 1 doz.	2 50	2 50
" 20-lb. " 1 doz.	2 45	2 45

Nuts.—The loss of 50,000 bags of peanuts in a fire in a Virginia town recently, together with the baseball and park demand has had the effect of strengthening the market. Local prices are quoted slightly higher, and peanuts are much firmer. Other lines are rather uneventful just now.

In shell—		
Brazil	0 15	0 18
Filberts, singly per lb.	0 11	0 13
" " in bags	0 15	0 16
Tarragon Almonds, per lb.	0 15	0 16
Walnuts, Grenoble, per lb.	0 17	0 18
" Marbots, per lb.	0 18	0 18
" Ortons, per lb.	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb.	0 25	0 27
" " 3-crown	0 24	0 25
" " (in bags), standard, per lb.	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Coon, roasted	0 08	
Coon, green	0 07	
Diamond G, roasted	0 08	
Diamond G, green	0 07	
Bon Ton, roasted	0 11	0 11
Bon Ton, green	0 10	0 10
Spanish, No. 1	0 11	0 12
Virginia, No. 1	0 11	0 12
Pecans, 3 crown, per lb.	0 17	0 18
Pistachios, per lb.	0 15	0 15
Walnuts—		
Bordeaux halves	0 24	0 27
Broken	0 26	0 28
Grenobles	0 17	0 17

Rice and Tapioca.—Reports from the south convey the fact that the rice market is quite firm. Tapioca is also stronger in tone and in some instances wholesalers are asking a higher price

for seed tapioca. Both these markets are showing a healthy feeling. There ought to be a tendency upon the part of grocers to sell more of these goods during the summer months, when the demand is usually good.

Velvet head Carolina rice, per lb.	0 09	0 10
Brown sago	0 04	0 05
Tapioca, medium head	0 05	0 06
Seal	0 05	0 06

Teas.—The Japan market is firm although the spot market is rather quiet for the present. Congous are in good demand from Russia and are firm.

Japan—		
Choicest	0 40	0 40
Choice	0 36	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 26
" " Pekoe Souchong	0 20	0 25
India—Pekoe Souchong	0 19	0 20
Ceylon greens—Young Hyson	0 24	0 25
" " Hyson	0 24	0 25
Gunpowders	0 19	0 25
China greens—Piquet gunpowder, low grade	0 14	0 18
" " pea leaf	0 30	0 30
" " pinhead	0 30	0 30

Coffee.—There is nothing new to report in regard to coffee. The market is steady, there is a regular demand, but trade is regular and without new features.

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

## ONTARIO MARKETS

### POINTERS.

Dried Peaches—Higher.

Rice—Holders holding product.

Currants—Firmness maintained.

Toronto, May 24th.—The appearance of white goods upon the counters of the dry goods merchant is a sign for the grocer to act upon. It indicates that he will find a demand for soaps and starch springing up in the near future. He should be prepared for this demand by complete stocks, and it might even be well to give prominence to these articles for a time.

Dealers state that more attention is now being given to pickles, olives, soups, lemonade powders, essences and certain lines of canned goods, since the weather became warmer. Trade on the whole is only fair, the lack of business in sugar making the volume transacted appear small.

The rice market in the Southern States has taken a rather sharp upward turn, ideas of holders being fully  $\frac{1}{4}$  cent higher. Up to a short time ago the market was decidedly quiet and weak, and prices were quoted at about cost of production, a two million bag carry-over being predicted. However,

since some supplies were worked off by export sales to Europe, a stronger feeling has been displayed. Conditions of the growing crop in the rice sections of the United States are good at present.

A report from Sacramento, California, says in regard to the fruit crop there: "Apricots will be a short crop in California this season, and will probably be a little higher than in previous seasons. The peach crop will not be as heavy as last year, and while there will be plenty of fruit available for shipment, the dried product is going to sell for a better price than usual. In regard to prunes, everything will depend upon weather conditions in the producing districts during the next couple of weeks. If these prove to be favorable, then the estimates of a crop of 150,000,000 pounds in California, or even a larger yield than this, may prove to have been justified. On the other hand, if the climatic conditions, as indicated by reports received here within a day or two continue to retard the development of young fruit, the estimates made by some of 100,000,000 pounds or less would be not any too high. It is all a matter of uncertainty, and in the meantime none of the packers are at all anxious to take chances by making firm quotations on October shipments."

Sugar.—The sugar market is quiet and raws have gained no ground during the past week. Conditions, however, would seem to indicate that prospects for a firm or even advancing market. Refiners will sooner or later have to get European or Java sugar into New York, and both are now above present levels for Cuban raws. Cuban news indicating more definitely the total output of the island is now being awaited. The Journal of Commerce says: "Refiners' supplies are now over 100,000 tons less than last year. Naturally they are expected to show more interest in June shipment sugar, and an active buying movement is expected soon in that position. Cuban cables have not been of a character to depress prices of raws, rains being reported with a reasonably large decrease in the number of centrals grinding. At the same time recent estimates of the crop seem likely to prove too low, judging by the total movement to date, and there is a possibility of 1,600,000 tons being reached."

Extra granulated, bags.....	4 70
" 20 lb. bags.....	4 80
Imperial granulated.....	4 50
Beaver granulated.....	4 30
Yellow, bags.....	4 30
Barrils of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	5 10
" 50-lb. boxes.....	5 30
" 25-lb. boxes.....	5 40
Powdered, brls.....	4 90
" 50-lb. boxes.....	4 90
" 25-lb. boxes.....	5 30
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 50
" in 50-lb. ".....	5 70
" in 25-lb. ".....	5 90

Syrup and Molasses.—There are no new features to either syrup or molasses. A fair amount of trade is in evidence at unchanged prices, in fact the same quotations have ruled since the beginning of the year.

Syrups—	Per case	Maple Syrup—	Gallons, 6 to case
2 lb. tins, 1 doz.	2 35	" 12 " "	1 40
5 lb. tins, 1 doz.	2 60	" 24 " "	1 40
10 lb. tins, 1 doz.	2 50	" 24 " "	1 40
20 lb. tins, 1 doz.	2 45	Molasses—	
Barrels, per lb.	0 03	New Orleans, medium	0 30 0 35
Half barrels, lb.	0 03	New Orleans, bbls.	0 28 0 33
Quarter "	0 03	Barbadoes, extra fancy	0 45
Pails, 2 1/2 lbs. ea.	1 70	Porto Rico	0 45 0 52
" "	1 20	Muscovado	0 30

Dried Fruits.—Dried peaches are quoted at advanced prices by some firms this week, the heavy demand throughout the season having reduced stocks to quite a low basis. Dried fruits in general maintain the strength that has been mentioned for some time back.

A despatch from Patras in regard to currants, says: "On this side stocks are daily decreasing, and now only about 13,000 tons remain unsold. It is therefore believed that present prices at least will be maintained, the more so as the demand from abroad has somewhat increased lately. As to the new crop, it is too early yet to say anything positive, but judging from present appearances, it looks like a moderate crop."

The report from Smyrna that the coming fig crop would likely be short, has not strengthened the local market on figs.

P u e r t o	80 to 90, in 25-lb. boxes.....	0 17
	90 to 95 " ".....	0 16 1/2
	90 to 90 " ".....	0 12 1/2
	90 to 100 " ".....	0 12
	Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—		
	Choice, 25 lb boxes.....	0 18 1/2 0 20
	Fancy.....	0 20 0 25
Candied Peels—		
	Lemon.....	0 09 0 11
	Orange.....	0 10 0 12 1/2
Fig—		
	Elems, per lb.	2 1/2 " 0 11 1/2 0 12 1/2
	1 1/2 inches.....	0 08 0 10
	2 ".....	0 08 1/2 0 10 1/2
	2 1/2 ".....	0 09 1/2 0 12
	3 ".....	0 09 1/2 0 12
	3 1/2 ".....	0 09 1/2 0 12
	4 ".....	0 09 1/2 0 12
	4 1/2 ".....	0 09 1/2 0 12
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Tea.—The local tea situation is unchanged, and the firmness in the market seems to be pretty well maintained. A London tea report says:—

"Although the prices of common and low medium teas are somewhat easier, yet there is a very strong underecurrent of buying from some of the larger blending houses, which buying must continue right throughout until there is a much larger quantity to deal with in the London sales. Week by week these blending houses can practically only secure their immediate requirements, and any attempt to increase their stocks will immediately force the market up considerably. However, there appears to be a working arrangement to obviate any such thing, so in all probability prices will keep on a normal basis during the next month or two. At the same time, there may be a tendency towards lower

prices for common Ceylons during the next few weeks for, by that time, we shall be having larger arrivals which will consist mainly of common kinds, and there is also information in from India that this season has opened considerably earlier, owing to favorable weather which all help to allay any fears of a shortage during July and August."

Coffee.—Speculative coffee is reported firmer in New York, but the big demand that has been expected for some time has as yet failed to materialize, although there has been some improvement. The local situation shows no particular change, although prices are well maintained. A local dealer said: The statistical position is strong and even making some allowance I can see nothing but a continued steadiness in values and think that present prices will be well maintained."

Rio, roasted.....	0 18 0 20	Mocha, roasted.....	25 0 28
Green Rio.....	0 1 0 16	Java, roasted.....	0 27 0 33
Santos, roasted.....	0 21 0 22	Mexican.....	0 27 0 35
Maracaibo.....	0 23 0 24	Guatemala.....	0 22 0 24
Bogotas.....	0 23 0 25	Jamaica.....	0 20 0 22
		Cherry.....	0 12

Nuts.—Nuts are generally firm. Tarragona almonds are firm as a result of the damage to the crop in Northern Spain, while the crop in France is also reported lighter. Under small receipts Brazil nuts in the primary market are holding at previous prices. Trade locally is not overly brisk.

Almonds, Formigetta.....	0 15 0 16
" Tarragona.....	0 16
" shelled.....	0 35 0 38
Walnuts, Grenoble.....	0 15 1/2 0 16
" Bordeaux.....	0 14 0 15
" Marbots.....	0 15 0 17 1/2
" shelled.....	0 33 0 40
Pilberts.....	0 12 0 12 1/2</

THE CANADIAN GROCER

continues at a satisfactory volume. While the arrival of fresh fruits tends to decrease the consumption of canned, still the high prices of the fresh article and the fact that the housewife's shelves are bare of supplies, makes a demand felt and it is stated that even when fresh fruits are at their cheapest that there is a certain demand for the canned article. Prices are unchanged.

VEGETABLES		per doz.	Group B	Group A
Asparagus tips, 2's, tall		\$ 52		\$ 55
Beans, Golden Wax, 2's		0 97		1 00
" " Midgets, 2's		1 27		1 40
" " Refugee or Valentine (Green) 2's		0 97		1 00
" " Refugee Midgets 2's		1 27		1 30
" " 2's		1 27		1 40
Beets, sliced, blood red, 2's		0 97		1 00
" " whole, blood red, 2's		0 97		1 00
" " sliced, blood red, 3's		1 27		1 30
" " whole, blood red, 3's		1 27		1 40
" " whole, Rosebud, 2's		1 30		1 30
" " 2's		1 55		1 55
Cabbage, 2's		0 97		1 00
Carrots, 2's		0 97		1 00
orn, 2's		0 95		1 07
" " fancy, 2's		1 05		1 07
" " on cob, gal		4 77		4 77
Peas, Standard, size 4, 2's		1 35		1 40
" " Early June, size 3, 2's		1 50		1 50
" " Sweet Wrinkle, size 2, 2's		1 50		1 50
" " Extra fine sifted, size 1, 2's		1 87		1 87
Pumpkin, 2's		0 97		1 00
" " gal		3 02		3 06
Spinach, table, 2's		1 27		1 30
" " 2's		1 77		1 30
" " gal		8 05		8 05
Tomatoes, 2's		1 05		1 07
" " 3's		1 40		1 50
" " gala		2 75		4 02
Turnips, 2's		1 12		1 15
FRUIT				
Apples, standard, 2's		1 20		1 20
" " gal		3 50		3 60
Blueberries, standard, 2's		1 27		1 30
" " gal		8 27		8 30
Cherries, black, not pitted, heavy syrup, 2's		1 52		1 55
" " black pitted, heavy syrup, 2's		1 52		1 55
" " red, not pitted, heavy syrup, 2's		1 52		1 55
" " red pitted, heavy syrup, 2's		2 17		2 27
" " white, not pitted, heavy syrup, 2's		1 52		1 55
" " white pitted, heavy syrup, 2's		2 02		2 05
" " red pitted, gal		8 52		8 5
Gooseberries, 2's, heavy syrup		1 77		1 77
Lawsonberries, 2's, heavy syrup		1 77		1 77
Peaches, 2's, white, heavy syrup		1 87		1 90
" " 2's, yellow, heavy syrup		1 87		1 90
Raspberries, black, heavy syrup, 2's		1 90		1 95
" " black standard, gal		7 02		7 05
" " red, heavy syrup, 2's		1 90		1 95
" " red, standard gal		7 02		7 05
" " red, solid pack, gal		9 27		9 30
Rhubarb, preserved, 2's		1 52		1 55
" " standard, gal		2 27		2 30
Strawberries, heavy syrup, 2's		1 77		1 80
Clover Leaf and Horseshoe brands salmon:				
1-lb. talls, dozen	2 05	3 07		
1-lb. flats, dozen	1 30	1 32		
1-lb. flats, dozen	2 22	2 25		
Other salmon prices are:				
Humpbacks, doz	1 30	1 35		
Pinks	1 30	1 35		
Northern River Sockeyes				1 95
Chickens	4 00			1 90
Turkey	4 00			1 90
Ducks	4 00			1 40
Coches, per doz.		1 77		
Red Spring, doz		1 87		
Lobsters, halves, per dozen		3 65		3 75
Lobsters, quarters, per dozen		1 80		
Soup, 2's		1 90		
Soup, 1's		1 40		

MANITOBA MARKETS

Pointers—  
Sugar—Firm.  
Evaporated Apples—May stand watching.  
Coffee—General market easier.  
Winnipeg, May 25.—Little change this week is noticed in the grocery business. Trade has assumed its general summer appearance, and predictions are that from the present stocks now on hand, prices will hold steady for a while. Ideal weather continues to prevail for the growing crop, and the recent rain which fell over the entire west, drove away the slightest chance of there being insufficient moisture in the ground to get the grain well started. Seeding is well under way in all sections, most districts hoping to wind up operations in a few days. The feeling that a bumper crop is going to be reaped this year is reflected on the grocery trade and consequently larger and more numerous orders are being filed by country travelers than for many a summer.  
The sugar market continues to hold

firm, and large quantities are being used by local vendors. The upward march of syrups appears to have been checked for the present, but the prevailing opinion is that it has not yet reached the high point. New lines of maple syrup have arrived on the market from Quebec and are being sold at about the same price as last year. Evaporated apples are off the market and the prospects are that higher prices will prevail at the marketing of the new crop. The coffee market is a little easier this week but as yet no difference has been noticed in the price. Gallon apples have advanced to \$2.

Sugar—No change has taken part in this line, but the tone of the market continues firm. Conflicting opinion regarding the future movements are prevailing. With the arrival, however, of the season when large quantities of soft drinks are used, which of necessity require large quantities of sugar, combined with the report of stronger markets to the south, it seems unlikely that lower figures will prevail just yet.

Montreal and B.C. granulated, in bbls.	5 15
" " in sacks	5 10
" " yellow, in bbls.	4 75
" " in sacks	4 70
Icing sugar, in bbls.	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls.	5 25
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls.	6 00
" " in 4-bbls.	6 10
" " in 100-lb. cases	6 03

Dried Fruits.—All lines of this branch of the trade are being held at high figures, and practically no change is noticed.

