

CANADIAN GROCER

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No. 7



"GOOD WILL"

JUST ANOTHER NAME FOR SATISFIED CUSTOMERS

Your biggest asset is "satisfied customers."

But you can never have many satisfied customers until you eliminate the petty mistakes which constantly occur in your store.

You can stop these mistakes, increase your profits, satisfy your customers, increase your good will with a

NATIONAL CASH REGISTER

People like to deal in stores where the National Cash Register is used. It gives an air of prosperity, stands for system, order, correct accounting, progressiveness, and is evidence of the desire to give a square deal to everybody concerned in every transaction.

Do as the most successful merchants in Canada are doing—bring your store system up to date—put a printed receipt in every parcel. It costs you nothing to investigate and learn. A National Cash Register is paid for out of the money it saves you.

*Write to-day for Free booklets and information about
the National Cash Register which suits your business.*

The National Cash Register Co.

Canadian Factory
TORONTO

F. E. Mutton, Manager for Canada
285 Yonge Street, Toronto

MacLAREN'S IMPERIAL PRODUCTS



NOTHING BETTER



NOTHING BETTER



NOTHING BETTER



NOTHING BETTER



NOTHING BETTER



NOTHING BETTER



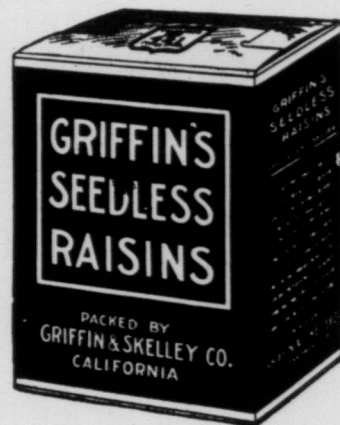
NOTHING BETTER

NOTHING BETTER

By
Gri

THE CANADIAN GROCER

By Sheer Force of Quality
Griffin's Seedless Raisins Lead!



Griffin's Seedless Raisins all over Canada have been for years the leaders. Every locality has endorsed them as the best, and in the raisin world that distinct and individual production, Griffin's Seedless Raisins, easily takes first place.

Free from dirt as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, the standard of quality everywhere.

ARTHUR P. TIPPET & CO.

AGENTS

MONTREAL

TORONTO

THE CANADIAN GROCER

PERRIN'S

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

Regular Lines put up in

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



DAIRY

CREAM

SODAS

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

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

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



Whenever you offer GOLD DUST to a customer you're going to make an easy sale, due to our extensive, persistent advertising that says to women everywhere: "LET THE GOLD DUST TWINS DO YOUR WORK."

Once a woman tries GOLD DUST she keeps on using it because of its wonderful cleansing power; once a grocer makes a special effort to push it he keeps on because he finds the sales come so easy.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



**Makes
Your
Customers
Satisfied**

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

Sales Offices and Agencies:—

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

The Parker Broom

shows the dealer a good profit, and gives the user a good BROOM.

We are represented in
Winnipeg, Saskatoon,
Edmonton, Regina and
Calgary, by Messrs.
Nicholson & Bain.

Toronto—
The Lind Brokerage
Co.

Vancouver—
Kirkland & Rose.

We are after the Particu-
lar-Grocer, everywhere
in Canada, who wants
high-class BROOMS and
WHISKS.

The Parker Broom Co.
Ottawa, Ontario



Your Profit Depends

on the name and fame of the goods you handle. Inferior products never get a name and only make unsaleable stock for the grocer. Brand & Co.'s products have long been on the market—the fame for deliciousness of taste has spread world-wide and the retailer is sure of profitable and steady sales when he handles this line.

BRAND'S India or Mango Chutney

is right in keeping with all Brand's table delicacies and is sure to please the tastes of your more fastidious customers.

BRAND'S AI and Worcestershire Sauces

always leave a lasting favorable impression by reason of the pleasant taste they add to any meat foods.

Get Your Spring Orders in Now

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR - - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL,
MCLEOD & CLARKSON, VANCOUVER





Do you know that many of your customers are being

HELD UP

by the high cost of potatoes and that Baked Beans have become the popular substitute? Beans baked as are the SIMCOE BRAND BAKED BEANS contain as much nutriment in one tin as is contained in a pound of beefsteak. Notwithstanding that beans have advanced in price along with the many other lines of foods, Simcoe Brand Baked Beans still remain the same. Call to the attention of your customers that we are the originators of the 3's Family Size — THE CAN THAT CONTAINS MORE BEANS AT THE LOWER PRICE.

*Write for our new Simcoe
"Hanger."*

Dominion Cannery, Limited
Hamilton, Canada

RICHARDS & BROWN

WINNIPEG

YOU KNOW

THAT immigrant officers claim that there will be a larger influx to Western Canada than ever before.

THAT the people of Western Canada depend on the grocer for supplies.

THAT the dealer depends on the **manufacturer** for his supplies.

THAT there is an enormous demand continually for Grocery and Confectionery stocks.

THAT if you do not ship goods to the west someone else will beat you out.

THAT you are losing money by your present attitude.

THEN WHY

DON'T you try to land some business in the big Western Country?

DON'T you start now and watch your business grow?

DON'T you write us and tell us about your line and enquire about our facilities for handling it?

RIGHT NOW WRITE NOW

IT WILL PAY YOU TO KNOW US.
WE GUARANTEE YOU SUPERIOR SERVICE.

EXCELLENT TRAVELLING STAFF. NEW MODERN WAREHOUSE

RICHARDS & BROWN

WHOLESALE GROCERS and COMMISSION MERCHANTS.

WINNIPEG, CANADA



SANITARY CANS

FOR

"Winter Pack"

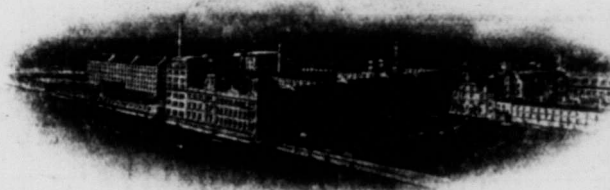
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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

21 Royal
Appointments



32 Prize
Medals

PEEK, FREAN'S BISCUITS



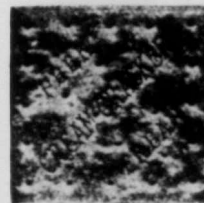
PAT-A-CAKE



BILLIKEN



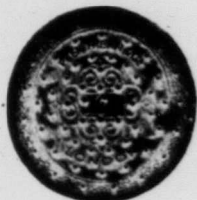
GOLDEN PUFF



CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

The W. H. Malkin Co, Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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

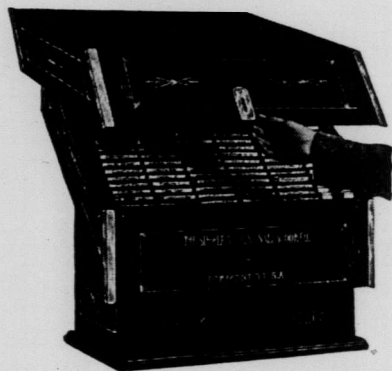
**HIGH-GRADE
CONFECTIONERY**

We manufacture Confectionery in enormous quantities and are thus enabled to supply at a **REASONABLE PRICE**, consistent with the **HIGH QUALITY** which is always maintained.

We have an extensive variety and invite enquiries through our sole Canadian Distributors:

The Manufacturers' Agency Co.
Halifax, N.S., C. E. Creighton, Bedford Chambers
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Building

E. & T. PINK, London, Eng.



Easy to operate.

**Better Be Safe
Than Sorry**

Less than a year ago a young fellow walked into one of our offices and announced that he was about to engage in the grocery business and that he wanted to purchase some sales books. Our salesman requested permission to demonstrate the Keith Account System, the use of which would shorten his work of keeping customers' accounts, eliminating the possibility of mixing or losing charges and give him full protection against loss by fire. He replied that he could not afford to purchase such a system at the outset, as his capital was small and was needed to properly develop his business, although the benefit of the system was apparent. After

explaining to him, however, how he could pay for the system with the money it would save him, he gave us his order and a Keith Account System was installed in his store.

One night several months later, his store was discovered on fire and before it could be extinguished his stock of goods was completely destroyed, and his customers' accounts in the Keith Account System were all that were saved. As his whole capital was invested in stock, it was only by saving his accounts that he was able to resume business. (Name and address on request.)

THE KEITH ACCOUNT SYSTEM

ONE WRITING : SELF INDEXING : FIRE PROOF

Do you, as this merchant did, feel that you can't afford to buy The Keith Account System? Would your accounts be saved if your store burned to-night? Ask yourself these questions, then obey that impulse to write us and tell you how the Keith Account System will pay for itself with the money it saves. You won't obligate yourself.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Patentees and Sole Manufacturers. DEPARTMENT C, FREMONT, OHIO.
All Styles Duplicate Sales Books.

Victor Archambault, 28 Bridge St. Sherbrooke, Que., Representative for Quebec and Maritime Provinces. Sydney McKeever, Box 167, Brockville, Ont.



Quick reference.

WHITE SWAN YEAST CAKES



The success of "White Swan" Yeast cakes is not a mere happen-so. For two years the organization necessary to do the work precisely right has been evolving and we are ready now with absolute security of quality and satisfaction. There need to be no question on that score. Our facilities are very complete and we are full of endeavor to do our best.

The "White Swan" policy is to offer only high grade goods and to surround the selling with every possible courtesy. You can judge us by Yeast Cakes as well as anything.

ORDER FROM YOUR WHOLESALE GROCER
OR WRITE

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS

American Cans

IN SELECTING your FRUIT and VEGETABLE Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

MONTREAL, QUE.

HAMILTON, ONT.

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents:

ALEX. TYTLER..... Temple Building, London, Ont.
J. A. CROOKS..... Bedford, Halifax, N.S.
KIRKLAND & ROSE..... 312 Water Street, Vancouver, B.C.
G. C. WARREN..... Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland



She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

The Canadian Salt Co.,

LIMITED

WINDSOR

ONTARIO

IF the
guis
fees it

“M

are not on
your Tea

The
means the

MI

Auto Deliv

Service is or
termines a r
the most im
and more bu
in favor of
brings them
cheaper than

T
has been de
a large reser
bulk and up
The des
to a nomina
ants for its s

Mena

IF there is one thing more than another that distinguishes "Melagama" Brand from other Teas and Coffees it is its good old-fashioned quality.

"MELAGAMA" TEA and COFFEE

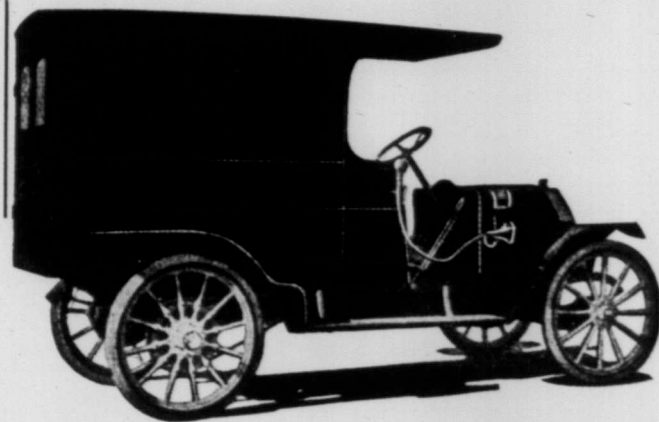
are not only economical to use but they give such satisfaction that you can increase your Tea and Coffee business wonderfully by making "MELAGAMA" your leader.

The fact that our January 1912 business was double that of January 1911, means that our goods have merit. Get busy. Enquire about "MELAGAMA."

MINTO BROS., TORONTO

Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.



The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

Candied and Drained PEELS

The kind that keeps its rich,
juicy flavor after cooking.

We make one quality only--
THE VERY BEST.

Samples and prices from:

Maritime Provinces, Quebec, Manitoba,
Saskatchewan and Alberta, W. H.
Dunn, 396 St. Paul Street, Montreal;
Toronto, Lind Brokerage Co., 73 Front
St. East; Ottawa, E. M. Lerner & Sons,
11 York St.; British Columbia and
Yukon, Kirkland & Rose, 312 Water
St., Vancouver.

John Gray & Co., Ltd.
Glasgow

The MILL Which Pleases Particular People

Should be the one
which is at all
times ready to do
its work silently
and perfectly, and
one in which the
highly perfected
mechanism is free
to render its ser-
vice year in and
year out with the
minimum of atten-
tion and expense.

Such a mill is en-
tirely the result of
an extended
experience in the
building of
high-grade mills.



COLES MFG. CO., Philadelphia, Pa.

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

THE SAPHO LINES LEAD TO SUCCESS

and make good cogs for your business wheels. Here are some of them, profit makers and satisfaction producers:



"Sapho"
Liquid Bluing

The housewife
wants this line.
The cloth bag
will soon be a
"dead head."
The attractive
bottles show
up well on the
shelves.

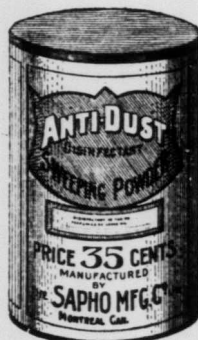
Ask Us. Tell
Your Customers.



"Sapho"
Household
Ammonia

Put up in such
a form that the
housewife can
always keep it
in good condi-
tion. No loss to
her and a gain
to you.

We'll tell you all.
You tell
the housewife.



"Sapho"
Anti-Dust

A disinfectant
with a good rep-
utation. The
"bane" of other
manufacturers.
Going strongly.
Keeps the house
clean and sweet.

Write about
Anti-Dust.
Worth while.



**"Sapho" "Mine
Grasse"
Stove Polish**

This is the polish
which we calculated
would take the shine
off the others. It has
done so. Once used
becomes a regular
friend.

Just drop a card.
Full particulars
later.

The Sapho Mfg. Co.
Genuine Specialties - Montreal

FARROW'S 'A-1' MUSTARD

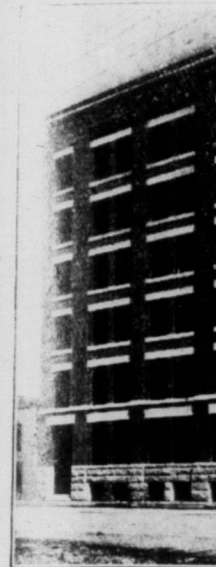
THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. 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:—

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

TEES



WINNIPEG W



SASKATOON V



CALGARY W.

TEES & PERSSE LIMITED

ESTABLISHED 1884

**Manufacturers' Agents
and Warehousemen**

PORT ARTHUR	FORT WILLIAM
WINNIPEG	REGINA
SASKATOON	MOOSE JAW
CALGARY	EDMONTON

Resident Salesmen calling on
EVERY jobber
EVERY day

Agencies and Consignments
Solicited.

Solid Brick and Stone Ware-
houses of approved Mill Con-
struction, located on private
spurs, low insurance rates.

Handling and storage facilities
the very best.

**Flats to rent in our new
Moose Jaw and Saskatoon
Warehouses.**

TEES & PERSEE LIMITED

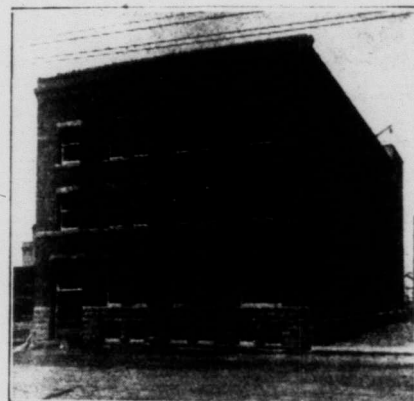
WINNIPEG	PORT ARTHUR	FORT WILLIAM
REGINA	SASKATOON	MOOSE JAW

TEES & PERSEE of ALBERTA, Limited
CALGARY EDMONTON.