Syrup and Molasses.—Maple syrup from the eastern provinces is now being offered in fairly large quantities at figures that prevailed last year. The demand continues to hold good, retailers having laid in fairly heavy stocks so as to be in readiness for the holiday camping demand which is expected to start in a few weeks.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	2 53
8 10-lb. tins, per case	3 41
3 20-lb. tins, per case	2 42
Half bbls., per cwt.	3 60
Barbadoes molasses in 4-bbls., per gal.	0 48
New Orleans molasses, 4 bbls., per gal.	0 33
" " per bbl per gal.	0 31

Coffee.—The coffee market continues to act off but no serious decline has taken place during the week. Wholesalers refuse to give any predictions on the line as they are in a quandary themselves. Fairly large stocks are at present held here and it is not likely that any serious change will prevail for a while yet.

Coffee, standard Rio	0 14	Coffee, choice	0 17
Coffee, extra choice	0 16		

Nuts.—A steady trade continues, and there is absolutely nothing new to report.

Almonds, Forinetta	0 15	0 15
" " Tarragona	0 16	0 16
" " shelled	0 33	0 34
Walnuts, Grenoble	0 15	0 16
" " Marbots	0 14	0 14
" " shelled	0 38	0 40
" " Manchuria	0 14	0 14
Filberts	1 23	0 13
Pecans	0 18	0 21
Brazils (new crop)	0 15	0 16
Peanuts, roasted	0 09	0 13

Beans and Peas.—No further declines are reported this week in either beans or peas.

NEW BRUNSWICK MARKETS

St. John, N.B., May 25.—Although there has been little vegetation in this province as yet, reports from almost every agricultural section are encouraging, and to the effect that the outlook for farmers has seldom been better.

Warm rains, however, are badly needed, both to give the grass a good start, and to aid in places where seed is in the ground. The dry weather has given every opportunity for ploughing and harrowing, and already, considerable planting and seeding have taken place.

Prices in the country market are quite strongly maintained. The first of the season's green goods is commencing to appear in the stalls. Native rhubarb is offering wholesale at four cents which is considered cheap for this season of the year. Eggs and butter are firm, while cheese has come down a cent a pound.

Dried fruits still maintain their firmness on the market, and remain at the prices increased last week, with the exception of dried peaches, and owing to their being fairly low in price, the demand for them has considerably increased. Indications are that the cost of peaches will be higher than last season. Because of the fact that there is nearly half a year to elapse before the new pack of evaporated apples will be put on the market, and owing to the present scarcity, it is difficult to tell what advances will be made.

NOVA SCOTIA MARKETS.

Halifax, May 25.—Taken all around, local wholesalers report the May trade up to the standard of other years, and an improvement over April. There is also a decidedly better tone to collections, due largely to the better conditions which prevailed in lumbering and shipbuilding, which provided steady employment and good wages for large numbers of men.

There are few price changes, quotations in general groceries holding steady. This is particularly true of all lines of dried fruits.

Rolled oats in sympathy with the firmness in the raw material advanced 20 cents per barrel last week. Butter and eggs show no marked change. Local demand for butter is about normal and sufficient stocks are arriving to satisfy all requirements.

TRADE NOTES—WESTERN CANADA.

Alfred Roche will start a grocery store at Brandon, Man.

F. Simkin has opened a general store at Springside, Sask.

M. J. Cain has opened a general store at Edmonton, Alta.

J. T. Chisholm, grocer, Nanton, Alta., has sold out.

W. S. Clarke has opened a general store at Wainwright, Alta.

Geo. Sinclair, grocer, Calgary, has sold to M. Marker.

Samuel Allen has opened a general store at Herbert, Sask.

Downie & Salmon, grocers, Strathmore, Alta., have dissolved.

The Liberty Mercantile Co., Liberty, Sask., has sold to A. L. Buck.

Thos. King, general dealer, Brooks, Alta., has sold to King & McIntosh.

Chas. Reid, general merchant, Swift Current, Sask., has sold to W. Berein.

Fraser & Hart, general merchants, Orgema, Sask., succeeded by Andrew Fraser.

George Bevilockway, general merchant, Nanaimo, B.C., has sold to James S. Kharston.

## The Relations of Printer and Grocer

Hints for the Dealer Who Would Appreciate a Pleasing Arrangement of Type for His Bill Head or Check Book—How Sales Pads are Spoiled—The Principles the Same as Window Dressing—Two Examples Compared.

**T**HERE are a great many merchants who have no idea of the manner in which type should be displayed to make the most effective display. The manner in which the sales pads of many merchants are prepared shows this statement to be true. The aim which is to have the pad of such an appearance that it will be read is not always attained.

It follows the same principle as window dressing. Some merchants attempt to show something of everything they carry in stock in the window at one time. The result is always different to what they thought it would be. The effect is greatly decreased and the window receives only passing attention. There are so many different articles shown that the customer's attention is not centered on any one, which is necessary. The wise window trimmer shows only a moderate number of lines, and tries to make of them an attractive display that will catch the eye.

### Aim of Sales Pad.

The same is true of the sales pad. Some merchants try to crowd the heading of their sales pad as much as possible. They want to print in the heading every item handled by them, fearing that the customer will surely not know of all the lines they do carry unless they do this. They are in hopes the customer shall take time to study out all the articles named. The general result is that the heading of the pad not only presents an unattractive appearance, but also that it is not read by the customer. Thus the merchant defeats his own purpose. A person will not take time to read a crowded pad head any more than they will read a crowded advertisement in a newspaper nor stop to look in a crowded window.

### A Comparison.

Below will be found specimens of two pad heads illustrating the point that has been raised. Notice how clearly and boldly the sales pad of P. J. Galvin stands out. It carries out the purpose that should be aimed at. It gives the name of the proprietor prominently. It impresses the name on the customers' minds, so that they will remember it when they wish to again make a purchase. No one could help knowing that Mr. Galvin is in the grocery and provision business. It is plain but attractive. It advertises the name of the man and the goods sold as well as if a great deal more had been said, while its value has not been lost by crowding.

### Just Necessary Wording.

To compare this pad head with that of the Central Cash Grocery. First, that one is not attractive. Then it does not do the advertising that the originators aimed at. They have not only defeated their purpose, but have spoiled the appearance of the pad. The line "best quality, lowest prices," does not gain anything for the firm. The people have seen the same things boasted of by the worst and highest priced grocery in town. Even the line "Groceries, provisions, teas and coffees," could have been omitted without affecting the story to be told in the head, as this impression is fully conveyed to the customer in the name "Central Cash Grocery." Besides the customer has most likely visited the store to make the purchase and knows what is kept. "Bought of" might also have been left out, as the customer knows that it is a bill of the goods that has been purchased.

### Bill Heads.

This also pertains to the bill heads that the merchant uses, and also to his advertisement in the newspaper. Do not try to say too much in the space allotted to you. That sort of thing always reminds of a speaker trying to deliver a twenty-minute address in five or ten minutes.

The merchant in sending his copy to the printer should give him an idea of how he wishes it set. Printers do not always give the attention they should to the arrangement of the print. So if it is to be made attractive, you should see to it yourself.

The idea which it is your desire to express should be clearly shown in your copy. Avoid crowding. Tell your

story fully, but tell it so briefly that the pad or bill head is made attractive and easily read.

### Believes in Shelf Display.

Calgary, May 18.—A local grocer believes that display is an important factor in the sale of goods, and especially groceries. In speaking on the subject recently he said: "Many grocers realize the importance of display and take great care with their windows and counter displays, but seem to give no attention whatever to the shelves, which I regard as valuable selling agents. Open to the view of all customers in the store, they are an excellent silent salesman, and I therefore take particular pains to have them present an attractive appearance. So that I might have as large amount of goods on the shelves in view of customers as possible, I recently moved my counters out from the shelves farther so that when customers stand at the counter more shelf space is visible to them."

### INFORMATION FOR BUYERS.

#### Supplied to the Trade by Sellers

In a pamphlet prepared for circulation among the trade, the Crescent Manufacturing Company of Seattle, Wash., points out in connection with the recent decision of the Supreme Court of the U.S.A., in regard to price-cutting that they will make no change in the methods they employ in placing Crescent Brand of goods upon the market. "Our goods," they say, "are right. Our prices are right and they give to the dealer, wholesale and retail alike a fair margin of profit and at the same time protect the consumer. It is our confidence in the final common-sense interpretation of the law which is the basis for the stand we take, and for the continuance of our methods that have proven so satisfactory to all concerned."

MacFarlane, Lang & Co., biscuit manufacturers, Glasgow, Scotland, have an especially appropriate biscuit on the market at the present time. It is a "Coronation" biscuit of a rich shortbread nature and has an inlaid crown of pure chocolate. Its attractive appearance and rich eating qualities will command for it a ready sale particularly in  
(Continued on page 40.)

## P. J. GALVIN, GROCERIES & PROVISIONS.

TELEPHONE

Saskatoon, Sask. .... 191

M .....  
No. ....  
1 .....  
2 .....  
3 .....  
4 .....  
5 .....  
6 .....

ALL BILLS MUST BE SETTLED WEEKLY.

Bought of **CENTRAL CASH GROCERY**

BACHMANN & VAN TINE, Props.

Groceries, Provisions, Teas & Coffees.

BEST QUALITY    LOWEST PRICES

NO. 183 WEST MAIN STREET.

Telephone 42-J

Saskatoon, Sask. .... 191

M .....  
No. ....  
1 .....  
2 .....  
3 .....  
4 .....  
5 .....  
6 .....

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

**BRITISH COLUMBIA DIRECTORY**

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

Importers and Roasters of High Grade  
Coffees.

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

Mail orders promptly attended to.

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

TRY A

**Condensed Ad.**

IN

Canadian Grocer

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

The Condensed Ad. 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 141 Water Street, Vancouver.

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

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



**The Summer Torment**

house can be made by

Do not be tormented by flies when such a  
complete clearance of them from about the

**WONDER FLY KILLER**

This poison is put up in a neat tray; when moistened with water, it gets in its deadly  
work. It will last you an entire season. Tell the customer---"for one caught at this  
season means hundreds later on."

Send for stock and catch the early summer trade. It will prove profitable.

**CRYSTAL SEALING CO.**  
TORONTO

*Dominion  
Agents*

**204 Stair Building**



**Talking to the Point**

CLASSIFIED WANT ADS get right  
down to the point at issue. If you want  
something, say so in a few well-chosen  
words. Readers like that sort of straight-  
from-the-shoulder-talk, and that is the rea-  
son why condensed ads are so productive  
of the best kind of results.

CLASSIFIED WANT ADS are always  
noticed. They are read by wide-awake,  
intelligent grocers, who are on the look  
out for favorable opportunities to fill  
their requirements.

TRY A CONDENSED AD IN  
THIS PAPER

When writing advertisers kindly men-  
tion having seen the advertisement in  
this paper.



# A Toronto Grocer's Success

Standing in the store of a successful Toronto grocer the other day a gentleman heard a lady ask the price of oranges. "30c. and 40c.," replied the grocer, a man of few words, and added, "The 40c. are the better buying." The lady took the 40c. The gentleman also wanted oranges and he too followed the grocer's advice.

Nine out of every ten of your customers can better afford to buy **40c. Red Rose Tea** than any 30c. tea. You can't afford to sell 30c. tea when you can just as easily sell **40c. Red Rose Tea**.

Just try pushing the **40c. grade of Red Rose Tea**. Make it a feature of your business and it will mean better business. You can make a profit on the motto.

# Red Rose Tea

Is Good Tea—The 40c. is VERY good

7 Front Street East,  
Toronto, Ont. }  
315 William Ave., } Branches  
Winnipeg, Man. }

T. H. ESTABROOKS  
ST. JOHN, N.B.

## Holbrooks Specialties

Manufactured by the best and most modern methods in our world-famed factory in Birmingham, England

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar  
in bulk or bottle

Holbrooks Pure Pickles  
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand  
Norwegian Smoked Sardines

Olaf the Great  
Norwegian Smoked Sardines

The "Swan" Brand  
Pure Pickles in Mixed & Chow

### HOLBROOKS LIMITED

Canadian-American Branch  
40 Scott St., Toronto, Canada

H. GILBERT NOBBS  
Manager

## CLARK'S MEATS

The modern housekeeper is learning more and more of the advantages of Prepared Meats.

Clark's Meats, as well as Clark's Pork and Beans, are their favorites; their quality warrants it.

Packed in assorted cases if so ordered.

*Your jobber handles them*

Wm. Clark, - Montreal

Manufacturer of High Grade  
Food Specialties

**INFORMATION FOR BUYERS.**

(Continued from page 37.)

view of the approaching coronation of His Majesty King George V. These biscuits weigh approximately 42 to the lb.,



and are attractively put up in 1/2 lb. packages. MacFarlane, Lang & Co., have another novelty in their "Yule Log" enamelled tin. As its name im-

plies it is a representation of a yule log with colored scenes inset showing the felling of the log, the home-coming and the joyous yule-tide welcome. An axe is deftly struck into the top of the log forming an appropriate handle. This tin is filled with a choice assortment of fancy biscuits and each tin is packed in a carton. It is something that will undoubtedly appeal to Canadians and will prove a splendid seller.

People will be now turning their thoughts to their special list for their summer cottages or hunting expeditions. Every article to go in the "Midget Larder" must be absolutely worthy of its place otherwise it is sure to get crowded out. The article to be recommended to your customers for the top of the list is Oxo Cubes. They are so extremely handy, and each cube is measured to be exactly the right size for a cupful, and moreover each cube contains the right proportion of both its stimulating and nourishing properties of rich beef. The flavor is so delicious and the cubes so satisfying that they may well be relied on to form the regular daily beverage when one is up country. Moreover they may be kept for an indefinite length of time. There are no risks to be taken in regard to broken bottles and messy corks.

**"Too Mussy For Me"**



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion; wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack ROYAL EXCELSIOR and ANCHOR BRAND package dates.

**The Hills Brothers Co.**  
Beach and Washington Sts., NEW YORK

**7 QUARTS 15 CENTS.**

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

**Foster Clark's Cream Custard**

**THE CREAM OF ALL CUSTARDS.**

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

Send for Sample Free

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

Agents: Darby & Turnbull, 179 Bannatyne Ave. East, Winnipeg, for Manitoba.



**LYNCH'S BISCUITS ARE SOCIAL FAVORITES**

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

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

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

## Westward Ho!

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

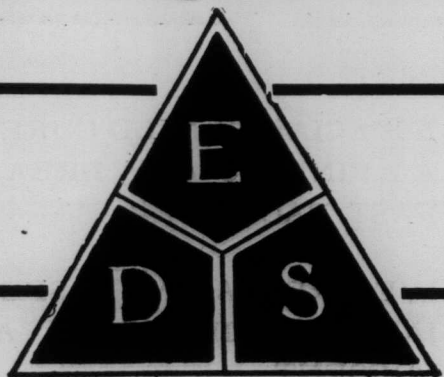
We maintain track warehouses at the five strategic distributing points, and we make daily calls on every jobbing house in Manitoba, Saskatchewan and Alberta. This ensures every product we handle being kept prominently before the wholesale trade, in a wholly effective way that no other house can offer.

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

**NICHOLSON & BAIN,** Wholesale Commission Merchants and Brokers.  
 HEAD OFFICE - - WINNIPEG, MAN.  
 WINNIPEG REGINA SASKATOON EDMONTON CALGARY

## Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.



## "E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.

Made only by **E. D. Smith, Winona, Ont.** at his own Fruit Farms

Agents—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.



**GUNNS QUALITY  
ROAST PORK  
WITH DRESSING**



The seal of Public Approval.  
Made from fresh Hams with  
a special dressing. Slices  
nicely and shows you a big  
profit.

*Try a sample order.*

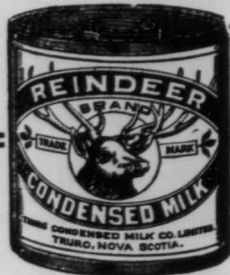
**GUNNS LIMITED**

PORK AND BEEF PACKERS  
WEST TORONTO

**-L-A-R-D-**

It looks very much like higher  
prices for lard. There is not  
so much being made, because  
live hogs are lighter in weight,  
and there is a good demand for  
pure lard. We do not think  
you can go astray if you buy  
at present prices.