**"From the Great Lakes to
the Rockies."**



WINNIPEG WAREHOUSE



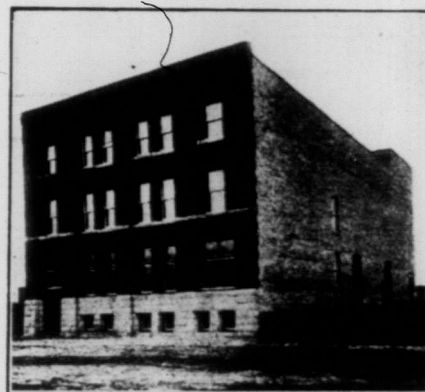
SASKATOON WAREHOUSE



CALGARY WAREHOUSE



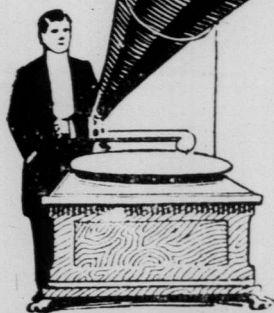
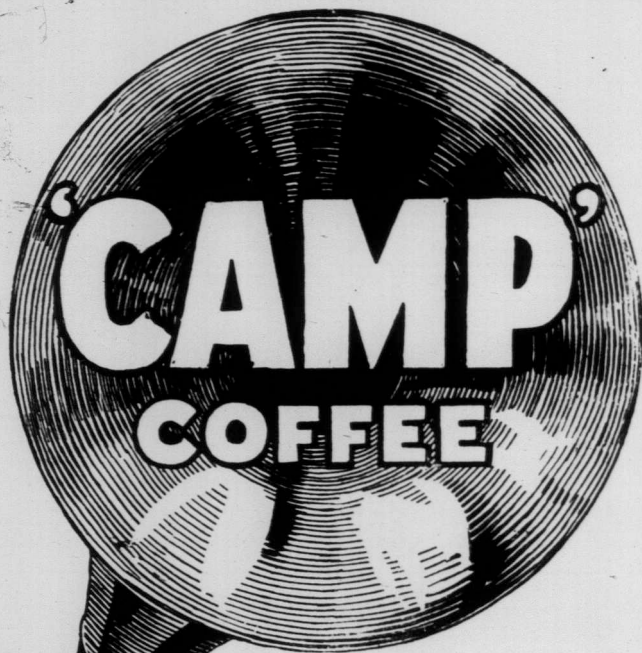
REGINA WAREHOUSE



MOOSE JAW WAREHOUSE



EDMONTON WAREHOUSE




A RECORD Success

'CAMP' COFFEE produces a chorus of praise from all who try it, and to try it once is to buy it always.

Recommend 'Camp' to your Customers.
All Wholesalers stock it.

R. Paterson & Sons, Coffee Specialists, Glasgow

By Royal  Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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



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.

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

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333
Cristine Building, MONTREAL

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

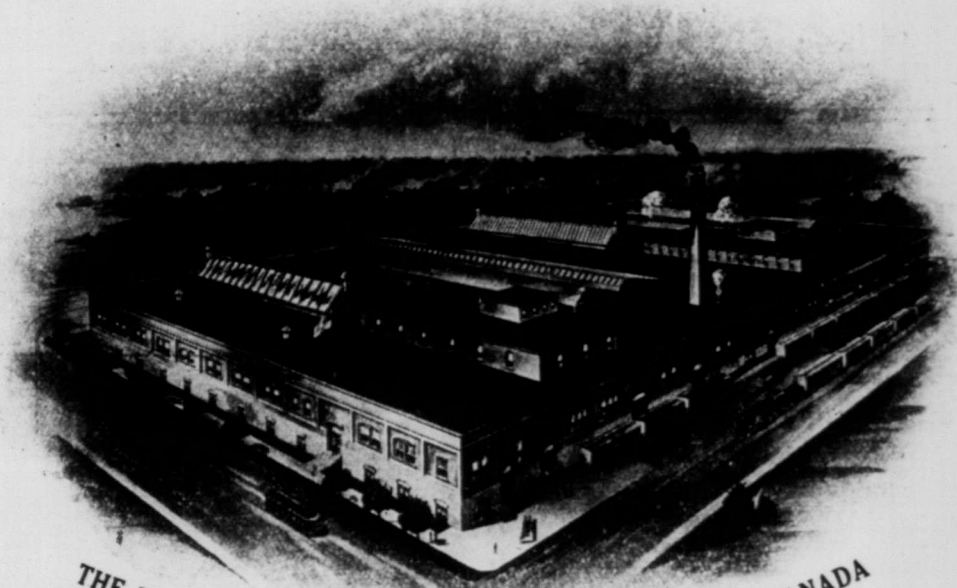
and all West Indian Produce

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

The Home of Wagstaffe's MARMALADES



THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA



THE NAME that is indelibly impressed upon the minds of the people of your locality as positively the best and purest there is in jams, jellies and marmalades.

Preserved fruits of the Wagstaffe quality are the lines for you to handle if you want to best serve the customers' interests. They will give satisfaction, there is no doubt; and will command repeats through the favorable impression their quality has performed.

The accompanying illustration represents the present home of Wagstaffe's—the most up-to-date Fruit Preserving Plant in Canada. The walls in processing rooms are constructed of white enamelled bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure.

THE PROFIT ALSO MAKES IT WORTH YOUR
WHILE TO HANDLE WAGSTAFFE'S.

Wagstaffe, Limited

Hamilton, Canada

Tartan
BRAND

THE SIGN OF PURITY

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

'PHONES 3595, 3596, 3597 3598, 748, 462

Stocktaking Bargains

Our travellers have special list of bargains for you.

It will pay you handsomely to have a look.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

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

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

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

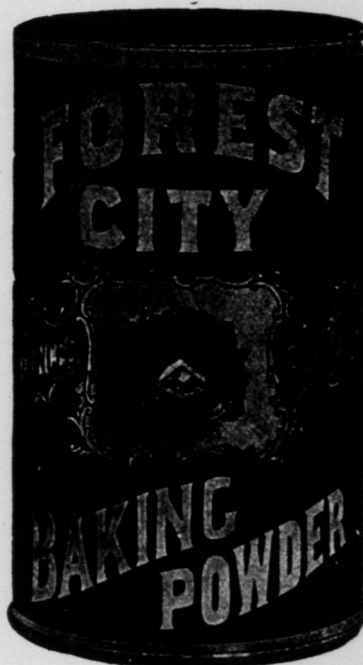
Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

**SHE COMES BACK
FOR MORE**



When the housewife needs more Baking Powder she is sure to be back for **FOREST CITY** after you have once sold her this high quality line.

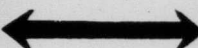
**FOREST CITY
BAKING POWDER**

stands both Government and Kitchen test and has long been recognized as the standard of purity—the line you can honestly recommend.

You can make no mistake by offering this brand.

**Sorman, Eckert
& Co., Limited**
LONDON, ONT.
Winnipeg, Man.

**BIG
SALES**



**BIG
PROFIT**

For every grocer who is handling

**BJELLAND'S
Smoked Herrings in Bouillon**

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents

Produced on
The St. L



est

hel
are
qu

sur
wh

ABB

BROCK

JAM

THE I
STOVE
YOU CA

THE CANADIAN GROCER

PURE CANE SUGAR

can always be had by simply asking for

St. Lawrence Sugar

The Standard of Quality.

Produced only from British Grown Cane Raws. Try our Celebrated Golden Yellows.
The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec



High Grade Biscuits

These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handle these splendid lines.

ABBOTT, GRANT & CO.

LIMITED

BROCKVILLE ONTARIO

TIP

your customers by pointing out to them the excellence of the tips of

DOMINION MATCHES

They are silent lighters, do not sputter or spark, which would endanger inflammables.

The only safe match, having never been matched.

DOMINION MATCH CO., LIMITED DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.



JAMES

THE BEST
STOVE POLISH
YOU CAN BUY

DOME

BLACK

LEAD

SELLS EASILY

PAYS WELL

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

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

JAPAN



'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.

LIMITED

MONTREAL

TORONTO

BOOKING ORDERS

For our famous

"GLOBE"



GLOBE

MACARONI and VERMICELLI

Made from hard wheat without maize or rice flour, and is absolutely pure. The season is now opening for the sale of these goods. Get your share of a good profit.

D. SPINELLI & CO.

REGISTERED

MONTREAL,

QUEBEC



The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands. Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada
BUFFALO, N.Y.

CLARK'S Pork and Beans



Are the Pork and
Beans People Buy

CLARK'S PORK AND BEANS

have that natural nutty flavor which
makes them so appetizing.

CLARK'S PORK AND BEANS

are packed in the most up-to-date
plant in Canada, and only selected
hand-picked beans are used.

Make a point of getting your order in
for early spring delivery without delay.

CLARK'S PORK AND BEANS

Tomato Sauce

6 Sizes

Chili Sauce

3 Sizes

Plain Sauce

6 Sizes



W. CLARK, - MONTREAL

Manufacturer of the celebrated

MINCEMEAT in the CAN THAT'S ADVERTISED

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.

WESTERN PROVINCES

THE W.H. ESCOTT CO.

Wholesale
Grocery Brokers
137 BANNATYNE AVENUE WINNIPEG
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

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.
270 Chambers of Commerce. P.O. Box 1812

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

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our posi-
tion is your opportunity.
SASKATOON, - WESTERN CANADA

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

DISTRIBUTORS, LIMITED

P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Mer-
chants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents
Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND
MANUFACTURERS'
REPRESENTATIVES
Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co. Limited

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

When Wanting
Canned Vegetables or Fruit
Wire or Write
LIND BROKERAGE CO.
73 Front St. East - TORONTO

MONTREAL

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

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equip-
ped to act as agents for British, American
and Canadian grocery lines. WRITE US.

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty
lines

H. R. SILVER, LTD.

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

J. A. TILTON

WHOLESALE GROCERY BROKER
ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

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

NEWFOUNDLAND

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

MANUFACT
BROKER

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O. E. Ro
Manufacturers
Evapora
Ingersoll,
EST/

SUCHA
This is the seas
COCOA. From
demand daily. It
guarantee Sucha
makes. Delicious
FRANK L. BEN

WINDS
CAR LOTS OR L
Write us for pric
TORONTO
TORONTO ONT.

MoDO
Insist up
D. McDOUGALL &
CLAY

Queen C
Whi
GIVES PI

The most econo
ever sol

FOR SALE

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**
(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
Jam Manufacturers and Confectioners' Sundriesmen.
Specialty:—Fruit Pulp of all Kinds.
Correspondence Invited.

**BRITISH COLUMBIA
McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA

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

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

McDOUGALL

Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

**Queen City Water
White Oil**
GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

**HOUSEWIVES'
FAVORITE**



**WHITE DOVE
Cocoanut**

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

W. P. Downey
MONTREAL, QUE.

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

**Irish Grocer, Drug, Provision
and General Trades' Journal**
10 Garfield Chambers, Belfast, Ireland

**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

When writing to advertisers, kindly mention this paper.

The Herald of PROFITS
in Business Done on Credit

ALLISON COUPON BOOKS

Credit business is convenient, desirable, easy to hold---and PROFITABLE---when you get the money.

And experience---the experience of thousands of men like you---has demonstrated that ALLISON COUPON BOOKS do make the credit end of the business SAFE.

HERE'S HOW THEY WORK:—



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

For sale by jobbers everywhere.

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

The Condensed Ad. in this Paper will bring good results

VEROX FLUID BEEF.
ALL BEEF & ALL BRITISH!

Prepared from the finest British beef by a firm with 46 years' experience in making beef extracts.

"VEROX" is highly concentrated and much stronger than most beef extracts—and more economical in use. It is an ideal strengthening food and is used extensively for invalids and growing children.

"VEROX" is also made in tablets, one of which is sufficient to make a large cupful of stimulating, healthful beef food. The "VEROX" tablets have a delicious flavor of fresh garden vegetables. A good profit is assured the grocer who sells "VEROX" goods. Send for prices and sample.

WHOLESALE AGENTS WANTED FOR TORONTO, MONTREAL AND WINNIPEG.

Tooth's Extract of Meat Co. Est. 1865

12 Duke St., London, S.E., England

TEA LEAD

(Best Inocorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

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



Outside Appearance

adds prestige to your store in the eyes of your trade.

An awning affords protection from the sun and excessive light to the interior thus allowing your stock to retain its new appearance—a point that will always make it saleable, and incidentally add to your profits.

Ask us for quotations

Raymond Bros. - London, Ont.



McLEAN

—THAT'S THE NAME—

When your customers ask for coconut, hand them the

White Moss Package

You can't give them anything better or anything "just as good."

The Canadian Coconut Co. - Montreal

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBERS**

½-lb tins—
3 doz. in case.

THE SALT EVERYBODY WANTS
IT'S THE BEST,

"Ontario People's Salt"

For prices, etc., address

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



CONFECTIONERY BOOMING

We can supply you with the purest of candy at the lowest price and want you to get in touch with us.

BARRATT'S CANDY

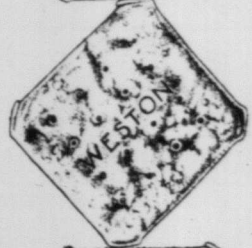
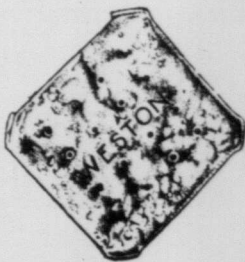
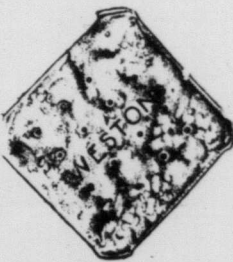
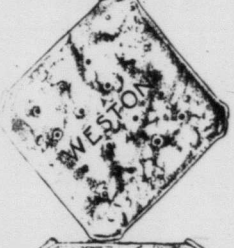
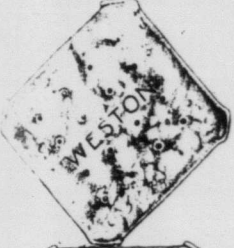
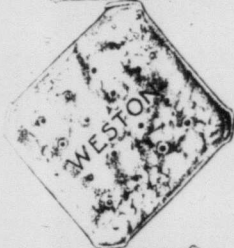
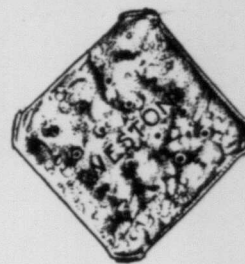
is famous for its purity.

PENNY LINES BULK GOODS NOVELTIES

Stocks carried. Write for samples of special selling lines in Canada.

AGENTS:

BRITISH CANADIAN MANUFACTURERS' AGENCY
114 St. Nicholas Building, Montreal



WESTON'S Soda Biscuits have the distinction of being the largest 5c. package of biscuits put up in Canada. They are especially known for their appearance and positive quality—only the best ingredients being used in their manufacture. The public know a good thing and little effort is needed to create a big demand.

WESTON'S SODA BISCUITS

are packed in 24's and 48's, with 24 biscuits to the package.

You should write for sample package, which will be gladly sent on request. We are confident you will be delighted.

GEORGE WESTON, Limited
TORONTO

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS'
DESICCATED
SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retail at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg

If You Have Any Doubt

About any class of goods, the best way of satisfying yourself as to whether they are worth stocking or not, is to get a sample free and give it a trial. If it pleases you it will please your customers.

"GOLDEN RAY"
CLEANER

is a line which every housewife in Canada will want sooner or later, and you may as well satisfy yourself on its merits as not.

An Effective Hand Cleaner

as well as a sure remover of stains from any fabric. Cleans canvas shoes, etc., with wonderful results.

WRITE FOR SAMPLE

WAITE & FULLER, 143 McGill St., Montreal



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**
SOLE PACKERS
Halifax, - N.S.

SWEETHEART BRAND

Baking Powder and D. S. F. Mustard

6, 12, 16 oz.

4 1/2 oz. Tin

Two Staple Lines Good Sellers QUALITY Guaranteed Satisfaction Assured

Are you handling our Jelly Powder?

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO



Trade Mark of Quality

KO
T

Mr. Grocer

A little us will make you cooking butter. do it. KO-KO more satisfact thank you for

KO

is 100% pure. antee of quali

We adver name advertis

Dominion



KO-KO-BUT TALK NO. 7

Mr. Grocer!

A little use of salesmanship, a little educational work, will make your customers give KO-KO-BUT, the perfect cooking butter, a trial and you will never regret the day you do it. KO-KO-BUT is bound to please. It makes cooking more satisfactory in every respect. Your customers will thank you for introducing it.

KO-KO-BUT

is 100% pure. Can you want anything with a better guarantee of quality?

We advertise FREE for retailers. Do you want your name advertised in your locality?

Dominion Coconut Butters Limited
Montreal

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
British Columbia and Yukon
KELLY, DOJGLAS & CO., Ltd., Water St. VANCOUVER

ALL WE SAY WE MEAN

And what is more, you can do the same when you tell your customers of our high quality jams. Try a can on your own table—we know that you will then bespeak the praises of



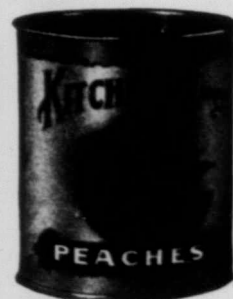
Kitchener Brand Jams

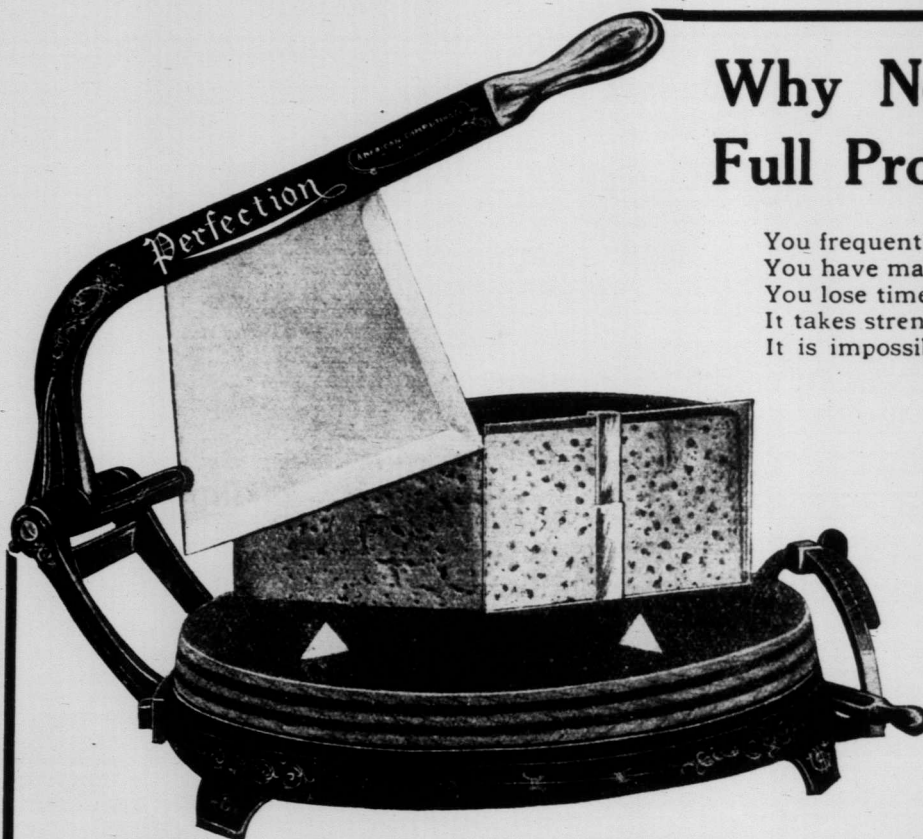
with both confidence and sincerity. Don't try to convince your patrons that something else is just as good—you'll be found out.

The best ripe fruit and high grade sugar with the aid of modern cooking apparatus characterize all Kitchener Canned goods. You will see that from the start off they will win the favor of your trade.

Ask for Quotations.

OSHAWA CANNING CO.,
OSHAWA - - - ONTARIO





Why Not Make Your Full Profit in Cheese?

You frequently give overweight.
You have many scraps and crumbs to dry out.
You lose time.

It takes strength to use a butcher knife.
It is impossible to weigh out your full value.

A Perfection Cheese Cutter cuts out the full value.

Every clerk can use it without a mistake.

The leverage on it makes the cutting easy.

Overweight and wastes are prevented.

It takes one-third the time.

It is popular-priced and lasts a lifetime.

A Perfection Computing Cheese Cutter, bought now, will save its cost before the summer is over. Buy it now.

Manufactured by the

American Computing Co. of Canada, Hamilton, Ont.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE

MacLean Publishing Co.
143-149 University Ave., Toronto

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor. A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices
and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York



OAKEY'S

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

'WELLINGTON'

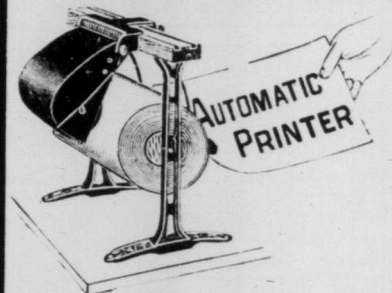
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

Here It Is?



The machine that is reducing bills for hundreds of dealers. No big advertising bills when you have an

Automatic Printer

Can be attached to any paper wrapper and prints as you pull the paper off. Can you imagine anything better for announcing cheap sales at a minimum of cost.

Always keep your name before the customer. Make her know you better.

UTILITIES LIMITED

MONTREAL

DO YOU KNOW

Why we are able not only to maintain our sales but also increase them?

Why in spite of intense competition we continue to receive orders from the best dealers from all over the Dominion?

Because

Our guiding light in the past has been quality and it will shine as brightly in the future. On that you can rely.

RAMSAY'S FARM CREAM SODAS

Delightfully wholesome. Are made in the "Sunshine Factory" of Canada. Their appearance on the market signalized a revolution in the biscuit industry, because dealers were formerly unable to secure sodas capable of maintaining for any length of time that crispness and delicacy which appeal to the palate.

Don't hesitate to write if our travellers do not call.
We will appreciate your business and know that you will be satisfied with the goods.

Ramsays Limited Montreal



"BANNER" BRAND JAMS

Have long been recognized as the leader of Pure Fruit Jams. It is the lowest priced high quality jam on the market---a trade winner for the dealer and a pleased-smile producer for the consumer. When selling Jam by the pail you sell larger quantities and give better value for the buyer's money.

It's a good proposition---get in touch with us.

Put up in 30-lb. wooden pails; 5-lb. tins, 8 to case; 2-lb. tins, 24 to case.

LINDNER & BENNER, :-: TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg.

WE HAVE SOME SPECIAL VALUES IN BROOMS

An especially good line is a bamboo-handled, 4-string, at \$4.00 dozen

It will pay you to wait for our Travellers

They are carrying samples of lines that will interest you

Also they have a word to say regarding CANNED GOODS for 1912 that should put money in your pockets

A SPECIAL---A Green Ceylon TEA
at 18½c. Chest 100 lbs.
Fully worth 22c. Write for sample.

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

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.

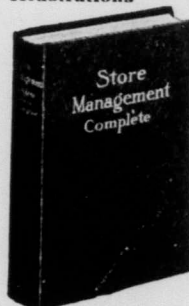
MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

RAISINS

Valencias are getting very scarce, Denia about exhausted and the only supplies left being a limited quantity in London to carry through the balance of the season.

We have a good substitute in California Seeded and we now offer

Choice Seeded, 1 lb. pkg., 7½

Fancy Seeded 1 lb. pkg., 7¾

—very fine fat quality fruit.

JAPAN TEAS

With the high prices being now quoted on leaf Japans, we have some siftings and fannings which should come in very handy for dealers who want Teas for price. The quality of the draw is just as good or better than in the leaf kinds.

Japan Siftings, bulk - 9½

“ “ 1 lb. pkts., 10½

“ Fannings, bulk, 11

“ “ 1 lb. pkts., 11½

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO



For Years in the Lead —Still Leading

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

COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality
—In square tins

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

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

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



SUGGEST TO MRS. CUSTOMER THAT



the food value for children is higher in Crown Brand than in any other syrup. Those who can not digest other sweets can freely digest



CROWN BRAND CORN SYRUP

and children can eat all they want of it—not only without harm, but with real benefit.

Don't you suppose that if your customers knew these facts it would help your sales? Remind them of it.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Domini

Toronto, Feb. 10.—As far west as Calgary, as east as St. John's, and as far north as Moncton, N.B., were meeting of the Dominion Grocers' Guild at the Hotel Windsor today and Tuesday. Hugh Blain, Toronto, presided. Matters relating to the wholesale and retail trade were discussed, among them being the Contract Secret Commission, the Credit man, the Bulk Sales Act, and to matters of where the wholesale trade were said to be. A pleasing feature was a banquet given by the wholesale trade last night.

President Hugh Blain introduced Mayor Ferguson, who welcomed the visitors. The word "Guild" was a historic connection. "If the Dominion Grocers' Guild," he said, "has interests with the late prices and to against the community—I would not feel you here. But I am members, and I am although competitors work together for a common good." Archibald Miller, Quebec, vice-president, replied, referring to the weather, which he have shown a cover that left in Quebec. He was doomed to die. He appreciated the Geary and stated that was concerned the body of men doing small margin as the

A Voice f

W. Georgeson, Calgary, Alta., vice-president, added his appreciation.

Dominion Wholesalers in Convention

Annual Meeting Attended by Members of Trade From Western, Eastern and Central Canada—Contract Selling Plan, Rights of the Trade, Price-Cutting, Secret Rebating and Extension of Credits Among Questions Discussed—Archibald Miller, of Quebec, the New President.

Staff Correspondence.

Toronto, Feb. 15.—Wholesalers from as far west as Calgary, Alta., and as far east as St. John, Moncton and Fredericton, N.B., were present at the annual meeting of the Dominion Wholesale Grocers' Guild at the King Edward on Monday and Tuesday of this week.

Hugh Blain, Toronto, the president, presided. Matters of common interest to the wholesale trade were advanced and discussed, among the more important being the Contract Selling Plan, the Secret Commissions Act, the Work of the Credit man in a Wholesale House, the Bulk Sales Act, loyalty among members and to manufacturers, and instances of where some manufacturers were said to be discriminating against wholesalers by selling direct.

A pleasing feature of the convention was a banquet given by the Toronto wholesale trade to the visitors on Monday night.

President Hugh Blain, Toronto, called the convention to order about 10.30 and introduced Mayor Geary of Toronto, who welcomed the visitors to the city. He referred in complimentary terms to the word "Guild" which had such an historic connection.

"If the Dominion Wholesalers' Guild," he said, "were a combination of interests with the object in view to inflate prices and to combine as a monopoly against the common good of the people, I would not feel so keen in welcoming you here. But I know a number of your members, and I am glad you gentlemen, although competitors in business, can work together from Halifax to Vancouver for a common good."

Archibald Miller, Whitehead & Turner, Quebec, vice-president of The Guild, replied, referring jocularly to Toronto weather, which he had expected would have shown a considerable advantage over that left in Quebec city; but in this he was doomed to some disappointment. He appreciated the welcome of Mayor Geary and stated that so far as the Guild was concerned there was no combination to unduly enhance prices. There was no body of men doing business on such a small margin as the wholesale grocers.

A Voice from the West.

W. Georgeson, Georgeson & Co., Calgary, Alta., vice-president for Alberta, added his appreciation of the Mayor's welcome.

He rejoiced in the growth of Toronto and Montreal. The advance of these important cities as manufacturing centres meant growth of the West and as the West grew so would these and other large eastern cities.

The Guild to him was an ordinary association of members assembled to see what could be done to prevent ruin among its members.

"For 25 or 30 years," he added, wholesale grocers didn't earn common interest on their money. They got to-



ARCHIBALD MILLER, Quebec City, Elected President of Dominion Guild for 1912.

gether, not to create a monopoly or to enhance prices, but to consider questions of mutual benefit which would place distribution on a better basis."

Some Money in the Bank.

Dominion secretary, J. Stanley Cook, of Montreal, presented the financial report for the period since the last meeting, covering a term of nearly two years. It showed receipts of \$3,987.47 and expenditures of \$2,121.04, leaving a balance of \$1,866.43. There is also an item of outstanding accounts of \$450 for which there has been no bills sent out as yet and which adds that amount to the total balance.

Working of Bulk Sales Act.

Thomas Jobin, of Winnipeg, reported on the workings of the Bulk Sales Act

in Manitoba. It is one of the best acts for the grocery trade that has ever been passed in the West. This Act makes it impossible for a seller of goods in bulk to defraud his creditors. The man who purchases a retail business has to ascertain the debts the seller owes, and if the seller does not make arrangements for settling such debts, the purchaser withholds that amount; because if the seller fails to meet such liabilities, he will be held responsible for them. Before the Bulk Sales Act was in force, Mr. Jobin explained, a man could sell his business, receive the purchase price and decamp, thus defrauding the wholesale men from whom he had purchased goods on credit.

President Blain reported that an act similar to this had been brought before the Ontario legislature for some time back and he was lead to believe that the government was now in correspondence with those provinces which had already adopted it, no doubt with a view to passing such an act in Ontario.

MONDAY AFTERNOON SESSION.

On opening the afternoon session, President Hugh Blain presented his annual report as follows:—

My first duty is to thank the Guild for electing me President. Unfortunately I was unable to attend the last annual meeting, and therefore had not an opportunity of personally expressing my appreciation of the honor you conferred upon me, but took occasion, shortly afterward, to do so by letter, setting forth my views in terms, which, I trust, met with your approval. Had I been present I would, most certainly, have done my utmost to have declined acceptance, feeling that it would be impossible for me to do justice to the position. Having, however, been so honored in my absence, I considered it incumbent upon me to comply with the decision of the annual meeting, and have done the best I could for the advancement of our business interests during my incumbency of the office.

Result of Improved Methods.

I congratulate the trade upon a fairly satisfactory business last year, largely the result of the adoption of improved business methods. It is true that this was but sharing in the general prosperity of the country, but a share in the general prosperity can easily be lost by

want of proper attention to sound business principles, and can be more than lost if the thoughtless and dishonest practices of the secret cutter and contract breaker should prevail, and to which it is my duty to make reference later on.

In my capacity as President, it has been my duty to give careful thought and study to many matters of vital import to the trade, and I am convinced that our future welfare depends, to a great extent, upon a high standard of business ethics and well organized provincial associations.

It cannot be assumed that an individual house can, or will, adopt or carry out a broad policy for the betterment of trade, for in such cases we are apt to restrict our vision to immediate surroundings, and look only at a superficial or temporary advantage. It is only by getting together and frequently discussing the question of trade, that we can hope to maintain a high standard that will give general and continued satisfaction.

In this connection I regret to say that I have been called upon (during the year) to sanction the dissolution of the Halifax Guild. This branch of the Guild seems to have had difficulties, which a well organized Guild could have prevented, and I hope the Halifax Guild will at an early date, re-organize and cordially co-operate on a basis that will secure for the trade in the east, a healthy, active, beneficial provincial association.

New Applications During Year.

On the other hand it has been the pleasing duty of the Executive Committee to approve of the following applications, and instruct the Secretary to advise the applicants of their election as members of the Guild:—

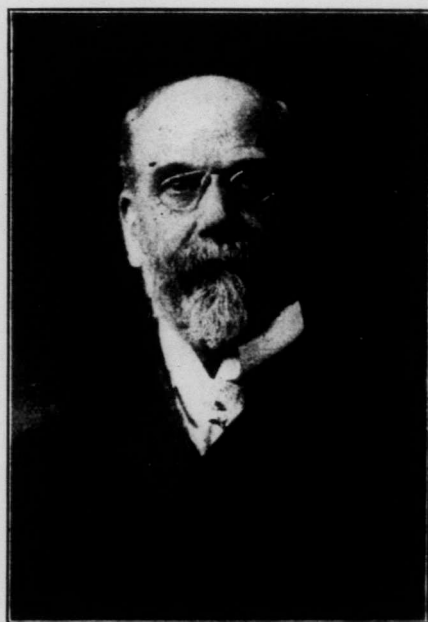
- C. Stephens Co., Limited, Collingwood.
- W. P. Jamieson & Co., Limited, Winnipeg.
- Quebec Preserving Co., Quebec.
- Stewart & Mobley, Prince Rupert.
- Magnan & Chevalier, Joliette.
- Puddington-Wetmore-Morrison, Limited, St. John, N.B.