**F. W. Fearman Co.**  
HAMILTON LIMITED



**Reindeer Milk Builds  
Sturdy Little Folks**

Reindeer Brand Condensed Milk is best for babies' not merely because we take every precaution for safety at our own factories, but also because it is produced on cleanly inspected farms, from healthy cows.

**Reindeer Brand  
Condensed Milk**

"good enough for children" is good enough and pure enough for any purpose.

REINDEER LIMITED  
TRURO, N.S. HUNTINGDON, P.Q.

**Roll Bacon**

ESPECIALLY MILD CURED.  
AS FINE AS ANY BREAK-  
FAST BACON.

WE ARE MAKING A SPEC-  
IAL CUT IN PRICE AT  
PRESENT.

**THE WM. RYAN, LIMITED**

Pork Packers and Wholesale Produce Merchants

Packing Houses  
FERGUS

70-72 Front St. East  
TORONTO

# Live Hog Markets are Holding Steady

After Continued Decline—Some Dealers Believe That Position of Steadiness Has Been Reached—English Market Barely Steady—United States Markets Slightly Easier—Butter and Eggs are Steady to a Shade Easier—New Cheese is Weaker—Production Prospects Bright.

Canadian live hog markets are holding steady, and this has led some dealers to believe that a position has now been reached where prices will likely hold. At least there has been more than one dealer express a similar opinion. However the English market is barely steady while markets in the United States are a shade easier. Trade is fairly satisfactory, but the holiday has interfered with business to a certain extent.

According to the compilations of the Cincinnati Price Current, "the supply of hogs in the Western States the past week has not shown enlargement, as usually occurs at this time in the season. There is a decrease in comparison with the preceding week, while the record last year for the corresponding time showed an important increase."

The make of butter continues quite large and the Toronto market has seen some slight reductions in price, and while Montreal and Winnipeg have ruled steady, the tendency seems towards easiness. A fairly good demand is being experienced at most points. The demand from the west has prevented the accumulation of supplies on some of the eastern markets, but this demand has not been so large of late. There are no prospects of finding an outlet for any surplus of supplies on the English markets as they are demoralized by heavy supplies of Australian and New Zealand stock.

While eggs show no change in regard to quotations, the feeling is towards slightly lower prices. United States prices are easier, while arrivals here are quite large, showing an increase over the same season last year. Demand is well maintained.

New cheese under heavier offerings exhibits a weaker tendency. The English markets seem to be pretty bare of supplies, but inquiries so far have been a little out of line with values here. Prospects seem bright for a heavier production of cheese this year than last.

## MONTREAL

Provisions.—The market shows but little change this week. There is an improved demand for cooked meats since the weather has become so warm. The recent decline in price has had but little effect on the market which seems to be generally inclined to quietness.

Cur Lard—	
Boxes, 50 lbs., per lb.	0 14
Cases, tins, each 12 lbs., per lb.	0 10
" " " " " " " "	0 10
" " " " " " " "	0 10
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 10
Tube, 50 lbs. net, per lb.	0 10
Theresa, 37 1/2 lbs., per lb.	0 10
One pound bricks	0 11
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09
" " " " " " " "	0 09
" " " " " " " "	0 10
Pails, wood, 20 lbs. net, per lb.	0 09
Pails, tin, 20 lbs. gross, per lb.	0 09
Tube, 50 lbs. net, per lb.	0 09
Theresa, 37 1/2 lbs., per lb.	0 09
One pound bricks	0 10
Pork	
Every Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 00
Canada short cut back pork, bbl. 45-55 pieces	21 50

Clear fat backs	23 00
Heavy flank pork, bbl	20 00
Plate beef, 100 lb bbls	2 25
" " " "	16 00
" " " "	23 50
Bolled ham, small, skinned, boneless	0 21
" " " " " " " "	0 20
Dry Salt Meats—	
Green bacon, flanks, lb.	0 10
Long clear bacon, heavy, lb.	0 10 1/2
Long clear bacon, light, lb.	0 11
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11 1/2
Large sizes, 18 to 25 lbs., per lb.	0 12
Medium sizes, 12 to 18 lbs., per lb.	0 13 1/2
Extra small sizes, 10 to 12 lbs., per lb.	0 15 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 13
" " " " " " " "	0 13
" " " " " " " "	0 15
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 17
Shoulder roll bacon, boneless, short, per lb.	0 13 1/2
Hogs, live, per cwt.	6 65
" " " " " " " "	6 85
Country dressed hogs, per cwt.	8 90

Butter.—The make of butter is large but there is little change in the market. Figures of production are greater than those representing the output a year ago.

New milk creamery	0 23
"airy, tubs, lb.	0 18
" " " " " " " "	0 20
French dairy rolls	0 18
" " " " " " " "	0 19

Eggs.—Supplies of eggs are liberal and present figures show quite an increase over last year's. The market is rather steady, however, demand is well maintained.

New laid	0 19	0 20
Selects	0 22	0 23

Cheese.—The season is behind last year's but with a fair supply of rain henceforth the production should show a big increase. Prices denote a weakness at country boards of late and one result has been a rather weakening tendency on the local market. Reports from different sections are bright for a big make. Cattle are now being turned out both night and day.

New make	0 13	0 14
Quebec, large	0 14	0 14
Western, large	0 14	0 14
" " " " " " " "	0 14	0 14
" " " " " " " "	0 14	0 14
Old cheese, large	0 16	0 16

## TORONTO.

Provisions.—The provision market is unchanged with the exception of lard which is quoted 1/4 cent lower by most houses this week. Live hog prices are steady to a shade higher. Domestic trade is fairly satisfactory for the time of the year. Trade in smoked meats is increasing.

Long clear bacon, per lb.	0 10 1/2	0 11
Smoked breakfast bacon, per lb.	0 16	0 17
Pickled shoulder	0 09 1/2	0 11 1/2
Roll bacon, per lb.	0 11	0 11 1/2
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 15
Large hams, per lb.	0 12	0 13
Cooked hams	0 20	0 21
Fresh shoulder hams	0 09	0 12
Shoulder butts	0 14	0 15
Racks, plain, per lb.	0 17	0 18
" " " " " " " "	0 17 1/2	0 18 1/2
Heavy mess pork, per bbl.	20 00	21 00
Short cut, per bbl.	23 00	24 00
Lard, tierces, per lb.	0 09 1/2	0 10
" " " " " " " "	0 10 1/2	0 10 1/2
" " " " " " " "	0 10 1/2	0 10 1/2
" " " " " " " "	0 09	0 09 1/2
Live hogs, at country points	5 75	5 75
Live hogs, local	6 05	6 05
Pressed hogs	8 50	9 00

Butter.—Receipts of butter still continue heavy and larger than the present demand for the article, although a fair trade is being done, as a result prices are lower again this week. There seems

to be an abundance of supplies at the different markets throughout the province, so that the tendency would appear to be towards a continuance of the present lower prices.

Fresh creamery print	0 23	0 23
Creamery solids	0 20	0 21
Farmers separator butter	0 18	0 19
Dairy prints, choice	0 16	0 18
Fresh large rolls	0 16	0 17 1/2
No. 1 tubs or boxes	0 13	0 13
No. 2 tubs or boxes	0 17	0 17

Eggs.—Quotations are unchanged but an easier tendency is reported.

"Eggs are down in Chicago and the market here is expected to follow. Receipts show a slight increase and are normal for the season of the year" reported one dealer.

"Prices will have to go lower before we will store" said another dealer.

New laid eggs	19	0 20
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Cheese.—Under increased supplies new cheese is off another 1/4 cent per pound again this week, bringing large new cheese down to a 12 1/2 cent basis. Trade is rather quiet. The amount of old cheese held is decidedly small.

New cheese—		New twins	0 12 1/2
Large	0 12 1/2	Stiltons	0 14 1/2
Old cheese	0 14 1/2	0 15	0 15

Poultry.—Quietness prevails in the poultry market with prices unchanged.

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

## WINNIPEG.

Provisions.—Further declines have taken place in the lard market and still lower prices are expected. This drop has been in sympathy with the Chicago markets, where the lard market has been on the decline steadily for the last month. The price of live hogs continues to remain between \$6.75 and \$7.00. The price of live cattle has been advancing slightly, one load selling for \$6.75 per cwt. one day last week. This was the high price for the year. Changes will be noticed as follows:

Hams, large	0 13 1/2	Tomato sausage	0 10
Hams, medium	0 15 1/2	per lb.	0 10
Breakfast bacon	0 20	Pork sausage	0 09
" " " " " " " "	0 12	Beefs usage	0 07 1/2
Long rolls	0 18 1/2	Lard in tierces	0 11
Short rolls	0 17 1/2	per lb.	0 11
Long clear sides	0 11 1/2	50-lb. tubs	5 65
per lb.	0 11 1/2	20-lb. pails	2 80
Boneless backs	0 15	10-lb. pails, cases	7 05
per lb.	0 15	5-lb. pails, cases	7 15
Mess pork, bbl.	25 00	3-lb. pails, cases	7 25
Mess pork, 1/2-bbl.	13 00	Compound, 20-lb	2 25
		pails	2 25
		Steers heifers,	0 10 1/2
		abattoir killed	0 10 1/2

Butter.—Some four additional creameries have been reported in operation during the week, but the output from all the creameries now in operation at country points in Manitoba would probably not exceed 2,000 lbs. a week, and prices are holding steady. Practically no freshly made dairy butter is being received and dealers complain that the quality of the held stuff shipped in gets worse and worse.

Creamery butter—	
Manitoba fresh-made creamery bricks	0 27
Eastern townships bricks	0 25 1/2
Manitoba	0 23 1/2
Eastern solids	0 24 1/2
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 16 1/2
No. 2, delivered Winnipeg	0 12
No. 3, delivered Winnipeg	0 08

Eggs.—Eggs have advanced another 1/4 cent for the week. It is hardly likely, however, that they will go much higher, as the supply on the American side is abundant, and they could be laid down here duty paid at practically the current price of 17 1/2 c.

Cheese.—No great change has taken place. Eastern cheese is quoted at 14

to 14½c per lb., and twins ¼c per pound higher. Manitoba cheese is offered at 13 to 13½c per pound and twins at 13½ to 14c per lb.

## Eastern Dealer Favors Handling of Package Goods

Twenty-five years brings a great many changes and perhaps in the past score and five years there has been no greater changes than in the grocery business. During that time a grocer will have a varied experience and will have been confronted with many important problems which every business man is called on to solve from time to time, and which must be overcome in order that he may hold his place in the contest.

"What do you regard as the most important change in the grocery business in the past twenty-five years?" was asked a grocer in Fredericton, N.B., who has been in business for that length of time.

"Well," he replied, "perhaps the greatest change in that time is in the manner in which food is served to the customer. When I first went into business nearly everything was sold in bulk, from breakfast foods to molasses and we even used to fill up twenty-five pound bags of flour ourselves from the larger sacks. Even baking powder, I used to always sell by bulk. To-day there is hardly an article we sell that is not put up in some size of package, although some grocers still stick to the bulk method with many articles.

"This change from bulk to package has been beneficial to the grocer. In my opinion the package sale saves a great deal of labor and waste. When a grocer sells a package article he knows exactly how much he has made on the transaction, while by the bulk system, it was hard to figure the profit on account of unavoidable waste and shrinkage."

"Now, besides the saving in labor, it is getting much easier to sell package goods than bulk. The package method I think is the more sanitary method of handling food, and the customer has more confidence in buying goods done up in this way. The maker's name on the package gives them a double guarantee of quality, as both the dealer who sells it and the manufacturer who makes it, stands behind it.

"By the package method," he continued, "goods are fresher, as the package preserves the quality, and goods do not have to be bought in as large quantities, which is better for the customers because they get fresher goods and, for the grocer because he does not have so much money invested at a time."

### THE SALESMAN'S CREED.

I believe in the goods I am selling, in the firm I am working for and in my ability to get results.

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in boasting not knocking; and in the pleasure of selling goods.

I believe that a man gets what he goes after; that one order to-day is worth two orders to-morrow; and that no man is down and out until he has lost faith in himself.

I believe in to-day and the work I am doing; in to-morrow when it comes and

the work I am to do; and in the sure reward which the future holds.

I believe in courtesy, in generosity, in good cheer, in kindness, in friendship, and in honest competition.

Wm. T. Chandler, a clerk for D. W. Taylor, grocer of Toronto has been arrested on a charge of theft. The employer says this has been going on for some time, and he estimates his total loss at \$500. According to the story, two friends of the accused when the proprietor was absent, purchased about \$5 worth of goods, giving \$2.50 in exchange while the clerk rang up ten cents on the cash register and pocketed the rest.




## A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada

By Royal  Letters Patent.

# NELSON'S

## Gelatine and Liquorice

# LOZENGES

Should be in your confectionery department.

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

**Grocers:** It is in the best interests of every Grocer to handle the goods that he knows to be up to the standard of purity, and that are backed by extensive advertising. Such goods will become better known and their sale increase from year to year. A good reputation is never made by handling the brands that are here to-day and gone to-morrow.

# MAGIC BAKING POWDER



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



**E. W. GILLETT COMPANY LIMITED,  
TORONTO, ONT.**

WINNIPEG

MONTREAL

## "Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

**THE CANADIAN GROCER**  
TORONTO, CANADA

MACARONI

VERMICELLI

SPAGHETTI

## ARE YOU ENCOURAGING HOME INDUSTRY?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

### THREE POINTERS

- (a) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.
- (b) Our workmen are all skilled and have come to us from France highly recommended.
- (c) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You      You Want Us.      Write

**L. ETOILE**

("Cie Francaise de Pates Alimentaires.")  
6-9 Harmony St.  
MONTREAL

CANADA:

No better  
Country



MOTT'S:

No better  
Chocolate

## "Elite"

true to its name, the best cooking and drinking chocolate made.

## Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

**John P. Mott & Co.**

**Halifax, N.S.**

SELLING AGENTS:

J. M. Douglas & Co. Montreal  
R. S. McIndoe Toronto  
Jos. E. Huxley Winnipeg  
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## "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

# BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

## M<sup>C</sup>VITIE & PRICE'S BISCUITS

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

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:

**RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG**

AGENTS for British Columbia and Alberta:

**DONNELLY, WATSON & BROWN, Vancouver & Calgary**

Your particular customer will always buy

## MASON'S No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous **MASON** old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

**No. 1 SAUCE**

**MASONS LIMITED,**

25 Melinda Street, - Toronto

Agents wanted where not represented.



## Domestic Trade Fair; Export is Quiet

Home Trade is Fairly Satisfactory, but Export Inquiries are Not Brisk—Prices are Unchanged—Wheat is Lower Under Recent Rains—No Prospects for Change in Flour Prices While Present Conditions Exist—Oat Market is Slightly Easier.

Prices in both flour and cereals are unchanged this week. The flour situation is about the same as it was a week ago, and there seem to be no prospects of any change in prices while the present conditions obtain in the wheat market. Domestic trade is fair in volume, but export inquiries have not been particularly brisk of late. The cereal trade is lagging somewhat, as can be expected with the advent of the warmer weather. However, one dealer said that the cereal and flour trade were both keeping up wonderfully well.

The wheat market at this time of the year is usually of a speculative character, and prices fluctuate on crop reports and weather conditions. With a change to showery weather in the wheat-growing area at the beginning of the week, conditions in the wheat market favored the bear side, and the market as a result exhibited a little easier tone.

Rolled oats at the present time are steady at last week's advanced prices. Prospects in the oat market do not at least point to any higher values in rolled oats just now.

One dealer in speaking of the situation said: "After the May deal in oats is over, I expect to see oats react again. There seems to be a large quantity of oats in the country yet. There has been a very good export trade in oats of late, but it has been mostly for the lower grades."

### MONTREAL.

Flour.—The market remains unchanged but steady. Demand is good from local and country buyers, but business for export is quiet.