In connection with the application of W. P. Jamieson & Co., Ltd., Winnipeg, there was no provincial Guild to give its approval. Under the circumstances we passed the application as approved, and would ask you to confirm the action taken. The \$150 which would have gone to the Manitoba Provincial Guild, has been held by the Dominion Guild, subject to your direction. In the absence of the Provincial Guild, I would advise one-half of the amount being paid to the Guild which the applicant joined, and one-half retained as its share by the Dominion Guild. I would also advise that, in all similar cases, a like course should be followed.

Membership Qualification.

It has also been my duty to decide the question of the qualification for membership. The constitution provides in the form of application for membership, in addition to other clauses, the following:

"In making this application we beg to state that our business is being carried on as a strictly wholesale grocery business, and is not a co-operative concern, whose members or stockholders are made up of retail merchants; we are not in any way connected directly or indirectly with any plan or agreement by which our stockholders are to receive dividends on the basis of their purchases, neither are we interested directly or indirectly in the profits of any retail grocery business."



HUGH BLAIN, Toronto,
Retiring President, who Presided During
the Sessions and at Banquet Monday Night.

This must be signed by the applicant, and is the condition on which membership is given.

Injustice of Wholesaler to Consumer.

My decision, under the circumstances, that anyone interested in a retail business is not eligible to become a member of a Wholesale Grocers' Guild, and therefore, even if the application has been passed cannot be a member, will, I trust, receive your approval and endorsement. The wholesale trade has recognized the injustice, and has endeavored to enforce the rule, especially so far as preventing the wholesaler from selling to the consumer, and hence the rule, making any merchant having a retail counter, ineligible for membership in the Wholesale Grocers' Guild.

The evolution in trade in recent years has, as you all well know, gradually put upon the market, in package form, many lines of goods that were formerly sold in bulk. These goods being put up under well-advertised brands, and in more or less attractive packages, have gradually attracted the attention of the consumer, and to-day we find a large percentage of goods, that were formerly bought and sold in bulk, now being bought by consumers in packages, and here it might not be out of place to remind the consumer that to some extent at least, the enormous sums of money spent annually in advertising food products and putting them up in expensive packages, are paid for by the consumer, and this, to some extent, adds to the cost of living. This reference to the evolution of trade in package goods is not to discuss the wisdom of a trade in package goods, but to point out the effect it has upon our business, as distributors of food products. The essence of it all, the indubitable fact to be remembered, is, there can be no competition in the same brand of goods without the annihilation of that brand. The reason is, the retailer and the wholesaler cannot work for nothing, and will not interest themselves in the sale of a proprietary article, the margin upon which will not carry its fair share of the expense of distribution.

Secret Rebate Question.

While I regret to say, judging by their action, some manufacturers have not given this matter very serious consideration, I am pleased to say many manufacturers have, and it is a well-known fact that the great volume of trade is in the protected brands.

This condition of trade has had to be faced, and carefully dealt with, because it gives an opportunity for dishonest competition. It gives an opening for the unscrupulous employer and the dishonest employe. It opens the field for the secret rebater and contract breaker, for, as you know, the secret rebater in prices and discounts on proprietary goods is essentially and necessarily dishonest, because he is obliged to carry on his nefarious business dealings secretly.

The secret rebater deceives himself as to the belief that he is making money by securing business on which there is present diminished profit. He deceives himself into the belief that he can keep from his customers and the public the fact that he is a criminal in the eyes of the law. If a proprietor, he deceives the manufacturer, whom he is in honor bound not to deceive, and he deceives his competitors who are in honor bound to maintain good faith with him.

A Criminal Act.

The commercial traveler who, without the knowledge of his principal, sells pro-



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Our artist's impression of the president and some of the guests at the head table during the banquet on Monday night.

proprietary goods at cut prices, or gives a rebate off the stipulated price to a merchant or a merchant's clerk, is unquestionably a criminal in the eyes of the law, and the merchant or clerk who buys from a commercial traveler and secretly accepts rebates is unquestionably a criminal in the eyes of the law, the penalty in either case being, a fine of \$2,500 or two years' imprisonment, or both. The language of the Act is definite and plain, and it would appear certain that even the owner of the goods, if he bought on the condition that the goods should be sold at a fixed price, would be held to be criminally liable if he gave a rebate to a buyer. It is reasonable to believe that the court would hold such an Act as a secret rebate. It would certainly be a breach of faith and a moral crime.

Comparison With Railway Methods.

I may say further, that to sell a proprietary article, having a recognized fixed value, at a less price to one person than to another, is as much a discrimination and as morally wrong, as it would be for a railway company to charge one shipper for the same quantity of goods, carried under the same conditions between the same points, a lower rate of freight than it would charge another shipper. The railway that would do such a thing would not only be heavily fined, but would be exposed by the press, and held up to the world as a corporation without a soul—as a dangerous enemy of public rights, entitled to the severest execration and condemnation, and perhaps be threatened with the cancellation of its charter. The Dominion Railway Commission would certainly soon bring such a company to a speedy recognition of its responsibility to the public.

If it is legally wrong for a railway company to charge more or less than the right price for freight on an article, it should surely be morally wrong for a firm or individual to charge more or less than the right price for the article itself. If this be granted, (and I do not

see how it can be denied) then the only question that remains is, can the right price of an article be ascertained, for if it can, then the price so ascertained should, undoubtedly, be enforced just as rigidly as the rate of freight. It must at once be admitted that an absolute standard for like commercial commodities is impossible, because a uniform quality of commodities can neither be made nor maintained, but these conditions do not apply to proprietary goods. A proprietary article can be, and frequently is, of a uniform standard quality, and such an article should have a uniform standard fixed price, and this price should be established and enforced in the recognized channels of trade, and should govern the manufacturer, the wholesaler, and the retailer.

Suggests Trade Commission.

To accomplish this, there should be a properly constituted Government commission, with powers commensurate with the requirements, and corresponding in scope and authority with that of the Dominion Railway Commission. I would, therefore, strongly recommend and urge the creation of such a commission by the Dominion Government. When goods are placed upon the market, they become articles of commerce, in which the public have an interest, and when fixed prices are established they should be subject to the examination, adjustment and approval of such a commission, and then they should be properly enforced. The interests of all parties concerned could, in this way, be properly looked after and protected. I conceive it to be the duty of a Government to extend to every citizen equal rights and privileges so far as it is possible to do so under legislative and administrative authority. There is no question I know of which is of more importance to the consumer.

Act Regulating Combines.

If the consumer has reasonable grounds for believing that he is being charged exorbitant prices for goods, he

has the means of initiating an investigation under the Hon. Mackenzie King's Act, passed by the Dominion Government for the investigation and regulation of combines. This is an admirable Act up to a certain point, but it stops being readily effective at that important point where a properly constituted permanent commission would take up the investigation and conduct it to a satisfactory conclusion.

This feature was urged upon the Hon. Mr. King when the bill was before the House, but he had doubts as to whether the views of the country were sufficiently formed on the subject to support such advanced legislation. I am confident that public opinion would now justify and endorse the creation of a permanent commission to investigate and regulate business conditions, which, it must be admitted, is of the utmost magnitude and importance to the people.

Under the workings of such a commission, it would have been impossible for the Standard Oil Company to have accumulated such enormous sums of money, and it would have been equally impossible to require an expenditure of over \$20,000 for the wholesale grocers to have established the fact that they were doing a reasonable and legitimate business.

Some of Year's Accomplishments.

Allow me to say that, in the absence of such necessary legal machinery, we have endeavored to adopt methods that will carry out many of the objects to which I have referred, and have succeeded to a considerable extent in placing the business on a higher, more honorable, and more satisfactory basis. We have succeeded in getting the great majority of the principal manufacturers of proprietary lines to sell their products on the "Contract Selling" or "Protective" plan. We have succeeded in getting the trade of Ontario to agree to uniform terms, and to abolish discounts for cash, and instead, allow a reasonable rate of interest for the payment of an account before it is due. I trust all

provinces will also adopt these terms, because it has been found that where a discount for cash is given, it has been impracticable to adhere to the stipulated time for the allowance.

The Retailer's Profits.

Retail trade, in this way, can depend upon receiving equal and uniform treatment, which should prevent the cutting of prices, and restrict competition to fair and legitimate business methods. It should be one of the highest aims of the wholesale trade to require all fixed prices so arranged as to afford their retail customers a reasonable profit. For example, no retailer should have to pay 50c a dozen for an article that has to be sold at 5c each, or \$1 a dozen for an article that has to be sold at 10c each. If he does, he is doing business at less than cost. Goods to be sold at these figures should not be invoiced at more than 40c and 90c, respectively. To these prices, freight and all other expenses must be added, which leaves a very small profit to the retail merchant.

The Retailer a Necessity.

It must be borne in mind that the retailer is a necessary convenience to the public. Thoughtless people, who talk loudly about the producer selling direct to the consumer, and doing away with the middleman, do not seem to be able to look beyond their own environments. A few rich, or rather, fairly well-to-do people, who do this loud talking, may be able to buy direct from the producer, but what about the great majority, and especially the poor, who can only buy as necessity requires?

To say that one-fifth of the population of cities like Montreal or Toronto, or, indeed, any of our large cities, could buy direct from the producer, would be an assertion which could only be honestly made by someone fit for an asylum. The great bulk of the people must have the retail store to go to, and the cream of the business done otherwise, only impairs the service of the great majority, making the quality of the goods kept by the ordinary store poorer, and the cost greater.

Injurious to Community.

It is doubtful if this mistaken cupidity of the few is an advantage even to themselves. Certainly, as a rule, it is not, whole it is injurious to the rest of the community. The same conditions and the same reasoning apply to the wholesale distributing trade. How almost impossible it would be for anyone commencing a retail business to buy the goods required, if he could not go to a wholesale house, where what he wants is assembled together in large quantities, under the most economical system, instead of having to apply to the thousand and one producers of each article, at greater expense.

While there may be exceptional instances of individual benefit, it has been established beyond question that the regular channels of trade afford the maximum of economy and convenience, and secure an army of experts who select for the consumer, wholesome and suitable goods. If these established channels must, on the grounds of public economy and convenience, be retained, they should be kept in the state of highest efficiency. I would recommend that appointment of a committee to confer with the manufacturers and the retailers, to consider the whole question and define as clearly as possible the rights and duties of each, the manufacturer, the wholesaler and the retailer.

I have endeavored, and I trust successfully, to show that the established channels of trade should be maintained



The Alberta Vice-President, Wm. Georgeson, looked as hale and hearty as the west he came from.

in their highest efficiency, and if so, the retail trade should be as fully protected as possible. It is clear that if the great body of retail merchants are to be protected, they should not be subject to undue or unfair competition. The wholesaler should sell only to the retailer, and the retailer should buy from the wholesaler and sell to the consumer, and the manufacturer should sell only to the wholesale distributor.

Cost of Living Problem.

The high cost of living is one of the absorbing topics of the hour, for which, the idea is prevalent, that the grocer is chiefly responsible. So far as the wholesale trade is concerned and the articles dealt in, this is not so. Please bear in mind that the wholesale grocer does not handle farmers' produce, such as flour, meat, poultry, vegetables, fruits, cheese, butter, milk and eggs, except such of these as are canned, and I am safe in saying in the most absolute terms that the profit for distributing canned goods, both wholesale and retail, is never unreasonable, and is frequently less than

the cost of the service. If you eliminate these articles of daily consumption, and consider only the articles which the wholesale trade deal in, you will find that there has been very little advance in prices.

W. G. Craig, of Kingston, then president of the Ontario Wholesale Grocers' Guild, in his address in 1910 quoted figures which showed prices had not materially advanced. In bringing the figures quoted, up to date, I find that the position then taken can still be maintained. These figures show that tea, sugar, currants, raisins and rice have advanced, but these advances have been world-wide, and complaint cannot fairly be made as the result of conditions affecting the Canadian trade alone. Apart from these articles, there has been practically no increase in the price of food products usually handled by the wholesale trade, and I desire to add that there is not a trust, combine or merger in the wholesale grocery business.

The Retailer Upheld.

It is true there have been heavy advances in the articles produced by the Canadian farmer, such as I have mentioned, for which, however, the retail grocer cannot honestly be held responsible. There is no class that labors so strenuously with so meagre compensation as the retail grocer, nor is there any class that caters so fully to the wants of the public. He is daily up in the morning purchasing produce, while the rest of us are asleep, and working at night after we have retired. To succeed, he requires to work continuously, with the utmost vigilance, and few of us realize how much our convenience and health depend upon his efforts.

It must, I think, be admitted that protection adds to the cost of living, while it also adds to the population and to the comforts and happiness of life. I think it may be accepted as an axiom that if we are to have a high standard of living, we must have a high standard of employment and abundance of it. This can only be done by the establishment and maintenance of all kinds of industrial pursuits, which create what we call the "home market." I quote from the editorial page of the Globe of January 10, as follows:

"Sir Edmund Walker never said a truer word than when, after pointing out that last year our imports increased over eighty millions while our exports declined four millions; he added that we must enlarge the volume of products we have to export, and either lessen our imports by curtailments of expenditure or by manufacturing at home, many of the articles we buy from abroad, especially from the United States.

(Continued on page 39).

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The Management of a Retail Business

CASH DISCOUNT AND CREDIT.

By H. C. Carson, F.S.S.

We have now reached June, the sixth month of operation of these two stores, and, as forecast in last week's article, the shopkeeper No. 2, has found real difficulties staring him in the face. Of his accounts payable, amounting to \$2,476.67, all but \$900 is past due, and statements received indicate that a number of his creditors are growing tired of his dilatory tactics.

He is compelled to crave their indulgence, which, of course, is granted, but naturally further purchases are not encouraged. His chief necessity now is to sell so much as possible for cash, and to collect his outstanding accounts receivable. But cash customers are no longer attracted to his store. It has lost that spick and span appearance which is at least an outward semblance of prosperity, and those who have the cash invariably exercise the function of choice as to where they will spend it.

Cash Trade Disappearing.

His trade, therefore, is almost wholly restricted to credit patronage, and under the circumstances it would seem that the less goods he sold, the better off he would be. But he has not realized this. Nor has he realized that insolvency may be brought about by other means than an excess of liabilities over assets. And so he blunders on in his stupid way, extending more credit while his is shut off at the buying end.

In the meantime his stock has been seriously depleted (purchases amounting to only \$150) both in quantity and variety, and he cannot fill his customers' orders completely, even if he would. His sales on credit for June have amounted to \$1,500, and for cash to only \$200. His collections, notwithstanding special effort put forth, have reached only 20 per cent. of the total amount due, or \$650, out of which he has been compelled to settle his local personal accounts, \$300, as shown previously, store expenses for the month, \$150, and living expenses, \$50, being half his usual amount. To 12 of his creditors he has forwarded remittances of \$30 each on account, as a peace offering, and all thankfully received by them, no doubt, but with a mental reservation, in all probability, to secure the balance as speedily as possible, and to sell him only for cash in future.

A Belated Regret.

The full seriousness of his situation was at last dawned upon him, and as he

proceeds to cast up his accounts at the end of the month, he is filled with regret that he did not stick to the trade at which he had been trained—a skilled mechanic—instead of venturing on the troublesome sea of business, without even an elementary experience to guide him through the commercial shoals and quicksands. Scores are wrecked in the same way each year.

Business capital consists of two things—knowledge and money, the latter being more the adjunct or accessory than the former, and the records of the mercantile agencies show that inexperience is the basic cause of a big majority of the failures. The accounts of No. 2 stand as follows:—

Merchandise.

Stock on hand June 1.....	\$2,375.00
Purchased during month	150.00
	<hr/>
	\$2,525.00
Sales \$1,700 at 75 per cent cost.....	1,275.00
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Stock on hand June 30.....	\$1,250.00

Receipts and Disbursements.

Cash on hand June 1	\$33.00
Received on acct.	650.00
Cash sales	200.00
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	\$883.00
Paid creditors on acct.	336.00
Wages and other expenses ...	150.00
Personal accts. and cash	350.00
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	\$836.00
Cash in hand June 30	\$47.00

Balance Sheet.

Assets.	
Cash in hand	\$47.00
Acct. receivable	4,083.64
Merchandise	1,250.00
Fixtures	1,000.00
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	\$6,380.64
Liabilities.	
To sundry creditors	\$1,807.67
Net worth	\$4,572.97

The books show, therefore, that he is worth \$1,072.97 more than when he commenced business, that he is apparently solvent, but, nevertheless, in such a condition that he cannot continue business

successfully. His stock is lower than the original installation by exactly 50 per cent., and he owes nearly \$2,000, all past due, with only \$47 cash in hand.