Winter wheat patents, bbl.....	4 80
Straight rollers, bb.....	4 30
Manitoba 1st spring wheat patents, bbl.....	5 30
" straight patents, bbl.....	4 80
" strong bakers.....	4 80
" second.....	4 30

Cereals.—Rolled oats are steady, and prices are firm at former figures. There is no feature to the market.

Fine oatmeal, bags.....	2 35
Standard oatmeal, bags.....	2 35
Granulated ".....	2 35
Boiled cornmeal, 100-bags.....	1 70
Rolled oats, bags, 90 lb.....	2 15
" barrels.....	4 60

### TORONTO.

Flour.—The flour situation shows no particular change from a week ago. No. 1 Northern Manitoba wheat is down to 98 cents, and all talk of any advance in flour prices while wheat remains at that figure has been silenced. Domestic trade is fairly large in volume, but export enquiries are rather slack. The delivery of Ontario wheat is small, and No. 2 winter wheat still remains around the 85 cent mark.

Manitoba Wheat.	
1st Patent, in car lots.....	5 10
2nd Patent, in car lots.....	4 60
Strong bakers, in car lots.....	4 40
Feed flour, in car lots.....	3 00 3 30

Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—As can be expected, attention to cereals is dropping off, but trade still remains at an appreciable figure. Rolled oats at present are steady at the recent advance. Prospects for oats are none too strong, and millers are not at least looking for any higher prices on rolled oats just now.

Boiled oats, small lots, 90 lb. sacks.....	2 25
" " 25 bags to car lots.....	2 15
Standard and granulated oatmeal, 58 lb. sacks.....	2 45
Rolled wheat, small lots, 100 lb. bris.....	2 75
" 5 bris. to car lots.....	2 65
Cornmeal, 100-lb. bags.....	1 75 1 90

### NEW BRUNSWICK.

St. John.—An increase of 20 cents per barrel is quoted on rolled oats, which local dealers say are much higher than is usually the case at this time of the year. The common brand of oatmeal now sells at from \$5.25 to \$5.30 per barrel, while the standard brings from \$5.75 to \$5.80. Dealers here say that buyers are experiencing considerable difficulty in securing supplies of oats, as the growers in the West have withheld them, and until they unload there will be a continued strong market.

### IN CARE OF CEREALS.

The season for the large consumption of cereals is now here and the merchant should look after his share of this trade. A great deal of care has to be exercised that stocks may be kept in perfect condition, as the use of cereals in many households is stopped because a quantity has been received which was a little "off." Especially with the advent of the warmer weather, care has to be taken. A few rules for the care of cereal stocks are here given:

Give your cereals all the fresh air and sunlight you can. Worms love dampness—weevils thrive in stagnant air.

Always fill orders from your oldest stock.

Keep all odorous articles away from cereals. Many so-called "musty" cereals are goods which have taken up the taint of coal oil, fish, soap or fruit.

Do not expose bulk cereals to the flies.

Keep warehouse where they are stored absolutely free from dirt and rubbish, the breeding places of weevils and worms.

Keep small boxes of slacked lime in the storehouse at intervals throughout your cereal stock. Refill the boxes twice monthly.

## Once Again

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

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

### The Mooney Biscuit & Candy Co., Limited

FACTORIES AT  
Stratford, Ont. Winnipeg, Man.



## MAPLEINE is now



Thoroughly Established in Public Favor as  
The Flavor de Luxe  
for

Puddings, Cake Fillings and Ices, Ice Cream and all Confections

By its use with sugar syrup an unsurpassed table delicacy may be made at home

Be sure that it is on your shelves.

Consult your jobber.  
**Frederick E. Robson & Co., Sales Agents**  
26 Front St. E., Toronto  
Crescent Manufacturing Co., Seattle, Wash.

## Grocers to Picnic at Cobourg in June

**The Twenty-sixth Annual of T. R. G. A. to be Held on 14th—  
The Discussion on Scales and the Weighing of Goods—Holidays  
and Their Observance—To Work for Strong Organization.**

The 26th annual picnic of the Toronto Retail Grocers' Association will be celebrated at Cobourg on June 14th next. This was one of the things decided upon after considerable discussion, at the regular monthly meeting of the association in the Temple building. The trip to the bright summer town will be made by boat, and D. Bell and B. Snow were appointed a committee to visit the town and conclude arrangements with the local authorities for the festivities.

Another matter which provoked talk was that of the housewife's scales. One of the members complained that scales were now being sold marked "Not for commercial use." The opinion was expressed that as the goods sent out by the dealer are weighed in the home and the weight tested, the scale used in the pantry should be just as correct and subject to just as much inspection as the weighing machine on the grocer's counter. If suspicion was to be cast upon the dealer, it should not be by such means as this.

One example of this in the city was related by the president, whereupon a member said: "If these scales are not correct enough to weigh goods before leaving the store, they are not good enough to weigh them afterwards."

A general discussion on weighing then took place, the different kinds of scales and methods employed being introduced. It was pointed out by one member that if you start a clerk weighing out a hundredweight of sugar that it is gen-

erally the rule that 100 lbs. cannot be secured when put into smaller packages. Carefulness in weighing was advocated that this loss might be reduced to a minimum.

Some members expressed the opinion that there were too many holidays following in close succession.

Means and methods for the extension of the association to make it a more powerful organization were discussed at some length, and a general effort will be made in the near future to increase the membership.

The need of a strong organization of grocers was pointed out. There were many items affecting them coming before the civic authorities, and they should see that their rights were guarded. One of these matters is the display of goods outside, that if the grocer is forced to cover his goods thus shown, the peddler should be made to do likewise.

H. Graham, Lansdowne Ave.; H. Sanderson, Palmerston Ave.; S. L. Malty, Bloor St.; G. S. Squirrel, Spadina Ave., and D. Cooper, Ontario St., were entered as members of the association, while ten others were proposed for membership.

### Selling Seeds.

The merchant who sells seeds in bulk should display them in jars. If lithograph labels are pasted on these jars it will help in sales as it at once acquaints the customer with the contents.

## IN PREPARING FOR THE KING'S BIRTHDAY

**Suggestions as to How Dealer May Take Advantage of Loyal  
Patriotic Fervor of Good Canadians at This Season—Fruits  
and Confectionery—Vegetables—An Attractive Window Display  
Necessary.**

"The Twenty-fourth of May,  
It's the Queen's birthday,  
If you don't give us a holiday  
We'll all run away."

This couplet of schoolboy years is brought to mind in the loyal thoughts of every good Canadian as the famous holiday draws nigh.

There has been no jangling rhyme composed to voice the feeling of the people in regard to the celebration attendant upon the birthday of the King, but the same sturdy spirit that beat within the breasts of Canada's schoolboyhood in the reign of the good Queen is at this moment stirring the pulses of the young manhood of the nation when thoughts of His Majesty's natal day are uppermost.

June 3rd is the King's birthday, and the grocer should make some extra effort to make his store attractive and in keeping with the holiday. The people are in

a holiday mood and therefore more free with their money. The goods which will appeal to them while in this frame of mind should be attractively presented.

Fruits and confectionery are two lines which receive considerable attention at this time, and the dealer should see that stocks are complete and should also make some plans to induce extra sales with these lines. Both fruits and confectionery are lines which are bought more freely by customers when shown, and it would be well to have a window trim displaying these.

Being the King's birthday, it is only fitting that the window contain a picture of our sovereign. Being a patriotic occasion, a plentiful use of flags in its arrangement will also add to its attractiveness. The words "King George," or "His Birthday," or something along these or similar lines could be written on the floor of the window with oranges

or some other goods that will show up well. Another suggestion is for a large flag forming the background, with the King's picture in front, and a card, "One King, One Flag, One Empire." The store can be decorated along the same line, according as the merchant wishes, but it is well to have both the window and interior trim arranged early in the week so as to reap full benefits.

New vegetables will be in fairly large supply, and as people generally attempt to have something special for the table on these occasions, they can be pushed to good advantage. They may also be included in the window trim. While the dealer is urged to have a sufficiently complete stock to take care of all trade, nevertheless, he should use some judgment in figuring on his requirements that his special effort on account of the amount of left-over and unsalable stock may not be turned into a loss.

### WHAT TO DO IN JUNE.

#### A Few Hints That Might be of Interest to Some.

Put some life into your cereal trade. Carry a sufficient stock and give the lines prominence. Do not, however, stock too heavily. Fresh goods are those that bring continued trade.

This is the pineapple season. Try to sell your customers quantities for preserving. This is of double value, as you generally sell sugar also. Don't forget to mention sugar in making the sale.

Canadian strawberries will be in full swing before the month is out. If you get customers buying fruit from you now, they may continue with you during the whole season.

With two holidays in the month, it is well that you give some attention to your fruit trade, as these occasions generally bring an increased demand for fruits.

Canned meats, pickles, olives and similar lines will come into demand now with the warmer weather. Have these summer goods ready when the demand first starts and thus reap the full benefit of the demand. Prepare ahead, but don't wait for the demand to start itself. Start it yourself.

Nuts compose a line that it would pay the retailer to carry a complete stock of. New crop Brazils are just on the market, and should sell well. The big groceries in the cities are showing nuts to good advantage, and why not you?

Take one line for the month out of the lines you handle, on which you think there is a chance to extend sales, and give that one line special attention during the whole month. If it is important enough, start the month off with a window display, carrying also a counter display, and using your personal salesmanship and you will find results at the end of the month have paid you for the extra effort.

There is nothing like rushing the season. Be the first to interest customers. Start early to display your fly paper, soft drinks and other summer goods.



*Established 1817*

# Macfarlane Lang & Co's

# “Coronation Biscuits”

The Biscuit which should be in every  
Loyal Household throughout the Dominion.

*Samples and full particulars from*

- SNOWDON & EBBITT, . . . . . 325 Coristine Building, Montreal.
- NEWTON A. HILL, . . . . . 25 Front Street, Toronto.
- MASON & HICKEY, . . . . . 287 Stanley Street, Winnipeg.
- The STANDARD BROKERAGE CO.,  
852 & 864 Cambie Street, Vancouver, B.C.

## An Inspiration for Clerks to Work Hard

Success of Two Montreal Clerks Who Decided They Had Mastered all Details of Grocery Business and Who Went Into a Partnership in Westmount District — The Three Essentials They Deemed Necessary.

By H. T.

This article is written principally as an encouragement and an inspiration to clerks.

The condition of the clerk is steadily improving, and the grocery business offers just as many opportunities as the average avenue of human endeavor. Proprietors realize that there is a dearth of assistants. Other openings, offering better salaries, have lured many a young man that might have made a good grocer. One result is that salaries in the grocery business have materially increased, owing largely to the fact that the number of assistants is much below the store vacancies. But the clerk possessing ambition looks forward to the time when he will be working for himself, or occupying some high position in the trade or in one of the affiliated lines. His upward struggle, however, is trying at times. The openings seem too slow in presenting themselves, and there are occasions when the clerk is strongly tempted to forsake the apron for some other activity with prospects more alluring.

### What Two Clerks Did.

The story of the Westmount Grocery Co., Sherbrooke St., Montreal, is but one illustration of the opportunities that are awaiting young men who have a thorough grounding in the handling of groceries.

R. Normandeau and S. Durocher, the proprietors of this store, were three years ago two young clerks in one of Montreal's oldest and most prominent retail grocery stores. Mr. Normandeau had served ten years behind the counter and Mr. Durocher's experience covered practically the same time.

Their relationship was friendly and intimate. They realized that they could get along well together. That indefinable something existed, and each of the two young men were intuitively aware of the fact.

### Came to a Decision.

They began to feel that they had about mastered the details of the grocery business from the clerk's standpoint, and the fact that they had been under the guidance of a good grocer was a valuable asset in more ways than one. They had saved up money sufficient to warrant a venture into business for themselves, and finally they decided to cast their lot in Westmount. This is a suburb of Montreal that can boast of pretty homes, and a large share of wealthy householders.

Judge of the place by the fact that strict building regulations are in force to keep out the house that does not register up to a certain dollar mark. Three years ago it was rapidly growing, and since then new territory has been opened up, and will continue to do so.

It was in this district that Mr. Normandeau and Mr. Durocher selected their store site, and on Sherbrooke St., Montreal's Fifth Avenue. Not only was it a growing place, but there was the other consideration that these young men were personally known to many residents in that neighborhood, whom they had served during their clerkship days.

### Had Some Doubts at First.

The proprietors of the Westmount Grocery Co. commenced business with some misgivings. It was their first business venture, and naturally they wondered what the result would be. The store they rented was a large one, and the shelves were not groaning with goods. There was probably a little too much space, but an increasing business soon remedied that. They opened the

store to the public on Wednesday, and on Saturday night all doubts were dispelled. The cash business for that day alone amounted to \$125, and the other days showed results equally gratifying. If there was any room to spare on the shelves then, that condition was not long in passing. The business has grown to the capacity of the store in three years.

### Quality and Courtesy.

Impressed with the ideas they had learned from those with whom they had been engaged, methods which they realized were essential to success, the two young men determined to carry them into their own business.

The first was quality of goods, and from that idea they have never swerved in the slightest. "The best" rather than "the cheapest" was the motto they felt would appeal to their future customers. The past three years have proved that their decision was a wise one.

Courtesy was another feature they decided not to overlook. They had been courteous as clerks, and it was natural that they should continue to be so. Moreover, the customers whom they used to serve so diligently, naturally heard about their beginning in business, and gave them a share of their patronage.

### Business Came to Them.

Mr. Normandeau and Mr. Durocher had thought of little methods of getting trade, but they found that they did not



They Finally Decided to Pool Their Cash.

need to pursue them. Business progressed favorably without any special efforts. When they opened their store they had no clerks, and their delivery system was composed of a horse and a second-hand buggy, with a boy driver. Now there are two extra clerks, a cashier, and two smart delivery wagons, and this the result of three years' work. They are both quite young men yet, and their example should be an encouragement to other young men who are following the daily routine of clerks.

**NOT A JUNK SHOP.**

**Store Should Resemble Neither Second-Hand Shop Nor a Parlor.**

A store should neither resemble a junk shop or a parlor. One is equally as bad as the other. There is an intermediate condition that merchants should strive to attain.

A store with goods nicely piled on the shelves and the counters nicely polished though bare of goods, and the centre space free from display cases or tables, may present a nice appearance, but it will not sell much goods. Then there is another extreme that is equally as bad. That is the store which presents a jumbled appearance with the counters completely covered with goods and the centre of the store crowded with tables, boxes and goods, so that customers can

hardly find their way about. This is generally accompanied by a plentiful supply of dust; it is impossible to be otherwise, and the result is that customers are driven away.

The merchant should therefore try to arrange his store so that it will not present a crowded appearance nor allow by any chance sales to slip by. Most dealers are beginning to realize the great importance of proper display as a selling power. This does not mean the crowding of the store by trying to show everything at once, but rather more care taken in the arrangement and the frequent changing of the display.

These should not be placed so that customers are prevented thereby from moving freely about the store, nor should the counters be so covered that clerks are hindered in their work. Care should be taken in the selection of places for display as well as in their arrangements. Most stores have out of the way spots which make excellent places for the showing of goods and these should be used to the best advantage.

**VALUE OF CHECKING.**

**Merchant Tells How Leaks Reduced His Profits.**

"There are small leaks in many grocery stores that cut down the profits a great deal," said a local dealer the

other day, "and the merchant will find it greatly to his benefit to be constantly on the outlook for these. While the larger ones attract attention and are immediately attended to, the smaller channels go on unchecked and form a real source of loss.

"A merchant will sometimes unknowingly allow even the larger ones to exist. I have a flour and feed department and found out recently that the profits were being reduced, on account of lack of system. Farmers would come in to the store and order a bag of flour or feed and say they would call around for it. They would drive up to the storehouse and get the flour and the clerk who gave it out, would depend on the person it was ordered from to charge it, while he would think that the other clerk had charged it.