Consults His Creditors.

He has only one alternative, and he takes it. The state of affairs is laid before his creditors by his solicitor. They are kindly disposed towards him, for he has been honest in all his transactions, and offer to assist him in liquidating the business. His competitor, No. 1, offers 80 cents on the dollar for the stock, which is accepted with the approval of the creditors, and the landlord is generous enough to pay him \$500 for his fixtures. With the proceeds of stock and fixtures, amounting to \$1,500, and cash on hand \$47, he pays his creditors off, all but \$260.67, which balance he contrives to collect from his outstanding accounts, making settlement in full.

He has retired from business, a sadder, but wiser man. Instead of \$3,500 cash with which he started, he now owns accounts receivable with a face value of \$3,822.97, and is free from debt. It would serve no useful purpose to pursue his course further. He is probably back at his trade, which he should never have left, while his lawyer is making the usual effort to collect the delinquent accounts. If he nets \$1,500 from these he will be lucky, on which basis his six months' venture will have cost him \$2,000, in lost capital.

The Merchant Prospering.

Merchant No. 1, in the meantime, continues to prosper. He is adhering to the rules he has laid down for his guidance, and his trade is increasing week by week in consequence. His business is now well organized. His credit is established, and we will leave the trading and financial end of the enterprise, and take up, next week, improvements in equipment and system, which will enhance the efficiency of his service, reduce waste to a minimum, and otherwise add to his reputation as a successful merchant.

R. G. Smith and L. L. Adams have opened a grocery store on Eighth St., New Westminster, B.C.

Chas. George has purchased the grocery business of D. Hurley & Son, at Glencoe, Ont.

THE CANADIAN GROCER

Established - - 1886

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John Bayne MacLean - - President.

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Telephone Main 1255. O. S. Johnston

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

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

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

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne. 607 Marquette

Building, Chicago.

Telephone Randolph 3224

GREAT BRITAIN—

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

E. J. Dodd

FRANCE—

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

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THE SUGAR SITUATION.

In our last issue, an advance of 10 cents per cwt. in sugar was briefly announced. Another advance of a similar amount took place on Saturday.

This movement of strength in the sugar market was not altogether unexpected by those who have followed the situation closely. It will be remembered that during January, when the majority of the trade were expecting big declines to come in sugar, we emphasized the fact that there was a big shortage of sugar in the world and that until production made up that shortage, sugar could be expected to hold high.

The outcome of the Brussels Convention, however, gave reason for caution. Russia is allowed to export 200,000 tons yearly of her surplus raws. England wanted this increased to 500,000. The convention has decided to allow an increase of 150,000 tons this year and 100,000 next year. It was generally expected that at least 150,000 increase would be allowed this year, and the fact had already been discounted in the markets.

Attention has turned to the Cuban crop, which is not turning out very favorable. Up to February 6, the total receipts were 157,000 tons less than to the same date in 1910, and which serves as a strong feature unless this deficiency is made up in whole or part later on.

There is a big shortage of sugar in the world. We know exactly what can be expected from Russia. The Cuban crop is backward. A strong spring demand for sugar is expected.

These are reasons that speculators have faith in the future, and are likely to continue so, while consumption holds up.

A LIFT FOR THE RETAILER.

It is gratifying to find some daily newspapers who have the good sense to appreciate the retail merchant as a prominent part of the community and who realize that a profit must be made on the goods he sells. When a prominent paper like the Montreal Herald comes out in defence of the merchant, the matter deserves some special reference.

"An interesting but misdirected experiment," says the Herald under the caption, 'Business and Philanthropy,' "was made in New York the other day by a well-meaning but, it is to be feared, impracticable clergyman who combined business and philanthropy in a

crusade against high prices for food. He opened a store in the east side of the city in which all the necessities of life were to be sold to the poor at cost price. The store was next door to a small grocery kept by a German woman, who protested vigorously against the sale of groceries at cost so near to her, on the ground that she had to pay rent, rates and taxes and had a living to make. The woman's argument was so conclusive—there were no allegations of extortionate charges against her—that an agitation followed, and the Rev. Madison C. Peters, one of New York's best known clergymen, was constrained to move his at-cost-for-cash store to another locality, where it is quite likely he will meet with further trouble. He does not seem yet to realize that his resourceful combination of charity and business is antagonistic to the general sentiment of the community, notwithstanding the fact that there are in the city hundreds of thousands of needy poor who are oppressed by the high prices of food. A benevolent movement for the relief of this class is to be commended, but a movement supported by the purses of the wealthy and philanthropic and organized on the basis of charity to compete with legitimate business cannot hope to succeed unless it confines its operations to persons who are the proper objects of charity. No merchant can carry on business and support himself and family by selling goods at cost."

The spirit of the above is to be highly commended, and it is to be hoped other influential newspapers will come to see the injustice of their unfair high cost of living crusade against retailers—for the sake of popular opinion—who are not only the backbone of any community, but who are recognized the world over as absolute necessities.

ROLLED OATS UP AGAIN.

Another advance of 10 cents per bag has taken place in rolled oats. This is the second upward movement of a similar amount from the low point reached during December.

The higher values do not come as a surprise to those who have been following our market reports. We pointed out even while the market was declining, that the lower values were unwarranted in the face of the steady market for the raw material, and that a reaction could be expected when price-cutting had subsided.

Such has been the case. Following an advance of 10 cents per sack in late January, another increase in price took place on Saturday last. The raw material holds up strongly and rolled oats can be expected to rule steady to firm.

WESTERN WHEAT SITUATION.

At last something definite seems to be coming out of the petitions of the western grain growers for lower freight rates to United States wheat centres for the surplus grain in the country.

It has been definitely reported during the last week that tariffs have been filed with the Interstate Commission allowing similar rates for barley and flax to Minneapolis and Duluth as are in existence to Port Arthur and Fort William. These new rates, it is under-

stood, will be effective on has also filed will go into shipped after strictions plac

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It has been that all foreign south, and if utilized.

The editori week's issue l from a Grocer

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Our reader He reasons th "vehicle" is a "vehicle," usi to the same th

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stood, will be effective on March 7. This agreement will be effective on all railroads, and in addition, the C. P. R. has also filed a through tariff on wheat and oats, which will go into effect on the same date. Barley and flax shipped after March 7 to Minneapolis will have no restrictions placed upon it.

The reduced rates to Duluth, which went into effect some time ago, in connection with grain shipment, were for export purposes only, but now that this further concession has been obtained, it is expected that the movement south will be heavy. It means that farmers will now be given a chance to dispose of the great bulk of the tough grain to be found in the prairie provinces, as a market will be found in Minneapolis.

The buyers for such quality will, of course, be milling companies, and the grain will be shipped direct to them, thus calling for no elevator storage.

It has been reported by both the C. P. R. and C. N. R. that all foreign cars may be used for shipments to the south, and if these are not sufficient, local cars may be utilized.

A WEIGHTY ARGUMENT.

The editorial on Selling Milk from Horseback in last week's issue has called forth an expression of opinion from a Grocer reader.

It was intimated in the editorial that selling milk from horseback got around the license charged for selling from "vehicle or store" in a certain city.

Our reader claims that "horseback" is a "vehicle". He reasons thus: "Horseback" is a "conveyance" and a "vehicle" is a conveyance, therefore "horseback" is a "vehicle," using the axiom that things which are equal to the same thing are equal to one another.

But is "horseback" a vehicle? Webster's dictionary says a vehicle is "that in which anything is or may be carried." This might, one would think, include the saddle. But Webster, with a desire no doubt to create a controversy, qualifies himself and says further it is "any kind of carriage moving on land either on wheels or runners." This word comprehends coaches, chariots, gigs, sulkies, waggons, carts of any kind, sleighs or sleds.

But never a word about horseback. It may be presumed that Webster did not anticipate the milk license in the city under the limelight, when he defined the word, or the method some would use to evade the by-law.

Be this as it may, the city council where the law is gotten over through a technicality, doesn't appear to be taking steps to bring the horseback system of delivery under the vehicle section. The members of it have either been outwitted by the new delivery man or they are badly fooled.

The controversy nevertheless remains. Is horseback milk-delivery vehicular delivery? If not, what is it?

BUY A WATCH.

Cumbersome methods in business should be discarded and replaced by those of a scientific and systematic character. The retailer or any other business man who sticks to the years gone by for his methods is going to have a difficult row to hoe in the present and future.

A story was told by one of the speakers at the National Canners' Convention in Rochester, N.Y., last week, which well illustrates the point.

A young man had inherited a grandfather's clock from his grandfather. For years the big clock had not

been running and stood in the garret covered with dust and minus considerable varnish. At last the grandson decided the clock would be a useful and attractive bit of furniture were it going.

It was beyond his skill, of course, to start the works. He determined to take it down to the town jeweler and have him look it over. Not being in very affluent circumstances he could not afford cartage very well so decided early one morning to carry it to the clock maker. All went well till he was turning a sharp corner and accidentally bumped into a pedestrian with the result that men and clock went sprawling on the pavement.

The pedestrian picked himself up with much ill humor and rebuked the one who was the cause of his trouble.

"For God's sake, man, why don't you buy a watch!" he inquired in wrathful tones.

It is up to all of us to discard our "grandfather's clock" in business and getting down to the less cumbersome and more systematic "watch".

START LEAP YEAR DAY SALE.

The last day of February presents another opportunity to the grocer and general merchant to work up something special which will serve to arouse greater interest in the store and also work for better business.

February 29 is "Leap Year Day" or the "Extra Day" of 1912. It behooves the merchant to take full advantage of this extra day presented to him to boom sales to the greatest possible extent. Whatever sales made this day are "extra" in assisting the dealer to beat his 1911 record.

If the "Leap Year" idea has been used extensively in a town or neighborhood since the opening of the year, it might be well to name this your "Extra Day Special." Repetition of an advertising scheme or heading soon causes it to lose its attractiveness. Thus the reason for the "Extra Day" idea.

It is well to have something special for this day. Some attractive figures might be quoted on a few articles. Better still make it a day on which to introduce some new line or lines which you have recently stocked and with which your customers are not yet well acquainted. Use your window, interior display and advertising towards this end.

Some special variety of goods might be featured, such as teas and coffee, canned goods, cereals or dried fruits. "The Extra Day is Canned Goods Day" or "The Extra Day is Dried Fruit Day," might serve as an advertising slogan, while window and store could be made to work in unison with this idea.

The success of an extra day enterprise depends to a great extent on adoption of a catchy slogan.

The value of such special days in making sales should not be underestimated. When properly carried out they are a material help in improving business.

EDITORIAL NOTES.

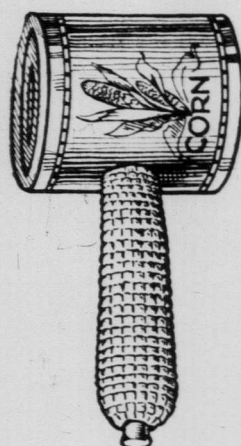
Don't count your collections until they are made.

Henry Johnson, Jr., the author of our articles on store management, receives a great many letters from readers of The Grocer for an expression of opinion. As he is answering these in the order received, those who do not see their questions taken up as soon as sent to us, will understand the reason. Mr. Johnson is desirous of hearing from any Grocer reader for suggestions, advice or opinions.

Many Canadians at Cannery Convention

More Than Hundred Interested in Canning Industry Inspect Great National Exhibit of Cannery Machinery and Supplies—Growth and Development of This Important Trade—Food for Thought for Retailers — Progress Made Through Publicity Campaign.

(Staff Correspondence.)



The President's Baton.

ROCHESTER, N. Y., Feb. 15.—That Canadians are much interested in the association of National Cannery and allied industries was clearly demonstrated by the fact that more than a hundred from the northern section of the continent were in attendance at the fifth annual convention held here from Feb. 5 to 9.

The convention was the greatest on record. It was the best from the standpoints of attendance, enthusiasm and in the quantity and importance of machinery and supply exhibits.

This convention of National Cannery Association, Machinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association embraces members from all over America. The size to which it has grown, as indicated by the attendance of between 4,000 and 5,000 visitors, shows the enormity of the canned goods business and the importance of it from a food supply consideration. Prominent speakers, not only in the industry, but those connected with the Chemistry Bureau of the Department of Agriculture, Institutes of Technology, Industrial Research, as well as the Commissary General of the United States army, told of the development of the canned goods trade during recent years, the advances made in quality and the part borne by canned goods in the feeding of an army.

Canadians Inspect Exhibits Closely.

Probably the biggest feature of the convention, so far at least as the Canadian cannery present were concerned, was the exhibit of machinery and supplies in the Machinery Hall at Exposition Park. These included tin cans, labels, solder, paste, seeds, salt, corn huskers, all kinds of canning machinery, apple corers, parers and peelers, canned corn shakers and other articles the ordinary person never dreamed existed. To many visitors the exhibit was a revelation. There was never a moment that

Machinery Hall was not extensively populated during the three days of the convention. The Canadians present in-

Canadians Present at Cannery Convention

J. J. Nairn and W. R. Drynan, Dominion Cannery, Hamilton; C. E. Innes, Simcoe, Ont.; S. Pearce, Hillier, Ont.; W. A. Staley, Welton, Ont.; A. A. Morden, Wellington, Ont.; J. E. Jervis and A. MacKeigan, Strathroy, Ont.; J. A. Fuller, West Lorne, Ont.; Jas. Chaseley, Belle River, Ont.; C. F. Smith, Picton; Thos. W. Kinney, Picton; W. G. Duttan, Aylmer; W. T. Macpherson, Petrolia; G. M. Brunet, St. Eustache, Que.; Arthur Allen, Frankford, Ont.; F. J. Watson, Frankford, Ont.; W. C. Cronk, Huntington, Que.; G. A. Willis, Hamilton, Ont.; M. F. Smith and E. S. Thomas, Oshawa Canning Co., Oshawa; D. J. Waterous, Brantford; A. T. Gahan, Ontario Canning Co., Sarnia; H. A. Clark, Montreal; Chas. H. Saylor, Homer S. White, A. V. Sykes, W. H. Lusk, Ed. B. Purtelle, H. Y. Cooper, F. C. Cooper, of Bloomfield; H. W. Bedell, Picton; H. M. Chapman, Weston, Ont.; W. E. Blandford, Mrs. W. E. Blandford, Thos. A. Brown, Mrs. Thos. A. Brown, F. Lavery, of Hamilton; S. Edgar Masten, Bloomfield; C. A. Williamson, London; Thos. W. Smith, Hillier; Ralph Smith, Bloomfield; D. Friar, Hillier; J. Wall, Wm. Wall, C. G. Murray, Hamilton; H. S. Drake, Port Robinson; J. H. Boyle, Cobourg; J. S. Edgecombe, Bowmanville; F. J. Schenck, Hamilton; H. E. Edgecombe, Dunnville; J. C. Danbels, F. Becker, Burford; W. J. Flynn, St. Catharines; Ed. Todd, Norman Todd, Grimsby; W. A. Crockett, Hamilton; W. McDougall, Lakeport; Jas. B. Campbell, American Can Co., Montreal; J. R. Hay and Chas. B. Seawright, Essex; E. E. Ball, Strathroy; Jas. W. Corner, Hamilton; C. Fretz, Vineland, Ont.; A. W. Crow, Fenwick, Ont.; Thos. Flynn, Trenton, Ont.; D. S. Whittall, Montreal; W. A. Carson, Napanee; Geo. B. Jacobs, Winona; J. Wagstaff, Hamilton; Jas. D. Usher, Queenston, Ont.; W. P. Eby, Eby, Blain, Ltd., Toronto; Jno. W. Hyatts, Picton; Geo. Lauzon, St. Eustache, Que.; Jos. Brunette, St. Eustache, Que.; Thos. G. D. Bell, Grimsby; L. J. Laurin, Ste. Dorothee, Que.; W. J. Briggar, T. Upton Co., Hamilton; W. M. Miller, Port Hope; Jno. Tombs, C. H. Dougall & Co., Montreal; Jno. A. Flynn, Garden City; J. F. Logan, St. Catharines; Wm. Taylor, Owen Sound; Fred. D. Lea, Simcoe; A. J. Richards, Simcoe; S. Saunders and W. Saunders, Exeter; Messrs. Staley and Graham, Frankford; Mr. Boulter, Niagara Falls; B. Edgecombe, Dunnville; H. Edgecombe, Tilbury; Mr. Wright, Picton; J. B. Orser, Colborne; Mr. Jacobs, Winona; Mr. Seawright, Essex; Mr. Hurbert, Laing Packing Co., Montreal; C. H. Kilborne, American Can Co., Montreal; J. Bethune, G. W. Willis and Mr. Crockett, all of American Can Co., Hamilton; Mr. Williamson, Napanee, Ont.

cluded heads of many large firms and their employes, and every bit of machinery was carefully inspected by them all.