"I found that in this way, a bag would occasionally be given out without charging. When I discovered this I put in force a checking system which made it impossible for this to occur."

**Starch in England.**

In 1564 starch was introduced into England by a Dutch woman, wife of a coachman in the service of the Queen.

**Apple Shipments Less.**

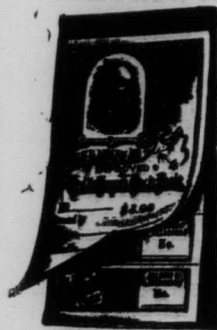
Only 240,740 barrels of apples were shipped from Halifax, N.S., during the past season, as compared with 694,257 the previous season.

**Putting Credit Business on a Cash Basis**

Easiest thing in the world!  
No chance to pick the wrong plan, since there's only ONE way to do it.  
Simply install

**Allison Coupon Books**

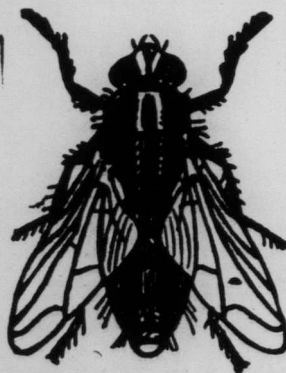
**HERE'S HOW THEY WORK**



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.

**WILSON'S FLY PADS**



Pay Retail Grocers a profit of 66 $\frac{2}{3}$  to 85%  
**Sold by All Wholesale Grocers**

**BY THE CARLOAD**

We have now  
**BANANAS,**  
**TOMATOES,**  
**CABBAGE,**  
and **CELERY**

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

**Lemon Bros.**

Owen Sound, Ontario and Sault Ste. Marie  
Wholesale Fruit, Fish and Produce Commission Merchants, and dealers in Hides, Wool and Raw Furs.

## Pineapples

Are now arriving in fine shape. Prices reasonable.

### RANGES

Are still receiving two cars weekly of Volunteer Brand.

### NAVELS

Stock as usual. Fine Mediterranean Sweets and Valencia case oranges.

Messina Lemons      Tomatoes  
Cucumbers      New Potatoes  
Asparagus, etc.  
Bananas      Grape Fruit  
Can fill your orders with any stock

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH ST      TORONTO  
are Largest Receivers

## It's Hot!

Quench your thirst with

**St. Nicholas Juice**

OR

**Home Guard**

**Kicking and Puck**

The best lemons contain  
the best juice.

**J. J. McCABE**

AGENT

TORONTO, ONT.

## Victoria Day Helps the Fruit Trade

Warmer Weather is Also Responsible for Improvement—Bananas and Lemons are Enjoying Good Trade—Lemons are Stronger—Pineapples are Easier—Strawberries Cheapen Slowly—Some Waste is Being Shown in Shipments—New Tomatoes are Getting Dearer Instead of Cheaper.

A good volume of trade has been experienced by fruit dealers at all centres this week. Victoria Day brought an increase in the demand at the beginning of the week, while the warmer weather is also accountable for the satisfactory amount of business being transacted. New vegetables are following in the footsteps of the fruit trade and the amount being sent out is quite large.

The crop of navel oranges in California is about cleaned up, but Canadian markets still have some supplies which are holding at firm prices for good quality stock. Mediterranean sweets are of good quality and some dealers are giving attention to them. The first of the California Valencias will not make their appearance until about the first week in June.

Larger supplies of strawberries and cheaper pineapples and rhubarb are affecting the orange trade to a certain extent. Shipments of pineapples will be larger for a week or so more and prices will likely be a little lower. Some waste is being shown in the strawberries arriving now on account of the long distance that they have to be transported, most of the present supplies being brought from Carolina.

Lemons and bananas are enjoying a good trade, the weather being favorable for their sale. Lemons are stronger again on account of heavy demand and conditions on the primary market. The visible supply of Sicily lemons according to information from one source is 116,500 boxes, against 202,200 boxes at the same time last year 210,700 boxes in 1909 and 282,600 boxes in 1908.

Vegetable prices fluctuate from day to day, being regulated by supply and demand. As supplies of different new vegetables increase, prices naturally tend to easiness.

### MONTREAL.

Green Fruits.—The past ten days have by the hot weather wave cut deeply into lemon stocks, and local dealers are already up to the \$5 mark for choice goods. It is a question just what this market will do. Pineapples are slightly easier, but strawberries remain unchanged. There is a good demand for all fruits, bananas and grape fruit coming in for a good share.

Apples, bbl. .... 6 00 8 00	Oranges—
Spices ..... 7 00 8 00	Cal. navels ..... 3 75 4 25
Bananas, bunch. 1 80 1 75	Valencia ..... 4 50 5 00
Coconuts, bag. 4 25 4 75	Mexican ..... 2 00 2 25
Grape fruit, Flo. 3 50 4 75	Pineapples—
Lemons ..... 4 00 5 00	Florida, case ... 3 50 4 00
Limes, a box ..... 1 50	Strawberries, N. Carolina ..... 0 18 0 22

Vegetables.—New tomatoes are becoming dearer rather than cheaper. Canadian asparagus has practically supplanted the imported variety.

Asparagus, per basket ..... 1 50 1 75	Onions—
Asparagus, Canadian, basket. 1 50 2 00	Spanish, crate ... 3 00 3 50
Beans, hamper. 3 50 4 50	Egyptian, bag. ... 3 00 3 25
Beets, doz. .... 1 25	Bermuda, crate. ... 3 50
Carrots, doz. .... 1 25	Potatoes, bag. 1 25 1 40
Cabbage, crate. 3 80 4 00	New Bermuda potatoes, bbl 6 50 7 00
Cucumbers, bag. 3 25 3 50	Farsley, crate. .... 2 00
Cukes ..... 2 00	Farsnips, bag. ... 1 00 1 25

Garlic, 2 bunches .... 0 25	Radishes, dozen bunches ..... 0 50
Green Peppers, small basket .... 1 25	Spinach, bbl ..... 1 75
Leeks, doz ..... 1 75 2 00	Tomatoes, crate 4 50 5 00
Lettuce—	Turnips, bag ..... 1 75
Boston lettuce. . 2 75 3 00	

### TORONTO.

Green Fruits.—The fruit business is reported satisfactory this week, Victoria Day having created some extra demand at the beginning of the week. Prices in general are quite firm. Navel oranges are steady at \$3.75 to \$4.00, while Mediterranean Sweets are quoted at \$3.00 to \$3.50. The Sweets arriving are of excellent quality. Pineapples are easier and are bringing \$3 to \$3.25. There are chances for some further slight reduction in prices. Tomatoes are in limited supply, and are bringing \$5 per crate. Under heavier arrivals rhubarb is easier at 25 to 40 cents per dozen. Lemons are stronger again, with a brisk demand which makes it look like a higher market.

Apples, bbl. .... 3 50 8 00	Oranges—
Apples, box .... 1 75 2 50	Med. sweets. .... 3 00 3 50
Bananas ..... 1 00 1 75	Navels, large. ... 3 75 4 00
Coconuts, sack .... 4 75	Navels, small. ... 3 75 4 00
Grape Fruit—	Pineapples crate 3 00 3 25
Florida, per case 4 25 5 00	Strawberries—
Lemons—	Carolina, qt. .... 0 18 0 20
California ..... 3 50	Tomatoes, case of 6 baskets. . 4 50 5 00
Messina ..... 2 50 3 00	Rhubarb, doz. ... 0 25 0 40
Limes, box ..... 1 25	

Vegetables.—Governed by supply and demand, vegetable prices are liable to change from day to day, but as is natural, prices are generally inclined to easiness. Wax beans, cucumbers, onions and new potatoes all exhibit an easier tendency this week. The sale of onions is not large, but general lines of new vegetables are doing fairly well. Carrots are one exception to the easiness, and some dealers are quoting Canadian carrots at a higher figure.

Beets, Louisiana doz. .... 1 25	Boston head lettuce, doz. .... 1 00
Canadian beet, bag ..... 0 60 0 75	Boston head lettuce, hamper. 4 50 5 00
Cabbage, South Carolina. .... 2 25 3 75	Onions—
Carrots, Canadian, bag. .... 0 75	Texas, case. .... 2 25
Carrots, Louisiana, doz. .... 0 75	Egyptian, sack. 2 50 2 75
Cucumbers, hamper. .... 2 75	Potatoes, Ontario, bag. .... 1 00 1 10
Endive, 12 heads .... 1 00	Potatoes, new, bushel. .... 2 25
Wax beans, hamper. .... 2 50 3 00	Sweet, hamper. .... 2 75
Green beans, hamper. .... 2 00 2 50	Farsley, per doz. .... 0 75
Lettuce, Canadian, head. .... 0 20 0 40	Farsnips, bag. . 0 40 0 50
	New turnips, per 11-qt. basket. .... 0 50
	Asparagus—
	Canadian, doz. . . 0 75
	Spinach—
	Hamper. .... 0 75
	Barrel. .... 2 25

### NEW BRUNSWICK AND FRUIT.

Former Trade Commissioner Speaks of Probable Industry.

St. John, N.B., May 25.—E. S. Kirkpatrick, former Canadian trade commissioner, at Havana, and now manager of the Canada West India Co., was in St. John this week and gave it as his opinion that a canning factory established here would be a profitable industry. For

six months in the year, he said, the canneries could draw on the New Brunswick market, while for the other six months, they could look to Cuba.

He made the statement in view of the fact that New Brunswick farmers are going more extensively into fruit growing and also because it is possible to import tropical fruits at a very small cost. Pine apples, Mr. Kirkpatrick said, can be purchased in Cuba for a small sum, and can be brought to this port without duty, and he is convinced that the other countries in the tropics afford a valuable field for trade from Canada, and thinks that this would be a splendid way of opening it up.

Mr. Kirkpatrick said there was a probability of his company, whose objects are the promotion of larger markets through Canadian ports, opening offices both at St. John and Halifax.

The department of agriculture is planning to take charge of five illustration orchards this season in New Brunswick, and indications are that the second annual fruit show in St. John this year will be far better than that of last year.

**GETTING RID OF RATS.**

The following is one effective method of driving rats from a building:—

Sprinkle oil of peppermint generously to every hole and crack around the floors where rats are likely to frequent. It should be applied from garret to cellar. The odor of peppermint will be pretty strong at first, but it possesses the advantage of not being entirely offensive and is certainly the lesser evil of the two.

Mustard scattered in the same way has been found unusually good to rid the house of mice, roaches and other "vermin."

**The Snack Club Outing.**

Toronto, May 25. — The Drummers' Snack Club outing will be held this year at Georgetown, Ont., July 14 and 15. This is a couple of weeks earlier than usual, but these dates are selected so that they would not interfere with the travelers' holidays. A bigger time than ever is anticipated.

**PINEAPPLES**  
FOR  
**PRESERVING**

We are headquarters for Fancy Pineapples. Our quality and price are strictly right. Now is the time to buy. Sizes, 18s, 24s and 30s.

**WHITE & CO., Limited**  
TORONTO and HAMILTON

**SPECIALTIES FOR VICTORIA DAY**

"Golden Orange" brand Navels. Fine flavor and full of juice.

**BANANAS**

Send along your orders for the 24th trade.

**PINEAPPLES**

Extra Fancy—Good Color—all sizes.

**STRAWBERRIES**

Fresh arrivals every day, very Fancy quality.

**HUGH WALKER & SON**

(Established 1861)

GUELPH, ONTARIO



**BUSTER BROWN**

**LEMONADE**

The cool, refreshing drink Remember, Buster Brown Lemons make the finest lemonade. Have a supply always on hand.



FOLLINA BROS., Packers

W. B. STRINGER, Sales Agent



# Fish - Oysters



## Fresh Fish Receipts are More Liberal

Supplies of Fresh Varieties are Heavier — Responsible for Lower Prices on Some Lines—Pickerel are Again in Season—Lobster Season Extended—New Brunswick Reports Good Herring Season—Quality Not as Good as in Past Years — Newfoundland Seal Fisheries.

Prices are generally a little easier this week, and as the season advances the market should show slight reductions. The demand is reported good and the trade on the whole is satisfactory. The supplies of fresh fish are increasing and jobbers are giving a fast service in order to deliver the fish in as fresh a state as possible. Smoked haddies are also in demand. There is still some frozen fish carried in the cold storage concerns.

Nova Scotia reports fresh fish more plentiful, and of good quality. The government has extended the lobster season on the west coast of Nova Scotia for two weeks.

### QUEBEC.

Montreal.—More liberal supplies have been responsible for lower prices for some lines of fresh fish. Dressed haddock, British Columbia Salmon lake trout, haddock, dressed perch and dressed bullheads are all lower this week. The supplies of Gaspé salmon are heavier and a slightly lower quotation is offered. Brook trout are coming in more freely. It is in excellent condition and the price is probably as low as it will be this season. Pickerel are again in season and fresh supplies are coming forward liberally. B. C. salmon is also being received in fairly liberal quantities.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Dressed perch, per lb.....	3 69
Dressed bullheads, per lb.....	0 09
Haddock, per lb.....	0 04
Haddock, fancy shore, per lb.....	0 05 0 05 1/2
Steak cod headless, per lb.....	0 05
FROZEN	
Codfish.....	0 03 0 03 1/2
Haddock.....	0 03
Halibut, per lb.....	0 09
Pike, round, lb.....	0 05
Pike, dressed & headless, cases 150 lbs., per lb.....	0 06
Gras pike.....	0 05
Steak cod.....	0 04
Mackerel.....	0 11 0 12
SALTED AND PICKLED	
Labrador sea trout, bbls.....	12 00
Labrador sea trout, half bbls.....	6 50
No. 1 mackerel, pall.....	2 00
Scotia herrings, No. 2 bbl.....	8 00
Lake trout, half bbl.....	8 00
Choice mackerel half pall.....	2 00
SMOKED	
Loasters, large, per box, 60s.....	1 10
Haddies.....	0 03
Herring, new smoked, per box.....	0 25

Kipperd herring, per half box.....	1 00
New filets, per lb.....	0 10
SHELL FISH	
Shell oysters, bbl., choice.....	12 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 35
Oysters, choice, bulk, Imp. gal.....	1 40
" " bulk, selects.....	1 60
Solid meats—Standards, gal., \$1.75; selects, gal., \$2.	
PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	6 1/2, 7, 9, 10
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 75

### NEW BRUNSWICK.

St. John.—It is said among the fish dealers in St. John that the herring catch this season has been exceptionally good, although the quality of the fish is said to be not as good as in past years. The fishermen of Grand Manan, Charlotte County, who have stations at Baie Verte and Port Elgin are reported as having their smoke-houses full of herring.

Being between the first and second runs, this has been an off week for gaspereaux. Prices have kept a strong average, because of a great demand for bait. Fresh fish still retain their position on the market, but all grades of dried fish have declined in value.

Fresh shad made their first appearance on the local market this week, as well as salmon in fair quantities considering the earliness of the season. Shad sold from 35 to 60 cents each, while salmon brought from 35 to 40 cents per pound.

### ONTARIO.

Toronto.—Trade in fish is not overly brisk, but continues fairly steady, with fresh fish most prominent. The other lines, however, are receiving some attention. No particular change has taken place in prices on the local market, but some lines under increased supplies are inclined to easiness.

FRESH CAUGHT FISH	
Steak cod.....	0 08
Fresh halibut.....	0 10
Perch.....	0 07
Fresh trout.....	0 12
Fresh caught white.....	0 12
Fresh caught herring.....	0 07
Haddock.....	0 06 0 07
FROZEN FISH	
Goldeyes.....	0 05
Pike.....	0 05
Pink sea salmon.....	0 06 0 09
Round red.....	0 09
White fish, winter caught.....	0 09
Yellow pickerel.....	0 08 1/2
Mulletts.....	0 04
Bluefish.....	0 12
SMOKED, BONELESS AND PICKLED FISH	
Acadia 3-lb. bxs per crate.....	5 40
Shredded cod.....	2 25
Cod, Imperial, per lb.....	0 05
Filets, per lb.....	0 12
Haddie, Finnan.....	0 08
Pickled lake herring, 100 lb. kgs.....	2 80
Quail on toast, per lb.....	0 07
Shrimps, per gal.....	1 25

### NOVA SCOTIA.

Halifax, N.S.—Receipts of fresh fish here this week were quite heavy, and all the dealers have good stocks on hand. Lobsters are in better supply locally, and there has been some improvement

in the size. The price, however, holds firm. Fresh herring are reported in abundance at the Magdalen Islands, and several vessels are now there loading cargoes. Salmon are more plentiful, but few are offered here, as better prices can be obtained in Boston and New York.

The quality of the fresh fish now coming on the market is better than for some time. The fish are larger and fatter, and are considered excellent stock. There are no signs of mackerel on the coast yet. All salt fish prices are firm, and the general demand is good. Yarmouth this week shipped 104 casks of codfish to Trinidad, and 300 cases of canned lobsters to Germany.

The lobster fishery on the Cape Breton coast is reported good. Most of the lobsters taken on this coast are canned and the factories are now running on full time. The announcement was made this week that the government had extended the lobster fishing season for two weeks on the west coast of Nova Scotia. Dealers report a good demand for all kinds of smoked fish.

### NEWFOUNDLAND.

St. John's, N.F.—Three hundred and five thousand seals, valued at \$493,000, were secured by the eighteen vessels of the Newfoundland sealing fleet during the season just closed. Last year the fleet reported a catch of 330,000, with a value of \$612,000. This falling off is accounted for in a measure by the loss of the steamer Harlaw, which was crushed in the ice off St. Paul's Island not long after the opening of the season. Unusual ice conditions also tended to reduce the catch. For a time it was feared that the season would have to be delayed because of the ice. The fishermen were finally able to get away on time, leaving port March 13, but were seriously hampered in their work for the first fortnight by the ice.

### HANDLE GOOD BROOMS.

#### Broom Manufacturer Says Quality of Brooms is Improving.

"The quality of brooms being used is gradually improving," said a broom manufacturer recently. "And," he added, "out of orders amounting to 3,800 dozen, 90 per cent. was for the better grades."

This has been brought about by the high prices which were in effect last year. Those brooms which were sold at a low price were necessarily of poor quality and customers were not at all satisfied with them in many cases. They began accordingly to buy the better quality, and now with brooms down about 25 per cent. from last year's prices, they still continue to purchase the better kind.

This improvement in quality is a good thing for both the dealer and the customer. When a dealer sells a cheap broom, he generally gets only a small profit while the customer does not get satisfaction. The handling of the better grade in brooms as in many other articles, which a grocer carries, is a benefit to all concerned.



## Handling the Woman with Small Purse

**Why Montreal Dealer Believes That Cash is Best Policy to Follow in Certain Cases—Dangerous to Venture Beyond Certain Limit—Believes Credit is only a Habit—Able to Buy on Better Basis.**

Different problems are presented to different grocers.

The customers of one member of the trade who is located in a wealthy residential district often consider that certain privileges are due them for some reason or other and the grocer caters to this as much as possible.

Another grocer is in a community where the customers are more representative and still another is doing business with a laboring class entirely.

The methods employed by one grocer would probably not be applicable by another. For instance, the customers with an unlimited purse is a good subject for advanced salesmanship. They are accustomed to dainties and luxuries and are always looking for something new. But, the grocer in the less pretentious district generally remembers that the average weekly envelope, part of the contents of which must pass through his hands, is none too bulky and he realizes that this family and that, can afford a certain amount each week for groceries and beyond the accustomed limit it is rather dangerous to venture.

### Experience of Montrealer.

The experience of J. A. Phaneuf, a Montreal grocer, with three stores to his credit, is interesting. His interest in the grocery business has extended through the past twelve years.

He is an advocate of the cash system especially in a quarter where the people are of the laboring class. This is not because he mistrusts the man who toils for daily sustenance but because the customer of limited means should strive to remain free from debt of any kind.

### Credit a Habit.

Mr. Phaneuf considers the credit system a habit. If some one in poor circumstances asked him for charity in the form of groceries he would doubtless respond to their appeal, but when a customer has money and requires goods, he fails to understand why she should not pay for it when she receives it. That is the general case as he regards it, and in applying it to his customers he endeavors to prove to them why the cash idea is dollars to their own advantage.

### Saves Five Per Cent.

When he opened his third store he learned that the former proprietors had given it a rather bad reputation. There has been failures, it had remained unoccupied and credit was freely given.

One of the first enquiries he received was from one of these former customers. She asked him for credit. Mr. Phaneuf explained his position thus: "Madam, I have found that this system is to your advantage. Following it, I can give you prices that will save you five per cent. on your month's purchases. A bank does not offer you terms as favorable as that."

He pointed out to that customer as he did to others who were at all interested just how he was enabled to offer special advantages by the system he had adopted.

### Outstanding Debts.

Mr. Phaneuf stated that one of the reasons why he adopted a cash system



They Won't Buy Too Much.

in his business was that he observed that many failures seemed to be attributable to "outstanding debts." A proper policy of collections would no doubt have averted many of these, but Mr. Phaneuf was not favorably disposed to the idea especially with people whose weekly allowance was quite limited.

"If you do five or six hundred dollars a week in your business," he said, "do you not feel more secure when you know that all your money is in?"

### No Worry at All.

"There is no worry as to whether you are going to lose any of it, no bills to send out at the end of the month and no squabbles over purchases made week previous and which may be questioned when the time for settlement arrives. You are able to buy on a better basis and if you so desire you offer this advantage to the customer together with the gain you make by eliminating the cost of looking after the accounts, collecting them and those which you may never collect.

"Every grocer does advertising of some kind, and I look upon this as an advertising method which will attract the customer who finds it necessary to make use of little savings.

### Issues Circulars.

"I have been issuing circulars offering special prices. None of those are below cost and on the most of them there is a profit which included with the ordinary sales makes the total appreciable. As I said before, these specials may be included under the expense heading of advertising, if necessary, but they need not be a loss.

"When a customer pays cash there is not the tendency to buy things which were not needed and while the total sales may thus be reduced, the grocer is not running the danger of an account that may not be met on pay day. A limited purse from week to week permits just so much and but little more, and if an account is overrun one week there will likely be a curtailment on the customer's part during the following week to make up the balance.

### Should Not Discriminate.

"A grocer doing a cash business should not discriminate, allowing some credit because their financial standing may be a little stronger. The others are bound to discover this favoritism sooner or later and their resentment will likely show itself in the cutting off of their trade. My own landlord, a few Saturdays ago sent in a nice order over the phone. It was sent out C.O.D., but the delivery man was told at the house "I don't happen to have the cash just now, but I will drop in on Monday." This customer was told that the rule of paying on receipt of goods applied to everybody and my landlord on investigation found that change could be made and the delivery was satisfactory to all parties.

"This idea of 'I'll pay next week' is nothing more than a habit which, perhaps, may work out satisfactorily enough in most cases, but I think that business would be on a much sounder basis if the cash principle were more general. At any rate, I believe it has many advantages with the class of trade I have referred to, but the people have become accustomed to it and will continue to expect it, except, of course, when they choose to visit the large departmental stores whose example seems to be worth emulating."

Tell customers that raisins may be seeded easier if covered with boiling water and allowed to stand about ten minutes.

## Delivery Important in Holding Trade

**Man Who Does a Thriving Business is Man Who Gives The Best Service in All Branches—Story of a Man Who Made Deliveries Only Every Other Day—Customers Did Not Fall in Line—Courtesy.**

Two merchants are situated side by side with both having about equal chances. Both men can buy the same goods and both sell at about the same price. These things being equal, what is to determine which grocer shall do the largest amount of business? We have seen two grocers so situated, but find that one man is doing a thriving trade while the other has a hard time to pay expenses. The solution given by those who have looked into the matter, is that the grocer with the most business was the man who gave the best service to his customers.

Service is the magnet which draws trade in business to-day. Other things being equal, you will find that the people will deal at the store with the best service. Therefore you should have a delivery service as perfect as possible in order to get the best results.

### Every Other Day.

A story comes from an Ontario town where a merchant thought that customers were expecting too much by wanting parcels delivered at all hours and every day. So he decided that delivering every other day should be sufficient, and besides he thought that it would mean a saving. But he soon found that customers did not fall in line with his new idea and that many of his best customers were gradually dropping off, and he was forced to give up the plan. A new family moved into the town just about the time that this merchant started his every-other-day delivery. Living close to his store, the housewife decided she would deal there. She went in on a Monday morning and ordered a supply of groceries. Having waited all day and no groceries appearing, she went to the store to inquire as to the reason, and the grocer bluntly informed her that they did not deliver on Monday. Just at dinner time the next day her groceries arrived, and she had by that time decided she would rather walk a couple of blocks farther and deal at a store where they delivered goods sooner. Even if a grocer has a similar rule in regard to delivery, it would be well to break it in a case like this.

### Shed for Farmers.

Besides good delivery, there are many other services which the grocer may render, which customers appreciate very much. A merchant in a farming community built a shed near his store, so that the farmers might have a place to put their horses when they came to town. This same merchant often lends his horse and rig to customers, if they should wish to bring a trunk to or from the station or for some similar errand. He often has his delivery man assist customers in odd jobs and has been

known himself to spend a half-day in assisting a customer to move.

There is a grocer in a small town who recently gained a customer just by his kindness in offering to send some parcels to her home. She had just pur-

chased some groceries at her regular buying place, but they had not offered to send the parcels up for her, so she started to carry them home, although it was quite a heavy load. Dropping into this other merchant's store to make a small purchase, he at once offered to send all the parcels up for her. She appreciated this kindness on his part, and has since become one of his best customers.

A grocer's business is to a large extent dependable on the quality of service he gives his customers.

## Should Have Information all Prepared

**Knowledge in Advance, Absolutely Necessary to Good Salesman—Ability to Return a Quick Answer Not Sufficient — A Transaction in Tomato Catsup, and Another — The Reason Why—Some Suggestions for Selling Brooms.**

Knowledge of goods prepared in advance is the kind of thing that counts in salesmanship. This information does not consist of an answer or argument brought out on the spur of the moment and which carries no force, but of information about the goods which is correct and which is sufficiently strong to clinch an argument. Of course, ability to give an answer to a customer on the spur of the moment is something to be commended but where possible the arguments should be settled in your mind beforehand.

When any new goods arrive, learn all you can about them, their value and their use. If you get in an article that dearer than a similar line sold by another dealer look into the reason. Find this out beforehand so that when a customer asks you why yours is dearer you will be able to explain the reason satisfactorily.

### Selling Catsup.

The other day in a grocery store, a lady asked for catsup. The clerk presented a bottle with the information that it was worth 15 cents.

Of course the customer came back with the argument: "Why I can buy the same sized bottle at Jones' for 10 cents."

The clerk knew that his firm was not getting a larger profit than any one else for their goods and that there must be a reason for the difference in price. "This must be a better catsup," he said.

This was but a flimsy argument, like that a merchant would give if he were really asking 5 cents too much, and it was not at all convincing.

### Pointed Out Difference.

Another somewhat similar sale was witnessed in another store. This time the bottle of catsup presented was priced at 25 cents and the customer said she could buy the same sized bottle for 20 cents at another store. Of course this clerk, like the other, knew there must be a difference but he did more than say: "It must be better," he pointed out wherein it was worth more.

"Yes," he said, "you can buy catsup for 20 cents, but it is watery, being made from the pulp of the tomato, and it lacks flavor. Now, see how thick this

25 cent article is," and he tipped it sideways showing its thickness. "Only the best solid ripe tomatoes and best spices are used in making this and in it you get the true tomato flavor."

### Talking Brooms.

Then, we have the clerk who will present a broom and when asked the reason why it is dearer than another he will generally say: "I guess it must be heavier than the other." This is no argument at all, because a large number of housewives prefer the lighter broom.

But the real salesman will have the true reason just why that broom costs more than another.

"First you will notice madam that the corn in this broom is much finer than the other. It is all straight corn, is not knotty or bunched. It will therefore last longer. The handle is smoother and is made of lighter wood but contains all the strength of the heavier. That is something that you will appreciate."

### Have Argument Back.

This or perhaps less than this will convince a customer that it is worth more but always have an argument back in case it does not: "You will notice that this broom is a five string and holds the corn in position better than the other which is only four string."

Such ability to give convincing arguments in favor of the goods is something that the clerk who aims at true salesmanship should study, as it will undoubtedly be to his advantage to do so.

## FOR YOUR ADVERTISING.

Groceries. — Here are all the good things that will give new life to lagging appetites. Prices, too, so reasonable as to make the purse laugh.

Flour. — No need to send Sal to cookin' school—get her a sack of our flour. Anyone can bake good things when it is used.

Sausage.—Country-made sausage with real old-fashioned regard for purity—that's the kind we sell.

Butter.—You'll wax enthusiastic over the fine flavor of our butter. Try it once and see.

## Frost Affects the California Dried Fruit Crop

READERS of The Canadian Grocer interested in dried fruits are looking toward the new crops in the hope of finding a solution to the present condition of the market. Generally speaking stocks are extremely light and it now appears that in no case will there be a heavy carry over. In fact the question before the trade is whether both ends will meet. Wholesalers state that their holdings are becoming more and more limited and in some instances their stocks have been exhausted.

Prices as a result have been advanced, some of them being double the figures that represented them this time last year. It is, therefore, necessary that crops be heavy this season if there is to be a resumption of normal quotations. Evaporated apples, apricots and peaches, prunes, raisins and currants, too, are all reduced in supply. Some of them may be considered off the market.

In addition to straightened stocks the new crop are according to reports being ushered in under unfavorable weather conditions. Prices have been too high to suit many of the trade who fear the permanent loss of customers when once they are turned away as consumers.

While it is yet early to consider the question, still there are reasons for viewing the present situation with a certain amount of disquietude.

According to reports recent frosts have wrought havoc with some of the young fruit. Edward Denning, a Montreal representative of Kearley & Tonge, Limited, returned recently from a trip through California where he passed through the famed fruit lands and was enabled to estimate the condition of the crops.

### Apricots a Disappointment.

"The frost has certainly damaged the apricot crop and it is believed that the yield will be no more than half a crop," he said. "When the trees were in blossom they gave promise of a splendid crop but it was when the new fruit was young and small that the severe frost was felt. The fruit had not become sufficiently firm to withstand this attack and from the examination that has been made of the trees, no more than half a crop will be received."

### Prunes Affected.

"The cold weather has also affected prunes quite considerably. It was not easy to determine just what damage had been done but it is appreciable. Peaches and pears seem to have escaped with but slight touches."

As a result of this condition packers refuse to put a price on apricots. High

bids have been received from different countries, Germany being one of them, but so far there has been no response from the west. Practically the same is true of prunes and the position at present is very strong. Mr. Denning felt that from the present outlook a fairly large crop of raisins would be received. The almond crop should also be satisfactory. The citrus crop is large.

In regard to prunes, Mr. Denning stated that much depends upon the French prune crop. If it is heavy, naturally it would be expected to have a weakening effect on the general prune market. The demand for prunes has increased in the United States, in Germany and England and if prices are to be at all reasonable the world's crop must be well up to the average. It is this uncertainty that is attracting special attention just now.

## GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey  
Wax, Sugar, Rum, etc., etc.

KINGSTON, JAMAICA

Highest price paid for

## DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?

# 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.



## The Grocer's Encyclopedia—the Spices

**Something About the Vegetable Condiments That are Employed in Seasoning of Foods—Their Digestive Attributes—Dried Pepper—An Unripe Fruit of Climbing Shrub—Cloves the Unopened Flower Buds of Evergreen Tree—The Others.**

The word "spices" is used as a general term, embracing a number of vegetable condiments, both ground and whole, employed in the seasoning and flavoring of food.