President W. R. Roach, of Hart, Mich., called the convention to business on

Tuesday morning. Facts and figures of great interest to the retail trade, who have the selling of canned goods in their hands, were presented by various speakers illustrative of the phenomenal advances in demand, production, quality and use.

Speakers showed how this article of diet had revolutionized the feeding of an army, and how it has lessened the chances of starvation to a great extent among sailors, fishermen and explorers, who meet with misfortunes on the sea.

Samuel Haserot, a Cleveland, Ohio, canner, pointed out that nowadays canned goods consisted of only pure, fresh fruit or vegetables, with addition of salt, sugar and spring water, sterilized by intense heat, and with no chemicals whatever present. These statements were substantiated by United States Government officials, whose duty it is to test the food supply of the nation to determine whether or not foods are manufactured under the Food and Drug Act.

Canadian canned goods are recognized to be the equal, and in cases superior in quality to United States foods, so that the retail dealer can have no hesitation in increasing their sales.

Protecting the Nation's Health.

The famous Dr. Wiley, chief of Bureau of Chemistry of the Department of Agriculture, was one of the principal speakers at an open meeting in Convention Hall.

He spoke on The Conservation of National Health, and emphasized the necessity of Governments, as well as individuals, doing their utmost to prevent the existence and spread of deadly contagious germs. Had he had the governing of conditions relative to good and bad health, he would have made good health contagious, instead of disease.

The chief blame for spreading of disease he laid to governments, federal and municipal. In places where strict measures were in force, and where tests were made to conserve health, disease was at a premium. Down in Indiana there was an official who looked for this. One could not now find a fly in a grocery store there, so strict and careful were the laws.

Cannery Packing Better Goods

"Cannery are finding out," he remarked, "that it doesn't pay to can poor

goods, and that water. They are nutritious foods, which of vitality, and diseases. For one tagion or sic great."

An important Geo. B. Wason, Wholesale Grocer United States, of men in our gove

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Cannery, supply well as wholesale on extending this will work to their fund of \$100,000 to.

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(Continued)

goods, and that it doesn't pay to can water. They are now giving us nutritious foods, which prevent the diminishing of vitality, and hence, infectious diseases. For one is not so liable to contagion or sickness whose vitality is great."

An important address was given by Geo. B. Wason, president of the National Wholesale Grocers' Association of the United States, on the need of business men in our governments.

The Need of Business Men.

"It was the duty of every good merchant," he said, "to see that the country is represented by business men. You cannot persecute the great industries. They are necessary to the stability of the country. Members of governments were so often prone to overlook this and listen to the general surface talk."

Importance of Publicity.

More time was given to the question of publicity than to any other. During past year this has been a prominent duty of the secretary, but for the future much more extensive plans have been made.

Canners, supply men and brokers, as well as wholesale grocers, are all keen on extending this phase of the work. It will work to their mutual benefit, and a fund of \$100,000 is being looked forward to.

In the past there has been a great deal of prejudice against canned goods, aided to a large extent by the daily press. "Cases of sickness," as J. P. Olney, of Rome, N. Y., put it, "have been known to be attributed to ptomaine poisoning, if the patient had eaten canned goods at any time during a period of two years."

Poisoning Cases Exploded.

One of the important duties of Frank E. Gorrell, the secretary, has been the following up of such reports, and out of 150 cases of ptomaine poisoning reported, not a single one was found to be due to use of canned goods. The Publicity Fund is for the purpose of investigating such reports, and for removing the prejudice the people have to a large extent against canned goods. The American Can Co., through its general sales agent, H. W. Phelps, New York, made a large contribution to this fund. The brokers, supply men and wholesalers are assisting in the work. Addresses on the value of this publicity campaign were given by J. P. Olney, Rome, N. Y.; H. W. Phelps, American Can Co.; C. L. Jones, president National Brokers' Association, Peoria, Ill.; Walter B. Timms, wholesale grocery firm of Austin,

(Continued on page 48).

DOMINION WHOLESALE IN CONVENTION.

(Continued from page 34).

Our great excess of imports is evidence that we are going into debt at a rapid pace. There is need for much care in the selection of subjects for exploitation, so that we may pay interest on the capital borrowed abroad, and reap a reasonable margin of profit besides."

To this, I think, every earnest, thoughtful Canadian will subscribe.

The Grange Alliance.

A rather curious incident occurred in the proceedings of the recent meeting of the Dominion Grange, which were exceedingly interesting, bearing in mind the high color given to the discussion, when a speaker advocated an alliance between the farmer and the laborer. How the farmer is going to pay lower prices for his supplies by high wages being paid to the artisan, or the laborer get cheaper food by the farmer getting higher prices for his products, is a question I cannot readily solve. Personally, I would welcome such an alliance. It would lead to a compromise of views and would be educational and beneficial. What we want is the closest alliance among all classes, exercising due regard for the interest of all concerned, and thus tend to make us a prosperous, a happy, and a contented people.

There are many matters of interest to the trade, to which I would like to refer, but my address is already too long. Let me remind you, in conclusion, that the objects of the Guild are:

"To foster and promote the interest of, and goodwill among its members, and on broad and equitable lines to advance the welfare of the wholesale grocery trade of the Dominion of Canada.

"To eliminate or minimize abuses, methods, and practices inimical to the proper conduct of the business.

"To establish harmonious relations between manufacturer, jobber, and retailer, to the end that the jobber be universally recognized as the best channel through which the manufacturer can distribute his products to the retailer.

"To assist in the enactment and enforcement of laws, which, in their operation shall deal justly and equitably with the rights and interests of the consumer, retailer, jobber and manufacturer.

"To have business conducted on legitimate lines, to discourage dishonest practices and the subsidizing of jobbers' employes by manufacturers."

These objects should be observed if we are to have the confidence and respect

of each other and of our fellow citizens. We must lay broad and deep the principle of honesty in business, and act upon it, as the foundation of our daily life and conduct. With unswerving devotion to what is right, let us build a character for ourselves that will make our homes happy; enable our children to follow our example with pride and satisfaction; prepare us as a Christian people, not only to uphold the stability and integrity of the state, but inspire us with a firm belief in that great truth that "Righteousness exalteth a nation."

References to the Address.

Archibald Miller congratulated the president on his address and referred particularly to terms of credit adopted by Ontario wholesalers, but suggested eliminating the interest clause. It should in his opinion be net 30 days without discount for cash.

F. T. Smye and H. C. Beckett also referred in complimentary terms to the address. Mr. Beckett proposed that it be printed in pamphlet form and distributed among the trade. He made a motion to this effect.

Wm. Georgeson, Calgary, suggested that the report be printed and circulated to-morrow morning so that the members will have an opportunity to study it and discuss it intelligently.

Zeph. Hebert added his commendation to the address. Many good ideas were expounded and the address should prove beneficial to all. It certainly should be printed and spread broadcast.

T. B. Escott, London, concurred also in this view and it was decided to print the address and circulate it in pamphlet form.

Address by Zeph. Hebert.

"The Essentials of a Credit Man" was the subject of an address next read by Zeph. Hebert, Hudon, Hebert & Co., Montreal. It was as follows:—

Essentials of a Credit Man.

An address containing much food for thought was that given by Zeph Hebert, Hudon, Hebert & Co., Montreal, on the "Essentials of a Credit Man." It was as follows:—

"At the request of our worthy president, I have prepared a paper, the subject of which is: 'The Essentials of a Credit Man.' Of course, the opinion that I have formed in this respect may probably not be shared by everyone. Nevertheless, it is by the interchange of views and ideas that the real and true notion of a thing may be brought to light.

"What I consider to be the real characteristics of a credit man are, first and above all, intuition and keen insight.

"If one is not gifted so, I claim that

he lacks the essential elements which constitute the ideal credit man.

"Tuition and experience are undoubtedly very valuable assets, but, if they are not backed up by the true essentials, they lose much of their usefulness.

"It comes to this, that the credit man must be able and apt to size up a prospective client in a very short time. And he cannot do so unless he is endowed with those attributes, which are inherent to his functions.

"Now, how is the credit man to perform his work, and what has he to find out in one that wishes to enter upon business intercourse with his firm?

What is Left Unsaid.

"He has to allow the man who asks for credit to speak and lay before him his reasons for his doing so. And, as regards this, he must be so well up in his work that whatever the applicant does not say or forgets to say, he must very quickly notice and use skill in finding it out.

"Now, let us take, for instance, a young man who wishes to start a business of his own, and who calls on the credit man of a firm, with the intention of soliciting a line of credit.

"What has the credit man to find out about him? Very often these beginners have very little capital, and, therefore, if the credit man finds out that it is desirable to open an account to one of them, on what grounds is he justified in doing so?

"The financial responsibility being very little, then there must be another responsibility which is, of course, the moral one.

"And what constitutes this last responsibility? Knowledge of the business, good schooling and training, sound judgment, honesty, ambition, energy, working-power.

"If one has all the above, then he is worthy of confidence, and he can be trusted for a line of credit.

When Insight is Needed.

"It is there and then that the credit man has got to use his intuition and keen insight which will enable him to appreciate fully his man and rest satisfied that he has all those characteristics which command confidence.

"One may reasonably remark that, in no few cases, many of the possessors of the so-called moral responsibility may lack some of the features already pointed out.

"I admit this, as it is not every one's privilege to be so endowed, yet some of those traits may exist in one in such a marked degree that they may offset those wanting.

"Again, the credit man has got to bring fully into action his essentials, so as to determine if the commanding features are of such a nature as to overwhelm the shortcomings.

"The innate credit man soon finds it out, or rather he has that feeling that guides him either the one way or the other.

"These essentials will naturally bring to one assurance and self-confidence, which will enable him to take a very quick decision.

Depend on First Impressions.

"Now, once a decision has been taken, it always proves bad policy to change it, as, as experience has taught, the first impression is always the best.

"One may say that there are many clients that the credit man never sees, and, therefore, where does his intuitive power come in? The reply is that he has got to exercise it through the instrumentality of the traveling salesman, and to be enabled to do so, he must have studied very minutely each and every one of them as regards the bent he may have in reference to the sizing up of one.

"Therefore, when a new client is recommended by a traveling salesman, the credit man being fully aware as to what extent he can place reliance in the aptitudes of a particular salesman, in this respect, can at once determine the worth of the recommendation and act upon it.

Early Action Advised.

"In a general way, the credit man must ever be vigilant, as nothing should escape his notice. He must follow every account very closely and detect at once any laxity or remissness which ought to be investigated immediately, and acted upon, if need there be.

"Even those accounts that are considered to be indisputable and absolutely safe must, as a matter of principle, be watched carefully.

"In this respect, although the intuitive power of the credit man need not be exercised to the full extent, yet, it ought not to relax all the same.

"The functions of the credit man are of such a nature that he should be picked out with great care by every firm.

"Indeed, in a business organization, he is called upon to fill one of its most important parts.

Places Credit Man Before Salesman.

"A full pledged credit man is worth more to a firm than the ablest salesman, and this, on account of his functions, which require great tact. It is he who opens up accounts, who lays down the policy to be followed in connection with each and every one of them, and who

may also, when he thinks fit, close any undesirable one.

"Oftentimes he will be called upon to grant favors to clients, either with renewals or in exercising tolerance. Therefore, any mistake he may make in this direction may have the effect of having a firm lose a good client through lack of tact or judgment.

"On the other hand, through want of judiciousness, if too lax with a customer, it may bring about a loss to the firm.

"That is why in many business houses the functions of credit man are always held by a member of the firm.

"It is obvious that the credit man can help very largely to the development and progress of his firm, just as he can, on the other hand, prove to be harmful to it.

"To resume, the functions of the credit man are so important and they are of such a particular nature, that he who wishes to discharge them properly must be endowed with the essentials already pointed out: intuition and keen insight."

A resolution was passed that Mr. Herbert's address be printed in the minutes and circulated was moved by A. H. Patterson, Davidson & Hay, Toronto, and W. C. Cross, Hall & Fairweather, St. John, N. B., who referred to it in most complimentary terms. President Hugh Blain and H. C. Beckett added their appreciations.

TUESDAY MORNING.

On opening the Tuesday sessions, H. C. Beckett, Hamilton, Ont., discussed the Contract Selling Plan of placing proprietary articles on the market. He read from report of the Ontario Guild meeting last July, which was adopted by the Ontario trade and signed by the members. This explained the character of the system whereby manufacturers fixed the price of their product to the retail trade to prevent cutting.

The Rights of the Trade.

E. F. B. Johnston, K.C., followed with an address on "The Rights of the Trade and Manufacturers." It will be remembered, Mr. Johnston was the defendant counsel in the Wholesale Grocers' Guild case, which was concluded three years ago.

One of the chief contentions of Mr. Johnston was that men could unite for the purpose of self-preservation; that in the work of self-preservation prices might be raised. But, he declared, prices could not be unduly enhanced simply and solely with that one object in view. Neither could a body of men unite to create a monopoly in restraint of trade.

"In all movements," he said, "underlying whole schemes there were some

principles that the erection of respect to the

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"Trade is not a contract, nor a existing as a fac of affairs, an eve ons resulting fr wholesaling and

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principles that must be considered on the erection of the foundation, having respect to the future.

"The whole success of a body of men depended in the first place on unity. The United States and Dominion of Canada were a combination of units. Unless unity exist among the various parts the whole will fail. Workmen who unite succeed because they acknowledge a sovereign head, with the result that they are standing to-day against capital in a way they never stood before."

Unity Must be Permanent.

Besides unity, continuity was necessary. "The working out of the final end needs unity for 365 days in the year, and not simply at your conventions here once a year. Continuity has built railways against all obstacles. Persistent struggle has given us our civil and religious rights, and it is needed in your association," said Mr. Johnston.

"The individual in the association, to make it successful, must be subservient to the government of the body. There should, too, be an observance of trust and confidence and business morality, and lastly, no organization can succeed unless possessed of business courage.

"These result in the object desired and ultimate success of such a body of men as the Grocers' Guild.

Law Gives Right to Unite.

"You have the right by law to unite. You can form a union at any time under any circumstances, if you bear in mind that what you do in your union is necessary to your self-preservation.

"If men unite for the sole object in view to raise the price of sugar from 5 to 7 cents per lb., then that is a conspiracy against trade and is illegal.

"But if necessary for your self-preservation and the general welfare of the trade, I take it, that the law justifies the reasonable raising of prices. Combines are not illegal on that basis. They are only illegal when they unduly enhance prices or prevent competition.

"When prices are raised under the two methods named, although the results may be the same, the motive power is entirely different. One is done without any necessity therefor, and is illegal; the other becomes necessary in the interests of trade, and is legal."

Trade a Condition, Not Fact.

Mr. Johnston gave some strong arguments why changes in methods of trade were necessary to illustrate the contention that trade was not a 'law,' but merely a 'condition.'

"Trade is not a law," he said, "nor a contract, nor a principle, nor anything existing as a fact. Trade is a condition of affairs, an evolution of certain conditions resulting from the manufacturing, wholesaling and retailing of goods.

"What was good trade 40 and 50 years ago is not good for to-day. We

improve conditions, and in order to succeed it is necessary to improve the conditions of trade.

"The law says if that is the object it is not illegal to unite and not punishable. You have to meet the varying changes in conditions that you or the retailer or consumer do not suffer. You have the right of co-operation with certain lawful principles in view. You have the right to co-operate for purposes of economy, better facilities for running your own business and right to co-operate in the interests of wholesale grocers in Canada.