In addition to improving the flavor, in a large number of cases they act as digestives, since in coming into contact with the membranes of the digestive tract they cause an increased secretion of the digestive fluids. Spices have been used in all ages and in nearly all parts of the world. They are chiefly the products of hot climates. To describe some of them:

### Fruit of Climbing Shrub.

Black pepper consists of the dried unripe fruit of a perennial climbing shrub, native in the forests of southern India, and largely cultivated in Java, Sumatra, Borneo, the Philippines, and also in the West Indies, a large proportion coming from the Malabar coast in India. In two or three years pepper cuttings bear spikes of red berries. These are gathered before they are ripe, spread on drying boards, where they become black and shrivelled, the way they are marketed. White pepper has exactly the same origin as black pepper, but the berries are allowed to become nearly ripe. They are then soaked in water, and the outer skin of the fruits removed by rubbing in the hands.

### Buds of Evergreen Tree.

Cloves are the unopened flower buds of an evergreen tree reaching a height of 20 feet or more. Supplies are received chiefly from Zanzibar and Pemba, where the trees flourish, and also from Penang and Amboyna. The clove tree raised from seed begins to bear from the fifth to the seventh year. The picking of the young, unopened flower buds commences in August and continues until November, each tree being picked, on an average, three times a season. The cloves are spread in the sun to dry, the curing occupying about a week. Cloves owe their valuable properties to the presence of a considerable quantity of the volatile oil, oil of cloves.

### Dried Kernels of Seeds.

Nutmegs and mace consist of the dried kernels of the seeds of a tree about 25 feet high, resembling somewhat the orange tree. The round or oval fruits, which closely resemble a small peach in size and shape, are at first green, but turn yellow when ripe. The thick fleshy outer covering becomes dry, and separates into two valves from the apex, exposing the scarlet mace, a membrane covering a thin brown skin, which encloses the true kernel or nutmeg.

Ginger is prepared from the dried roots of a plant of somewhat reedlike habits, found wild in Asia and now cultivated in South America, the West In-

dies, West Africa and the warmer parts of Queensland. Dried ginger is of two kinds, peeled and unpeeled, the latter being merely the cleaned roots dried in the sun. In the preparation of the peeled variety, the cleaned roots are thrown into water and then peeled with a narrow-bladed knife, care being taken to remove only the thinnest possible layer, since the essential oil and resin is just beneath the skin. When dried, it is then ready for export. Preserved ginger is made by placing the roots in earthenware vessels and a strong boiling solution of sugar poured over them. The syrup is drained off after 24 hours and the process repeated for two days.

### An American Product.

Allspice consists of the dried unripe fruits of a tree grown in the West Indies, Mexico and South America, while Jamaica supplies a large quantity. The spice consists of a small, spherical, wrinkled fruit and possesses a fragrant odor, and the name allspice is derived from the fact that the odor is regarded as resembling that of cinnamon, cloves and nutmegs combined.

Cinnamon is the bark of young shoots of a small evergreen tree, native of Ceylon, and which has been introduced into Java, Cape Verde Islands, Brazil, the West Indies and Uganda. Left to itself, it would be a small tree, but it is kept pruned in order to induce the formation of long willowy shoots, from which the bark may be obtained. The fragrance is due to the cinnamon oil in the bark.

### Selling Rhubarb.

The merchant is inclined to give little attention to the rhubarb trade. That might be all right other years, but in this when both canned and dried fruits

are so high in price it should not be so. It is a palatable food, serving the housewife both for pie and sauce and can for some time on, be made a profitable side-line.

**Tell Your Customers That**

**SHAMROCK**

**BIG PLUG**

**SMOKING TOBACCO**

*When out never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist*

**CLAY PIPES**

The best in the world are made by

**McDOUGALLS**

Insist upon this make

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

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**THE ORIGINAL FLY PAPER**

**FOR 25 YEARS THE STANDARD IN QUALITY.**

**ALL OTHERS ARE IMITATIONS**

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**"A Trade Bringer"**

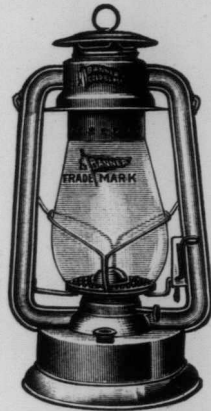
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**"BANNER" 1911**  
Gold Blast Lantern

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

New  
Well!  
  
Solid  
Brass  
Burner!



Hand-  
somest  
Lantern  
Made!

Give  
Your  
Customers  
the  
Best!

Supplied  
with  
Wicks!

For Sale by All Jobbers.

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

**MAPLE SUGAR**

**CHEWING  
TOBACCO**

**Rock City Tobacco Co.**  
Quebec - and - Winnipeg

**Tuckett's**  
**Orinoco**  
**Tobacco**

NO BETTER  
JUST  
A LITTLE MILDER  
THAN



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

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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.

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**FOR SALE**—Department Store in good Alberta town. Stock \$25,000. Yearly turnover \$100,000. Address, Box 1226, Calgary.

**GROCERY, CROCKERY and FRUIT BUSINESS**—Old established business of 35 years in one of the best manufacturing towns in Ontario for sale. Will rent or sell building. Box 386, CANADIAN GROCER, Toronto.

**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.

**BUSINESS-GETTING TYPEWRITTEN LETTERS** and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. 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)

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

**FIRE INSURANCE. INSURE IN THE HARTFORD.** Agencies everywhere in Canada.

**AGENT WANTED.**

**BUYING AGENT WANTED** for the sale of well known make of Coffee Roasters. High commission given. Box 67, CANADIAN GROCER, 88 Fleet Street, London, England.

**MISCELLANEOUS.**

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

**PENS**—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

**HUNDREDS OF TYPEWRITERS** of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

**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** money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

**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.

**PERIODICAL DEPT.**

**THE MACLEAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine. Toronto.

**GROCERY BUSINESS FOR SALE**

In growing Alberta town, three thousand population. Annual turnover sixty thousand. Nicest trade in town, Exceptional opportunity for right man with about three thousand dollars.

Address: Box 384, Canadian Grocer, Toronto

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

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

**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

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MacLean Publishing Co.

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**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  
3-dozen. 12-oz. 1 75  
1-dozen. 12-oz. 3 40  
3-dozen. 2 1/2-lb. 10 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  
4 " 12 " 1 80  
4 " 12 " 1 85  
4 " 16 " 2 25  
4 " 16 " 2 30  
2 1/2-lb. 2 00  
5-lb. 9 60  
12 " 16 " Percent  
1 " 16 " \$6 00  
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  
6-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, \$3 doz.; 1-lb. tins, \$1.25 doz.; 1-lb. tins, 80 doz.

**Borwick's Baking Powder**

**COOK'S FRIEND BAKING POWDER**  
BREAD PANCAKES, PIE CRUST, OTHER PASTRY  
Prepared by CORRECT CHEMICAL PRINCIPLES

Cartoons—Per doz  
No. 1, 1-lb., 4 doz 2 40  
No. 1, 1-lb., 2 doz 2 50  
No. 2, 5-oz., 6 doz 0 85  
No. 2, 5-oz., 3 doz 0 85  
No. 3, 2 1/2-oz., 4 doz 0 45  
No. 10, 12-oz., 4 doz 2 10  
No. 10, 12-oz., 2 doz 2 20  
No. 12, 4-oz., 6 doz 0 70  
No. 12, 4-oz., 3 doz 0 75  
In Tin Boxes—  
No. 13, 1-lb., 2 doz. 3 00  
No. 14, 8-oz., 3 doz. 1 75  
No. 15, 4-oz., 4 doz. 1 10  
No. 16, 2 1/2-lb. 7 25  
No. 17, 5-lb. 14 00

**FOREST CITY BAKING POWDER**  
6 oz. tins. Dozen 0 75  
12 oz. tins. Dozen 1 25  
16 oz. tins. Dozen 1 50

**Cereals**  
**WHITE SWAN SPICES & CEREALS, LTD.**  
White Swan Breakfast Food, 2 doz. in case, per case \$3.00.  
The King's Food, 2 dz. in case, per case \$4.80.  
White Swan Branley Crisps, per doz. \$1.  
White Swan Self-rising Buckwheat Flour, per dozen \$1.  
White Swan Self-rising Pastry Flour, per dozen \$1.  
White Swan Wheat Kernels, per doz. \$1.40.  
White Swan Flaked Rice, per dozen \$1.  
White Swan Flaked Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**  
Aylmer Jams  
Per doz  
strawberry 1 95  
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  
Jellies  
Red currant 2 00  
Black currant 2 15  
Crabapple 1 45  
Plum 1 70  
Grape 1 85  
Orange Jelly 1 55  
Green Fig 2 25

Greengage plum, 1 60  
stoneless. 1 75  
Gooseberry. 1 75  
Lemon. 1 60  
Pineapple. 1 95  
Ginger. 2 25  
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 35c 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 COWAN CO., LIMITED**  
Cocoa—  
Perfection, 1-lb. tins, per doz. \$4 50  
Perfection, 1/2-lb. per doz. 2 40  
Perfection, 1-lb. per doz. 1 30  
Perfection, 10c size, 5-lb. tins per lb. 0 37  
Soluble, bulk, No. 1, per lb. 0 20  
Soluble, bulk, No. 1, per lb. 0 18  
London Pearl, per lb. 0 22  
Special quotations on Cocoa in barrels, kegs, etc.  
Unsweetened Chocolate—  
Supreme, 1/2 and 1/4 cakes, 12-lb. boxes 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 and 1/4, 12-lb. bxs., per lb. 0 50  
Queen's Dessert, 6's, 12-lb. boxes 0 40  
Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 28  
Parisian, 3's 0 30  
Royal Navy, 1/2, 1/4, boxes, per lb. 0 24  
Diamond, 1/2, 1/4, boxes, per lb. 0 25  
Diamond, 1/2, 1/4, boxes, per lb. 0 25  
Icings for cake—  
Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, in 1/2-lb. pkgs., 2 doz. in box, per dozen Confections—  
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, 5-lb. boxes. 0 25  
Nonpareil wafers, No. 1, 5-lb. boxes. 0 30  
Nonpareil wafers, No. 2, 5-lb. boxes. 0 25  
Chocolate ginger, 5-lb. boxes. 0 30  
Milk chocolate, 5c bundles, per box. 1 35  
Milk chocolate, 5c cakes, per box. 1 35

**Agents, O. E. Colson & Son, Montreal.**  
In 1/2 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; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

**MOTT'S DIAMOND CHOCOLATE**  
Elite, 10c. size (for cooking) doz. 0 90  
Mott's breakfast cocoa, 10c size  
" breakfast cocoa, 1/2, 0 38  
" " " " " 0 38  
" No. 1 chocolate, 1/2, 0 32  
" Navy " " " 0 25  
" Vanilla sticks, per gross. 1 00  
" Diamond Chocolate, 1/2, 0 24  
" Plain choice chocolate, liquors. 0 32  
" Sweet Chocolate Coatings. 0 20

**WALTER BAKER & CO., LIMITED.**  
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 25c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6-lb. bxs., 32c. lb.; Vanilla sweet chocolate, 6-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1/2 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 lbs., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

**CANADIAN COCONUT 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 26  
1/2-lb. packages, assorted. 0 27  
1-lb. packages, assorted, in 5-lb. boxes 0 28  
1-lb. packages, assorted, in 5-lb. boxes 0 29  
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 12 0 21 0 17  
Best Shredded. 0 18 0 17  
Special Shred. 0 17 0 16  
Ribbon. 0 17 0 15

Macaroon. 0 17  
Desicated. 0 16  
White Moss in 5 and 10 lb. square tins, 21c.  
**WHITE SWAN SPICES AND CEREALS LTD.**  
White Swan Coconut—  
Featherstrip, pails. 0 15  
Shredded. 0 15  
1-lb. packages, 2-oz., 4-oz., 8-oz., 1-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 Milk five cent size (4 dozen). 2 00 0 50  
Peerless Brand Evaporated Milk family size. 3 50 0 90  
Peerless Brand Evaporated Milk pint size (4 dozen). 4 80 1 20  
Peerless Brand Evaporated Milk hotel size. 3 70 1 85

**REINDEER, LIMITED**  
"Jersey" brand evaporated cream per case (4 dozen). \$3 50  
"Reindeer" brand, per case (4 dozen) 5 00  
"Reindeer" Condensed Coffee, case. 5 00  
"Reindeer" Condensed Cocoa, case. 4 80

**ST. CHARLES CONDENSING COMPANY.**  
Prices:  
St. Charles Milk, family size, per case. \$3 50  
Baby size, per case. 2 00  
Ditto, hotel. 3 75  
Silver Cow Milk. 4 50  
Purity Milk. 4 25  
Good Luck. 4 00

**Coffees**  
**EBY, BLAIN CO. LIMITED.**  
Standard Coffees  
Roasted whole or ground. Packed in damp-proof bags and tins.  
Club House. \$0 32  
Nectar. 0 30  
Empress. 0 28  
Duchess. 0 27  
Crushed Java and Mocha. 0 18  
" " " " " ground. 0 18 1/2

**Package Coffees.**  
Gold Medal, 2 lb. tins, whole or ground 0 30  
" " 1 lb. tins. " " 0 31  
" " 1/2 lb. tins. " " 0 32  
Anchor Brand, 2 lb. tins. " " 0 31  
" " 1 lb. tins. " " 0 32  
German Dandelion, 1 lb. tins, ground 0 25  
" " 1/2 lb. tins. " " 0 28  
English breakfast, 1 lb. tins. " " 0 18  
Grand Prix, 1 and 2 lb. tins. " " 0 30  
Demi-Tasse, 1 and 2 lb. tins. " " 0 30  
Flower Pot, 1 lb. pots. " " 0 22

**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 l'Aromatique—1-lb. amber glass jars, per doz. \$4  
Presentation (with 3 tumblers) \$10 per doz.



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 35 0 50  
Packed in 30s and 50-lb case. Terms—Net 3 days prepaid.

**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 30

**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

**Confections**  
**IMPERIAL PEANUT BUTTER**  
Small, cases dozen. 0 85 dozen  
Medium, cases dozen. 1 80 "  
Large, cases 1 dozen. 2 75 "  
Tumblers, cases 2 dozen. 1 35 "  
25-lb. pails. 0 15 lb.

**Coupon Books—Allison's**  
For sale in Canada by The Eby Blain Co. Ltd.  
Toronto. C. O. Beauchemin & Fils, Montreal.  
\$2, \$3, \$5, \$10, \$15 and \$20.  
All same price one size or assorted.  
**UN-NUMBERED**  
Under 100 books. each 04  
100 books and over. each 04  
500 books to 1000 books. 08  
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  
3 " " " 2 00  
4 " " " 3 00  
5 " " " 3 75  
8 " " " 5 50  
16 " " " 10 00  
32 " " " 18 00  
Discount on application.

**CRESCENT MFG. CO.**  
Mapleine Per doz  
2 oz. bottles (retail at 50c.) 4 50  
4 oz. bottles (retail at 90c.) 6 80  
8 oz. bottles (retail at \$1.50) 12 50  
16 oz. bottles (retail at \$3) 24 00  
Gal. bottles (retail at \$20) 15 00

**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 1/2  
7 wood pails, 6 pails in crate, per lb. 0 07 1/2  
30-lb. wood pails, per lb. 0 07  
Compound Fruit Jellies—  
12-oz. glass jars, 2 doz. in case, per doz. 1 80  
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

most popular  
Because each  
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**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**ALWAYS RIGHT. SUN PASTE**

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

**BLACK JACK**

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL JOBBERS

3/4-lb. tins—3 doz. in case.

**NO KITCHEN COMPLETE WITHOUT**

**KOKOBUT**

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material. Absolutely pure, never becomes rancid and keeps indefinitely. Highly digestible and nutritious. Unrivalled for frying, cooking and pastry. Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

**COCOA-NUT BUTTERS, Limited**  
206 Papineau Avenue, MONTREAL

Durability

Finish

Fast Grinding

Easy Adjustment



These are some which recom-

mend the

**ELGIN NATIONAL COFFEE MILL**

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for 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.

**THE SHINE COMES QUICKLY, GOES SLOWLY**

**2 IN 1**

"Two in One" is the best selling shoe polish on the market, because it is the best polish. Guaranteed free from all adulteration and admixture.

Order to-day.

The **F. F. Dalley Co., Limited**  
Hamilton, Canada. Buffalo, N.Y.

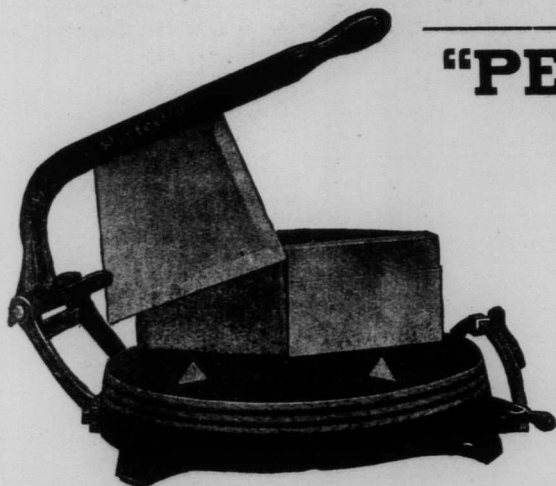




# "PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton  
Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce  
Per doz  
No. 1, 4 doz. in case... 0 50  
No. 2, 2 doz. in case... 0 90  
No. 3, flats, 2 doz in case 1 00  
No. 3, talls, 2 doz in case 1 25  
No. 6, 1 doz. in case... 4 00  
No. 12, 1/2 doz. in case... 6 50



MOODY'S ROYAL BLUE LAUNDRY (Moody's Royal)  
3 Squares, in neat carton... per lb. 0 15  
6 lbs. in a box. 5 boxes in a crate.



Cereals.  
Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.  
Post Toasties—No. T3, \$2.85.  
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

Lard  
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces... \$0 69  
4-bbls... 0 10  
Tubs, 60 lbs 0 10  
20-lb. Pails 2 05  
20-lb. tins.. 1 95  
Cases 31-b 0 10  
" 5-lb.. 0 10  
" 10-lb.. 0 10



F.O.B. Montreal.

LAPORTE, MARTIN & CO., MONTREAL.  
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins	flacons, 40 Fou.	Per case
Extra Fins	100 tins	14 50
Tres Fins	100 "	14 00
Fins	100 "	12 50
Mi-Fins	100 "	11 00
Moyens No. 1	100 "	9 50
Moyens No. 2	100 "	9 00
Moyens No. 3	100 "	8 25

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—	Case—	Case—
12 litres..... 6 50	24 pints..... 6 25	12 quarts..... 5 75
6 gals., 2s..... 23 00	1/2 gal., 20s..... 13 50	2 gals., 6s..... 29 00
1 gal., 10s..... 25 00	1/2 gal., 48s Sq..... 17 00	1/2 gal., 20s..... 26 00

VICHY WATERS.

St. Nicolas, 60 qts.....	7 00
La Neptune, 60 qts.....	6 00
La Capitale, 60 qts.....	5 00
La Sanitas Sparkling, 50 qts.....	8 00
" " 100 pts.....	9 00
" " 100 splits.....	4 00

CASTILLE SOAP

Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" " 12 lbs., 14 lb. bars.....	0 08 1/2 lb.
" " 50 lbs., 1 lb. bars.....	3 50 case
" " 100 lbs., 3/4 oz. bars.....	3 75 case
" La Luna, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 lb.
" " 12 lbs., 14 lb. bars.....	0 08 lb.
" " 50 lbs., 1 lb. bars.....	3 25 case
" " 100 lbs., 3/4 oz. bars.....	1 80 case
" " 100 lbs., 3/4 oz. bars.....	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.....	0 07 1/2
" " 25 lbs., loose.....	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.....	4 75
" " 24 pts.....	5 15
" " 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" " 24 pts.....	4 75
Champagne de Pomme, 12 qts.....	5 00
" " 24 pts.....	5 50
Matts Golden Russett—Sparkling Cider, 12 qts.....	5 00
" " 24 pts.....	5 50
Apple Vinegar, 12 qts.....	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.....	per lb. 0 08
" " 50 lbs., 1 lb.....	" 0 08
" " 100 lbs., 1 lb.....	" 0 08
" " 200 lbs., 1 lb.....	" 0 08
Brl. 240 lbs.....	" 0 07 1/2
Keg 120 lbs.....	" 0 07 1/2



CHLORIDE OF LIME.  
(Moody's Royal)  
Per doz.  
1 lb. Carbonized Fibre packages 0 85  
1/2 lb. Carbonized Fibre packages 0 45



DRUDGE.  
(Moody's Anty) Extra Fine.  
Handy Sifter, top package, doz. 0 85  
100 lb. Kegs... lb. 0 05 1/2  
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.  
No. 10, Fancy tins, tall shape... doz. 0 85  
3 doz. in wood box

HALF TIME SHOE PASTE (Moody's Extra Fine)  
4 doz. in wood box..... per doz. 0 85  
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER Moody's Electric)  
In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)  
Washing Compound—  
Doz.  
Large size, 1 1/2 lbs. 0 90  
Small size, 10 oz. 0 45  
Packed 3 doz. in wood box

Jam Per lb.  
30-lb. wood pails..... 0 06 1/2  
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75



Jelly Powders  
The Dainty Dessert  
Assorted Case, Contains 2 doz. \$1 80  
Lemon (Straight) Contains 2 doz. 1 80  
Orange (Straight) Contains 2 doz. 1 80  
Raspberry (Straight) Contains 2 doz. 1 80  
Strawberry (Straight) Contains 2 doz. 1 80  
Chocolate (Straight) Contains 2 doz. 1 80  
Cherry (Straight) Contains 2 doz. 1 80  
Peach (Straight) Contains 2 doz. 1 80  
Weight 8 lbs. to case. Freight rate, 2d class.  
Assorted case, contains 4 doz. \$3 60



JELL-O ICE CREAM POWDER FOR MAKING ICE CREAM Pays 50% Profit  
Assorted Case, Contains 2 doz. \$2 50  
Chocolate (Straight) Contains 2 doz. 2 50  
Vanilla (Straight) Contains 2 doz. 2 50  
Strawberry (Straight) Contains 2 doz. 2 50  
Lemon (Straight) Contains 2 doz. 2 50  
Unflavored (Straight) Contains 2 doz. 2 50  
Weight 11 lbs. to case. Fr'ght rate, 2d class.



IMPERIAL JELLY DESSERT  
PURE AND DELICIOUS  
TRUE FRUIT FLAVORS  
CARTONS EACH 1 DOZ.  
Assorted flavors—gross 10. 75.  
Mustard  
COLMAN'S OR KEEN'S  
Per doz. Per jar  
D.S.F., 1/2-lb. tins 1 40 F.D., 1/2-lb. tins. 1 45  
" 1-lb. tins 2 50 " Per jar  
" 1-lb. tins 5 00 Durham, 4-lb. jar 0 75  
F.D., 1/2-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 "



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 50  
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 50  
" Purity" licorice, 10 sticks..... 1 45  
" " 100 sticks..... 0 73  
Dulc, large cent sticks, 100 in box.....



Lye (Concentrated).  
GILLET'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... 6 25



# THE CANADIAN GROCER

## Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 30
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Florida soap, per gross	12 00
Straw hat polish, per gross	18 30



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



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



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:  
Less than 5 cases \$5 00  
Five cases or more \$4 95

## Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	\$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 06
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00

Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
30-lb. boxes, 4c higher	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED  
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½

Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
8-lb. toy drums, with drumsticks	
8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½

For charges for inserting quotations in this dept. apply to

Brantford Gloss—  
1 lb. fancy boxes, cases 36 lb. 0 07  
Canadian Electric Starch—  
Boxes of 40 fancy pkgs., per case 3 00



Ocean borax, 48 8-oz. \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

## OCEAN MILLS Montreal

Chinese starch, 48 1-lb., per case \$4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz per case, \$6.75; 5-lb tins 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4.00; Ocean corn starch, 48 1-lb., \$3.60.

## SOUPS

CHATEAU BRAND  
CONCENTRATED SOUPS

Vegetable Mutton Broth  
Mulligatawny Chicken  
Ox Tail Pea  
Scotch Broth Julienne  
Mock Turtle  
Vermicelli Tomato  
Consomme Tomato

No. 1's, 95c. per dozen.  
Individuals, 45c. per dozen  
Packed 4 dozen in a case.



## Soda

DOV BRAND



Case of 1-lb. containing 60 packages per box \$3.00.  
Case of ½-lb. containing 120 packages per box \$3.00.  
Case of 1-lb. and ½-lb. containing 30 1-lb. and 60 ½-lb. packages per box \$3.00.

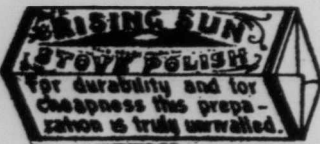
MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb.	2 75
No. 2, " 120 ½-lb.	2 85
No. 3, " 30 1-lb.	2 75
No. 5, " 60 ½-lb.	2 85
No. 5 Magic soda—cases 100—10-oz. pkgs.	2 75
1 case	2 80
5 cases	2 80

## Stove Polish

Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs. \$3 50  
Rising Sun, No. 3 cakes, gross boxes.. 4 50  
No. 5 Sun Paste, 4 gross boxes..... 5 40  
No. 10 Sun Paste, 4 gross boxes..... 9 00



JAMES DOME BLACK LEAD

6a size, gross, \$2.40. 2a size, gross, \$2.50

## Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03½ "
4-barrels, 175 lbs.	0 03½ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 33½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 5½
5 " " 1 " "	2 85
10 " " ½ " "	2 75
20 " " ¼ " "	2 70
(5, 10 and 20 lb. tins have wire handles)	

Beaver Brand Maple Syrup. Case

2 lb. tins, 2 doz. in case	\$3 50
5 " " 1 " "	4 00
10 " " ½ " "	3 95
20 " " ¼ " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

## Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case..... \$5 00  
Cases 4 doz. each ovals, per case..... 5 00

## Cream Tartar.

GILLET'S CREAM TARTAR  
Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case	\$1 00
1-lb. paper pkgs., 4 doz. in case	2 00
4 doz. ½-lb. paper pkgs. } assorted	\$8 00
2 doz. ½-lb. paper pkgs. }	
1-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
5-lb. sq. canisters, 1 doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

## Gum



## Milk.

CANADA FIRST BRAND

The Aymer Condensed Milk Co., Ltd.

Per case

Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evap. Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

## Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz 0 90  
Pint bottles, 3 dozen cases doz. .... 1 75



Per doz  
H.P. Sauce, packed in cases of 3 doz. \$1 90  
H.P. Pickle, packed in cases 2 doz. pts. 3 35  
H.P. Pickle, packed in cases 3 doz ½-pts 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz... 2 25  
Medium, packed in 3-doz. case, per doz.. 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per dozen  
Rep. ½ pints, packed in 6-doz. case... 2 25  
Imp. ½ pints, packed in 4-doz. case... 3 15  
Rep. quarts, packed in 2-doz. case..... 6 50

## Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA,  
LIMITED—EMPIRE BRANCH.

Cheving—Black Watch, 6c.	44
Black Watch, 12c.	45
Bobs, 6c and 12c.	46
Bully, 6c.	44
Currency, 6½c and 12c.	44
Stag, 6 2-6c.	46
Old Fox, 12c.	44
Pay Roll Bars, 7½c.	56
Pay Roll, 7½c.	56
War Horse, 6c.	43

Plug Smoking—Shamrock, 6c., plug or bar. 46  
Rosebud Bars, 6c. .... 46  
Empire, 6c and 12c. .... 46  
Ivy, 7c. .... 56  
Starlight, 7c. .... 56  
Out Smoking—Great West Pencils, 6c. .... 59



## Teas

THE "SALADA" TEA CO.

Wholesale Retail

Brown Label, 1's and ½'s	\$0 25	\$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's and ½'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, 1's	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, 1's	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, 1's	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, 1's	0 40	0 60

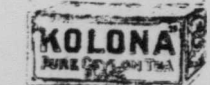


MELAGAMA TEA

MINTO BROS.,  
45 Front St. East

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

Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1 lb. or ½	0 30	0 40
Blue " 1 lb. or ½	0 35	0 50
Yellow " 1 lb. or ½	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c.	\$0 20
Black Label, ½-lb., retail at 25c.	0 21
Blue Label, retail at 30c.	0 24
Green Label, retail at 40c.	0 30
Red Label, retail at 50c.	0 35
Brown Label, retail at 60c.	0 42
Gold Label, retail at 80c.	0 55

## Jelly Powders



WHITE SWAN SPICES AND CEREALS, LTD

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.  
"Shirriff's" (all flavors), per doz ....  
Discounts on application.

## Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	\$1 15
Gillet's Cream Yeast, 3 doz. in box.	1 15

Advt. Manager, The Canadian Grocer, at our nearest office.

# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

plug or bar. 46  
..... 48  
..... 54  
..... 58  
..... 64  
..... 69

Teas  
THE "SALADA"  
TEA CO.  
Wholesale Retail  
\$0 25 \$0 30  
0 27 0 35  
0 30 0 40  
0 36 0 50  
0 44 0 60  
0 55 0 80



0 21 0 26  
0 23 0 30  
0 20 0 25  
0 28 0 40  
0 30 0 40  
0 35 0 50  
0 40 0 60  
0 40 0 60

ELAGAMA TEA  
MINTO BROS.,  
Front St. East

Tea pack in 60 and  
10 lb. cases. All  
delivered prices.

Wholesale Retail  
0 25 0 30  
0 27 0 35  
0 30 0 40  
0 35 0 50  
0 40 0 60  
0 55 0 80  
0 70 1 00

Deylon Tea, in  
and 1/2-lb. lead  
packages - black  
mixed.

..... \$0 20  
..... 0 21  
..... 0 24  
..... 0 30  
..... 0 35  
..... 0 42  
..... 0 55

SWAN SPICE  
CEREALS, LTD  
Swan, 15  
1 doz. in  
counter  
per doz., 90c.



Prices.  
..... \$1 15  
..... 1 15  
..... 1 15



## SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

**Snap Co., Limited, MONTREAL, Canada**

Brunner, Mond & Co.'s

# WASHING SODA

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

## Concentrated Sal Soda

Casks, 500 lbs.

**Winn & Holland**  
Montreal

SOLE AGENTS FOR CANADA

### FREQUENCY OF RAILING

Every twelve days a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK



## OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, Ed. and its Cousins.

(WELLINGTON)

## KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of Emery, Black Lead, Emery, Glass and Flint Globes and Papers, etc.

Wellington Works, London, England

## Queen City Water

### White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE

■ ■ ■ ■ ■  
■ **Your Salt!** ■

■ Order it early,  
■ delays, unfore-  
■ seen, may come,  
■ and it costs  
■ nothing to be  
■ beforehand.

■ **VERRET, STEWART & CO.** ■

LIMITED

■ SALT SELLERS ■

■ MONTREAL ■

■ ■ ■ ■ ■

**Your Customers**

look to you for ideas for des-  
sert, especially when apples  
are scarce.

Have you suggested pies  
made from

**WETHEY'S  
MINCE MEAT?**

(IN SANITARY CARTONS)

You have them. If not, get  
some quickly from your job-  
ber and PUSH IT, IT WILL  
PAY YOU.

**J. H. Wethey, Limited**  
ST. CATHARINES, - ONTARIO

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**Kept a Copy of His Trade Paper Before  
Him for 14 Years     :     :     :     :**

One of The Canadian Grocer's readers in Prescott, Ont.,  
paid a splendid tribute last week to The Canadian  
Grocer.

He showed our representative a copy of this paper  
dated April 23, 1897 which he had kept on his counter  
continually for the 14 years.

It contained exclusive information he has had occasion  
to refer to many times since.

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