The Making of Profits.

"You also have the right to make your terms and profits, so long as you are not unreasonable. You are justified in making them more advantageous to your general welfare, and in doing so you are beyond the reach of the law."



Fred Smye, of Hamilton, took an active part in the deliberations.

The complication of trade through wholesale and retail channels made much consideration necessary. The wholesaler and retailer in a way were agents of the manufacturer. The latter wanted, of course, to get as much profit over cost of production as possible. But he has competition to meet and so must place his product at a reasonably low figure to secure his share of business. Whole salers had to purchase through the manufacturer and pass the goods on to the retailer at a fair margin, and at the same time see that the retailer could sell those goods as cheaply as possible to the consumer.

Making Living Profit.

"Your test should be: 'Is the price enough to enable me to have a fair profit?' You must go on amending until you have that living profit. As long as the increase is not more than a living profit it does not come within the law. If you are ever called to court, that is the point you will have to explain."

The Wants of the People.

The speaker next took up the now time-worn question of Cost of Living.

"It is alleged the cost of living is too much," he said; "that it has increased too much, due to combines or conspiracies. Take any of you who were in business 25 years ago. Are you making as much profit as you did then?"

"Twenty years ago rent which was \$15 or \$16 is now \$25 and more. A very important reason for the advance in cost of living is the increased wants of the people. Theatre seats then were 50c, whereas now they are \$1.50 to \$2. Commercial travelers cannot go about the country unless they pay about double what they did 20 years ago. The day was when we would be content to wear the old fullcloth tweeds produced on a hand loom at 25c or 30c a yard. To-day we must have our tweed at \$1.50 and \$2, and the tailor charges us more for making than the cloth costs.

Desires of Humanity Reign.

"If we could limit the desires of humanity we would have lower wages and cheaper goods. The mode of life, the method of dressing have all been advancing and wages are a great deal higher to enable people to live."

Relation With Manufacturer.

"If you succeed you must exhibit the greatest good faith to yourselves and to the manufacturer. But you will have interlopers. You will find that while 99 out of a hundred are endeavoring to carry out their contracts and agreements, the one will be cutting prices and betraying the association. It is better to have 50 men and all honest than 500 with one dishonest. If an individual member interferes with the smooth running process, the whole fabric will be disorganized. The beginning and the end of an undertaking must be seen at the same time.

"You want a handling profit on the goods. You must have a margin for losses, interest, discounts; you want a margin of safety for the future. That is your position. The manufacturer wants the highest price he can get because you can only get the article through him. If there were no competition, prices on many goods would be much higher than they are."

Advices Conferences.

Touching on the Contract Selling Plan, Mr. Johnston could not see any objection to a fair and full discussion with the sugar, tobacco, canned goods men, etc., because prices would then be dealt with from actual knowledge of conditions. By seeing the manufacturers and laying before them exactly your position a great deal of good results would follow. Leave them to fix their own prices, so

long as you can agree with them on your margin of profit.

"The manufacturer has what you haven't. Bulk of the manufacturers have bonuses by way of a protective tariff, which benefits them by lessening competition from outside sources. But you lose by having to carry a more valuable stock than otherwise would be the case if competition were greater."

Commission on Trade.

A board or commission was suggested similar to the Railway Commission to settle matters of dispute or argument in trade. The only place to settle such matters now is in the criminal court, whereas they should be settled in civil courts.

Mr. Johnston made a strong arraignment of the Combines and Investigations Act of 1910. "It must have been hewn out of a block of wood by a broadaxe," he declared. Six men had power to hale a suspect before a judge, who, if he thinks there is enough evidence, commits him to a Board of Investigation for trial on stated facts, gazetted, etc. If the alleged offence is continued after 10 days a fine is imposed at so much per day. Later on the defendant may be acquitted in court. "There we have two tribunals and different verdicts and different penalties for the same offence—a state of law which is an outrage."

Term "Combine" Not Defined.

The same Act, he stated, gave different definitions of combines. It would be only justice, he considered, that if the alleged "combine in restraint of trade" were found not guilty, the six complainants should shoulder the costs.

In closing, he urged the trade to be honest with themselves in the observance of the Secret Commissions Act, which should be made clear to everyone.

A vote of thanks, moved by H. C. Beckett and Z. Hebert, was tendered Mr. Johnston.

TUESDAY AFTERNOON.

Association Loyalty.

F. T. Smye gave an address on "Association Loyalty," which was the opening of the session on Tuesday afternoon. His address was as follows:

"The subject which has been assigned to me is one of such wide scope and so inexhaustible and far-reaching that it embraces the whole conduct of our everyday business life. Loyalty in every sense is the foundation of national and commercial honor. It has been from time immemorial, and will continue to be, the base through all ages, therefore, I say it is a large subject, and if the few thoughts that one person could compile can only create some light on the importance of individual and collective loyalty, as applied to the grocery busi-

ness of our Dominion, will feel amply compensated for the privilege of speaking to you to-day on this subject.

"In reviewing the trend of trade in this vast and growing Dominion we can look back to the days when Canada had but few wholesale grocers and when the business conditions were not so strenuous as they are now, the volume was smaller and the business was carried on with small expense, and there was no such a thing as an association or trade conventions, but some of those pioneers tell us that they had trade evils to contend with in those days, principally price-cutters who demoralized profits while they remained in business, but who, as a rule, generally made a failure and were soon gone and forgotten.

Number of Houses Increased.

"To-day, however, conditions are different, the volume of business and the number of houses have vastly increased with the growth of the country, and it has become more vitally important to form associations to regulate the distribution of the many millions of dollars of foodstuffs which are handled by the wholesale grocers of the country, and it is a serious responsibility which has been placed upon you to establish the commercial status of the grocery trade so that our successors can build wisely on the foundations we are laying; and I feel that our progress is slow, owing to the lack of interest in many of the provinces, but it is never too late to mend our ways.

Association's Work in South.

"In reading accounts of the progress made in the last few years by the National Wholesale Grocers' Association of the United States, I cannot help but feel that we are very lax in our duties as business men of Canada when we do not follow their glorious example. The National Wholesale Grocers' Association of the United States have a most complete organization, with head offices in New York, where a competent staff is employed to keep the entire trade posted, and although the expense of such an organization is great, the outlay of each individual firm has been repaid a thousand-fold; the interest is maintained by the appointment of committees to carry on the various sections of the work and by the appointment of directors in almost every jobbing point, thereby assuring uniformity in the work, and that is where we fail. One province knows nothing whatever of what is going on in other provinces, through lack of organization, and the time is now, at this meeting, for us to do something towards better organization throughout the Dominion.

Where Much Trouble Arises.

"If we neglect our duty in this regard we cannot help but have confusion,

and the longer you hesitate the worse it will be for us all. We must cultivate a greater degree of confidence in our competitors. Trade jealousies are the cause of most of our trouble; we are too ready to believe ill of our neighbor and to take the word of our travelers, who, in turn, are loaded, instead of personally interviewing your competitor to find out his side of the case. And if you will adopt this method you will discover very often that there is no foundation whatever to your charges. Many cruel injustices are practised by hasty judgment, and those of you who have experience know this to be so.

Classes of Jobbers.

"In my experience as a Guild officer, in the work of having agreements signed for the betterment of trade conditions, I have found that the jobbers of this province are divided into three classes, viz.:

1st. The houses who sign an agreement and who back up the officers of the Guild and are ready to make sacrifices.

2nd. The houses who sign up, but who are lukewarm, and at the first provocation, whether real or imaginary, fall down.

3rd. The houses who sign anything presented to them and who never intend to keep their word.

"Of the first class there is nothing we can say too praiseworthy. They are the men whose good name cannot be bought with filthy lucre and who have builded their business integrity on a solid rock, which no tide will ever wash away, and when this battle of life is past we will say, 'Well done, good and faithful,' and will write their obituary in classical language.

The Good Example.

"To the second class I would suggest that they look around them and figure out the houses who are the most successful in their business, and you must conclude that it is the house who stands for good business morals who always succeeds. Make up your mind to back up your association in their commendable work, and even at personal sacrifice, as it will be only temporary, as with class one and two united, class three will be so ostracized that it will soon be promoted to the higher grade. The house that wavers is the food on which the crooked house feeds and often destroys the whole structure. Dare to be a Daniel, dare to stand alone, where business honor is at stake.

Conscience and Cowards.

"To the third class, embracing the agreement-breaker and secret rebater, we are forced to say they have the contempt of every honest man, and in their inmost soul they must hate themselves 'for conscience makes cowards of us

all.' We this class trouble, and it is with all can reach too general them, but and we able to every trade education them, for burn. the

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all.' We are glad to say, however, that this class, whereas they create all the trouble, they are in the great minority, and it is our duty to stamp out this evil with all our might. We have laws that can reach this class, but we have been too generous in our nature to enforce them, but there is an end to everything, and we hope that we will eventually be able to eliminate this class from the grocery trade of Canada. We have tried educational methods; let us continue them, for, 'while the lamp holds out to burn, the vilest sinner may return.'

A Plea for the Future.

"Move away from cliques that are crooked, to the hilltops of mightier thought. Don't try to undermine your rival; it only comes home to you. You don't need to do this; have confidence and go on. Let us be nation-builders—be men of sight, for opportunity is knocking everywhere. As someone has written: 'Thank God for a country of good hard work, where men raise blisters and do not die of gout, where it is not birth or rank, but get-up-and-get that makes great men.'

"May we grow, may our present be happy, and may the future be one of steady progress, and may we understand that that which is worth having costs time, costs labor and sometimes blood."

Loyalty to Manufacturers.

An address by H. C. Beckett, of Hamilton, on "Loyalty to Manufacturers," followed, in which expressions of opinion were made regarding the standing by contracts made between manufacturer and wholesaler, and the consideration of the wholesaler by the manufacturers.

The Bulk Sales Act.

"The Credit Exchange" was the subject of an address by L. J. Ball, secretary of the Ontario section of the Canadian Credit Men's Association, in which he touched upon the operation of the system and the Bulk Sales Act. The Grocer has in previous issues gone into this subject fully, but extracts from Mr. Ball's address will be interesting.

"The Credit Men's Association," he said, "stands for one Federal law covering bankruptcy, as opposed to as many provincial laws as there are provinces. We stand for a law under which a judgment secured against a debtor in any one province will hold against him in any other province. We stand for a law to prevent the giving of cheques without funds in the bank to cover them. We have now under preparation a Bulk Sales Act, which will be introduced at the present session of the Ontario Legislature, by which any trader, in order to dispose of his goods in bulk, must get the written consent of at least 60 per

cent. of his creditors, otherwise the purchaser can be held for any of his liabilities. Such an act has already been passed in Manitoba, Saskatchewan and British Columbia, and will, I believe, come before the Legislature of Alberta at this session.

"You listened yesterday, with much pleasure and profit, to a very able address by Mr. Hebert, on 'The Qualifications of a Credit Man.' He referred to the need in a successful credit man of experience, tact, knowledge and intuition. The purpose of our association is to help the credit man broaden his experience, as well as develop along all the other lines mentioned and, at the same time, help him to better safeguard



Secretary Stanley Cook saw the funny sides to the banquet addresses.

the interests of his firm in the matter of extending credits."

The "Selling Direct" Question.

General discussions took place regarding some manufacturers selling direct to the retail trade in small, as well as large quantities, members considering this to be unfair to the wholesalers who were asked to compete with the same goods at wholesale prices. It was maintained that the best system to pursue in such a case would be to appoint manufacturers' committees from the various guild members in each province and confer with the manufacturers in question. Assistance could also be given by the Dominion Guild, if necessary.

Canned Goods Delivery.

The question of contracts with the Dominion Canners was also on the board, particularly in respect to the percentage of delivery on wholesalers' orders. As pointed out in The Grocer some weeks

ago the canners, who, by the way, were complimented on their methods in the past, will this year deliver sixty per cent. of tomatoes, peas, corn and beans based on orders of last year. The Dominion Canners were represented by J. J. Nairn, R. L. Innes and W. R. Drynan. In event of the canners not being able to supply the entire orders, wholesalers will, after getting their percentage, be free to buy in the open market, as many were forced to do last season on account of short packs.

W. P. Eby, Toronto, raised the point of the number of brands of canned goods and considered the interest of the trade would be best served by lessening it as much as possible. It was frequently the cause of delayed delivery, delays in checking, etc.

W. R. Drynan stated the canners were anxious to reduce the number, and suggested the wholesale trade cutting out private brands. This would be appreciated by the canners.

Supplying the Retailer.

A. E. Provost, Provost & Allard, Ottawa, asked the convention to consider the advisability of placing the retailer upon a similar contract basis as the wholesaler. Thos. Wilson, Groceries Limited, Toronto, opposed this on the grounds that each wholesaler should be responsible for what percentage of retailers' orders he should deliver. Competition was too keen, he maintained. This was the general impression. Members told of having to go into the open market to purchase tomatoes at a much higher price than \$1.15—the opening—and to supply their trade with 100 per cent. although it meant an actual loss to them.

The New Officers.

After the passing of a number of complimentary resolutions to the president, committee in charge of the banquet, etc., the election of officers was made with following results:—

President—Archibald Miller, Whitehead & Turner, Quebec, Que.

Provincial Vice-Presidents:—

British Columbia.

Percy Wollaston, Jr., Wilson Bros. Alberta.

W. Georgeson, Georgeson & Co., Calgary. Manitoba.

H. B. Gordon, the Codville Co., Winnipeg.

Ontario.

Thos. Kinnear, Toronto.

Quebec.

Zeph. Hebert, Hudon, Hebert & Cie., Montreal.

New Brunswick.

W. C. Cross, Hall & Fairweather, St. John.

Nova Scotia.

R. M. Symons, R. B. Seeton & Co., Halifax.

Dominion Secretary—J. Stanley Cook, Montreal.

Wholesalers in Attendance.

Among those Canadian wholesalers present at the convention were the following:—Fred. T. Smye, Balfour, Smye & Co.; Samuel Vila, James Turner Co., H. C. Beckett, W. H. Gillard & Co., Hamilton, Ont.; R. F. Randolph, A. F. Randolph & Sons, Fredericton, N. B.; J. F. Edgett, Reed Co., Ltd., Moncton, N. B.; Archibald Miller, Whitehead & Turner, Quebec, Que.; Jas. R. Gardner and H. W. Chamberlain, the F. J. Castle Ltd., Ottawa, Ont.; J. H. Gilmour, Gilmour & Co., Brockville, Ont.; R. J. Carson, Kingston, Ont.; Wm. C. Cross, Hall & Fairweather, Ltd., St. John, N.B.; A. Foster, The Young Co., North Bay, Ont.; Hugh Blain, F. J. Eby, W. P. Eby and H. D. Eby, Eby, Blain, Ltd., Toronto; J. Medland, Medland Bros., Toronto; F. W. Humphrey, Toronto; James Macpherson, Glasco Co., Hamilton; Jno. H. Ince, Perkins, Ince & Co., Toronto; A. McPherson, Elliott Marr &

Co., London, Ont.; Samuel Sreaton, E. Adams & Co., London, Ont.; W. Georgeson, Georgeson & Co., Calgary, Alta.; Jno. Ross, St. Catharines, Ont.; W. G. Armstrong, The Young Co., North Bay, Ont.; W. T. Duncan, The Young Co., Sudbury, Ont.; A. H. Pafford, Davidson & Hay, Toronto; Armand Chaput, L. Chaput Fils & Cie., Limited, Montreal; Cyrille Paradis, Langlois & Paradis, Quebec, Que.; A. St. Laurent, A. Carrier & Fils, Levis, Que.; A. Desrocher, Lalonde & Desrocher, Montreal; Thos. Jobin, Jobin Marrin Co., Winnipeg, Man.; F. J. Healey, Geo. E. Bristol Co., Hamilton, Ont.; Alph. E. Provost, Provost & Allard, Ottawa, Ont.; H. T. Wilson, Groceries Ltd., Toronto; Mr. Logan, Davidson & Hay, Toronto; Z. Hebert, Hudon Hebert & Cie, Montreal; Jno. Dillon, A. M. Smith & Co., London; J. F. Smyth, Windsor, Ont.; W. Ince, Perkins, Ince, Toronto; Ross Humphrey, Toronto; Thos. Kinneer and T. H. Kinneer, Toronto; Frank Sloan, John Sloan & Co., Toronto; J. S. Roger, J. B. Renaud & Cie, Quebec, Que.; W. G. Craig, Kingston, Ont.; S. Gagnon, Gagnon Garaut, Limitee, F. Armstrong, Warren Bros., Toronto.

W. P. Gundy, vice-president of the Toronto Board of Trade, who was mistaken frequently during the evening for Wm. Georgeson, of Calgary, was another of the speakers. He showed the connection of the Board of Trade with the advancement of trade and commerce. Its duties included getting good roads, efficient canal service, opening of unexplored territories, pulp lands, waterpowers, etc.

Zeph. Hebert, Hudon, Hebert & Cie, Montreal, who contributed many suggestions during the convention, also replied to toast to "Our Guests." Mr. Hebert referred in terms of commendation to the principles involved in Archdeacon Cody's address, and pleasantly remarked that when next he came to Toronto he would give his address in French and would expect all to be able to listen to him intelligently. He noted the very friendly relations between the Quebec and Ontario wholesalers—this entente cordiale was necessary to their welfare at large. Competition would of course ever exist but business could be carried on in a pleasant manner and those elements eliminated that proved disadvantageous. The fundamental principles of right and justice were conducive only to good results to all concerned.

Music and songs interspersed the program and added to an enjoyable evening.

COMPETITORS MEET ABOUT BANQUET BOARD

Pleasant Entertainment on Evening of First Night of Wholesalers Convention—Addresses by Guests in Response to Toasts.

Toronto, Feb. 15.—The banquet given on Monday evening by the Toronto wholesalers to the visiting delegates at the Dominion Wholesale Grocers' Guild convention was a pleasing diversion to the steady work done during the day.

The King Edward meeting room of Monday was transformed into an elaborate banquet hall. The guests, apart from the visiting wholesalers, included Sir John Gibson, Lieut-Governor of Ontario, Archdeacon Cody, W. P. Gundy, Toronto Board of Trade, and a large number of representatives of manufacturing concerns.

Hugh Blain, president of the Guild, presided and in many happy speeches introduced the various speakers. Mr. Blain referred to the recent honor conferred by the King on Sir John Gibson, and to his life of patriotic and zealous devotion to his country. Sir John, was given three hearty cheers and a tiger, when he rose to acknowledge the compliments.

"The wholesale grocers' association was," he wittily remarked, "composed of that division or class that might be

termed, 'the boys' and the good fellowship existing had taken all the stiffness from any formality that might have been present at first."

Again he said referring to H. C. Beckett: "I used to meet him occasionally on the streets of Hamilton some years ago and always congratulated him that he was still at large." He gracefully and modestly acknowledged the president's compliments on the honor of Knighthood he recently received.

Advocates Technical Education.

Archdeacon Cody replied to the toast to Canada. He explained his connection with the trade by being among the ranks of the consumer, and the consumer was necessary to the wholesaler. His address was along lines of morality and ethics in business and was greatly appreciated. He strongly advocated young Canadians gaining technical knowledge and the learning of French as well as English to assist them in their business. For such, he maintained, Canada presented a fair field and a splendid opportunity.

WHOLESALE SELLING DIRECT.

Retailers Confer on the Subject—Left To Individual Towns and Cities.

Toronto, Feb. 15.—W. J. Mellen, president of Brantford Retail Grocers and J. A. McIntosh and Jno. O. Carpenter representing the Hamilton Grocers were in the city on Tuesday, attending the convention of the Dominion Wholesale Grocers' Guild. They held a conference with local men on the question of wholesalers selling direct to hotels and other consumers, a matter which has frequently of late been discussed by associations throughout the Dominion.

They decided that in view of the differences in conditions existing at different centres, it would be well to leave this matter in the hands of each individual association. As every town has certain conditions peculiar to itself, the question is such as could hardly be handled to the best advantage by the trade as a whole.

M. Moyer, of Toronto, represented the Retail Merchant's Association at the conference.

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Evaporated apples
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Evaporated pears
Currants, fine filia

Another Advance in the Sugar Market

Following 10 Cent Increase Noted in Last Issue Market Advances Another 10 Cents on Saturday—Outcome of Brussels Convention Affords Little Relief—Cuban Crop Backward—Evaps. Hold Firm Position—High Price of Potatoes Increases Bean Consumption—Prunes Firmer in Winnipeg But Easier in Montreal—Primary Markets in Rice Strong.

QUEBEC MARKETS.

POINTERS—

Sugar—Now at \$5.55 per cwt.
Prunes—Easier.
Shelled Walnuts—Decrease.

Montreal, Feb. 15. — Notwithstanding the fact that February is said to be a quiet month in the trade, business has been brisk throughout the week. Several markets offered new features.

Sugar advanced again and shows tendencies towards further movement.

Shelled walnuts, owing to the special delivery of crops, have declined two cents.

SUGAR—Just previous to going to press last week the sugar market advanced 10c and again showed an increase of a similar amount on the Saturday following. Tendencies are towards further advancement.

Granulated, bags	5 55
Granulated, 20-lb. bags	5 65
Granulated, Imperial	5 40
Granulated, Beaver	5 45
Paris lump, boxes, 100 lbs.	6 35
Paris lump, boxes, 50 lbs.	6 45
Paris lump, boxes, 25 lbs.	6 65
Red Seal, in cartons, each	0 55
Crystal diamonds, bbls.	6 20
Crystal diamonds, 100-lb. boxes	6 30
Crystal diamonds, 50-lb. boxes	6 40
Crystal diamonds, 25-lb. boxes	6 60
Crystal diamonds, 5-lb. cartons	7 20
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27 1/2
Extra ground, bbls.	5 95
Extra ground, 50-lb. boxes	6 15
Extra ground, 25-lb. boxes	6 35
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 55
Bright coffee	5 50
No. 3 yellow	5 40
No. 2 yellow	5 30
No. 1 yellow, bags	5 15
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP AND MOLASSES—Market is unchanged for all grades of syrup and molasses. Demand is seasonable, with a fair supply, prices being steady at quotations.

Fancy Barbados molasses, puncheons	\$0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Portio Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
Corn syrups, half-barrels	0 03 1/2	0 03 1/2
Corn syrups, quarter barrels	0 03 1/2	0 03 1/2
Corn syrups, 38 1/2-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, 1/2 doz. per case	2 65	2 65
Cases, 20-lb. tins, 1/4 doz. per case	2 60	2 60

DRIED FRUITS—Dried fruit market is devoid of new developments. Demand is active and most prices for the present remain unchanged. Prunes are showing signs of activity, but prices have eased considerably during the week.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08 1/2	0 09 1/2

Currants, fine filiatras, per lb., cleaned	0 07 1/2	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizias, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	0 06	0 06
Figs, 3 crown	0 07 1/2	0 10 1/2
Figs, 4 crown	0 08	0 10 1/2
Figs, 5 crown	0 08 1/2	0 13
Figs, 6 crown	0 08	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mata	1 30	1 40
Glove boxes, 16-oz. per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2

Prunes—		
30-40	0 16	0 18
40-50	0 15	0 15
50-60	0 12 1/2	0 14
60-70	0 12	0 12
70-80	0 11 1/2	0 11 1/2
80-90	0 11	0 11
90-100	0 10	0 10
100-120	0 08	0 08
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09 1/2	0 10 1/2
Choice fancy seeded, 1-lb. pkgs.	0 10 1/2	0 11 1/2
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63 1/2	0 63 1/2
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75 1/2
Malaga table raisins, clusters, per 1/4 box	0 80	1 80
Valencia, fine off stalk, per lb.	0 08 1/2	0 09 1/2
Valencia, select, per lb.	0 08 1/2	0 09 1/2
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS—With the exception of two changes, there are no special market features to report in nuts. General steadiness is the rule. Shelled varieties are moving well and are likely to maintain this attitude for some time. The price of shelled walnuts decreased this week, owing to the increased supply by special delivery.

In shell—		
Brazil	0 22 1/2	0 25
Filberts, Sicily, per lb.	0 10 1/2	0 12
Filberts, Barcelona, per lb.	0 10 1/2	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15 1/2	0 16 1/2
Walnuts, Marbots, per lb.	0 12 1/2	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13 1/2	0 15

Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 08 1/2
Coon, roasted	0 08 1/2	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Peanuts, jumbo	0 18	0 19
Pistachios, per lb.	0 07	0 75
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

TEA—A fair trade is passing in tea, considering the fact that February is always a dull month in the tea business. Prices show no quotable change for the week. The market undertone, however, is still strong.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30

Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE—Coffee market has developed no new features this week. Prices remain unchanged, with a normal demand. To all appearances the market has settled down for some time.

Mocha	0 25	0 28
Rio	0 21 1/2	0 23 1/2
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 25 1/2

SPICES—Prices remain quiet and unmoved. Business is brisk, but of a hand-to-mouth order. The spring trade, which begins early in March, promises to be very interesting.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 30
Mace	0 18	0 35
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

RICE AND TAPIOCA—Market is featureless this week. Demand is steady and the situation remains firm.

Bangoons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 85
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 85	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 75	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

CANNED GOODS.

TORONTO.—Lent, which opens on Wednesday, will bring an increased consumption of canned fish, to the benefit of the grocer. He should do his part by featuring salmon, sardines, smelts, herrings and lobsters.

Other lines of canned goods should be in good demand from now on also. Vegetables are scarce and high in price and the canned article should for this reason be brought into favor. Fruits should also do well.

One jobber points out that demand apparently had not been so keen for fruits this year as last. The plenitude of apples as compared with the extreme scarcity last year is one reason offered.

THE CANADIAN GROCER

moderate supplies over the end of the season, and although prices are still abnormally high compared with many years past, the more general opinion is that prospective receipts will not be in excess of trade requirements.

One tea firm says of the market: "1912 opens with the tea markets of the world in a still stronger position than they were at the commencement of 1911. Consumption generally continues to increase while supplies are not as elastic as distributors would wish. The trade, however, has now become accustomed to the higher range of prices, and owing to the strong probability that for a year or two, at least, prices will not have a serious setback, buyers are purchasing with more confidence."

COFFEE.—This year's sale of valorization coffee has had little, if any effect upon the market. The committee after delivering the 700,000 bags sold this year will still control 4,400,000 bags. It is pointed out that the small crops of Brazil coffee will not continue indefinitely, and when a large crop comes, possibly within the next two years, the situation will change again to one of supply and demand. The present crop is known to be small and the next crop will not be much larger: after that however, some change can be looked for. The lessened consumption is a factor that has also to be taken into account.

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

SPICES.—Trade is gradually taking on more life after the dullness noticeable at the beginning of the year. Peppers show every indication of continuing their present steadiness. Nutmegs and allspice are steady also.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15-18	65-70	70-80
Cassia	20-30	85-115	95-125
Cayenne pepper	22-28	80-105	90-115
Cloves	23-28	75-95	85-110
Cream tartar	27-00	90-00
Curry powder	25-00
Ginger	22-27	65-85	75-95
Mace	50-85	0-2 75
Nutmegs	30-45	91-00	1 60-2 50
Peppers, black	18-22	67-75	80-90
Peppers, white	28-30	91-05	1 05-1 15
Pastry spice	20-27	65-95	75-110
Pickling spice	16-20	75-00	75-00
Turmeric	16-00

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

NUTS.—Shelled varieties are moving freely. Nuts in shells are rather quiet. A general tone of steadiness prevails both locally and in primary markets.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bonleaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21

Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08½
Peanuts, green, jumbo	0 10

RICE and TAPIOCA.—Cables and correspondence from abroad note strong markets on all deliveries of rice. Reports from Burmah note damage to crop by harvest storms. Demand is normal for both rice and tapioca.

Standard B. from mills, 500 lbs. or over, l.o.b. Montreal	3 65
Rice, standard B	3 75
Per lb.
Rangoon	0 03¾ 0 04
Fancy rangoon	0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 05½ 0 06
Tapioca—
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

BEANS.—Beans continue steady to firm. Stocks are not large while demand is good. The high price of potatoes tends to bring about a larger consumption of beans.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California line beans, lb.	0 08

EVAPORATED APPLES.—Evaps. are firm in the opinion of local dealers and gradually becoming cornered up with stocks by no means large. Production last year was average, but the high prices of dried and canned fruits in general has worked for a big consumption of this line. The West has been taking considerable quantities while a fair amount has been worked for export. The market is regarded as firm.

MANITOBA MARKETS.

POINTERS—

- Sugar—Advance.
- Syrup—Firm.
- Prunes—Advanced.
- Evap. Apples—Advanced.

Winnipeg, Feb. 15.—With annual bonspiel in full swing, members of various wholesale houses are busy finding enough time to play the games, entertain visitors, and look after business. The first and second events are, however, looked upon as sacred as they occur only once a year, and consequently all work that can be possibly shelved till next week is being put away, and the most of the time devoted to entertaining country customers in town, and discussing situation of the trade.

The prevailing feeling is one of optimism, and with the granting of lower rates to the south by the Interstate Commission, the country will be relieved considerably of the tension it has been living under during the last three months. All are now enthusiastic and look for record year if present predictions can be reckoned on.

Sugar performed the "ballooning act" by taking two sharp advances of 10c each within three days. While some had expected a slight advance.

Other lines to show advances are evaporated apples and prunes. Former shows an advance of ½c per pound, and the latter as high as 1c over old quotations.

SUGAR.—As stated above, this line has been performing some ascension feats during the week, and as a result prices are now quoted at 20c per hundred over the figures used last week. The first advance took place on Tuesday and the latter on Saturday, and market remains firm and fairly active.

Montreal and B. C. granulated, in bbls.	6 20
Montreal and H.C. in sacks	6 15
Montreal, yellow, in bbls.	6 80
Montreal, yellow, in sacks	5 75
Ice sugar, in bbls.	6 66
Ice sugar, in boxes (25 lbs.)	6 80
Powdered sugar, in bbls.	6 35
Powdered sugar, in boxes	6 36
Powdered sugar, in small quantities	6 10
Lump, hard, in bbls.	7 06
Lump, hard, in half-bbls.	7 15
Lump, hard, in 100-lb. cases	7 06

SYRUP.—Active and steady. Demand is holding up well and a successful winter's trade has already taken place.

Syrups—
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 66
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

DRIED FRUITS.—Predicted advances in prunes has arrived and prices are quoted this week at 1c above last week's, and market continues to hold strong. Raisins are also being watched carefully, but as yet no advance has been announced. Stocks in these lines are light enough to warrant advance.

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

New Figs—
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11½
Camel 6-crown table figs, about 10 lbs.	0 12½
Camel 6-crown figs, about 50 lbs.	0 12½
Camel 7-crown table figs, about 100 lbs.	0 14½
Camel 9-crown table figs, about 10 lbs.	0 16
Emmanuel 3-crown	0 08½
Emmanuel 4-crown	0 08½
Emmanuel 5-crown	0 08½
Emmanuel 6-crown	0 09½
Emmanuel 7-crown	0 10
Club box figs	0 06

Cooking Figs—
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia Raisins—
Fine, l.o.s., 25s, s.p., per box	2 20
Fine selected, 28s, s.p., per box	2 25
4-crown layers, 28s, s.p., per box	2 35
4-crown layers, 14s, s.p., per box	2 20
4-crown layers, 7s, s.p., per box	0 60
Ne plus ultra, 28s, s.p., per box	2 30

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

EVAPORATED APPLES.—Here again considerable strength is noted and the first of series of advances expected have taken place. Quotations show price ranges from 10½c to 11c flat, Winnipeg, to be in vogue, and many look for rapid advances as supplies are being reduced and will soon be in hands of a few firms who will doubtless demand their price.

COFFEE.—Coffee remains unchanged from last week. Market is still strong and active.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16½

BEANS AND PEAS—Present indications all point to firm prices on these lines, and there appears to be no chance of market easing for some time.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NEW BRUNSWICK MARKETS.

St. John, Feb. 15.—In so far as markets are concerned, past week with local grocers was fairly quiet, and no unusual features presented themselves, although general trade was steady and more encouraging. Beans remain firm and some firms are quoting slight increase over last week, and general increase is looked for soon. Sugar advanced ten cents on Wednesday last, followed by a similar advance on Saturday.

Much interest centres in potatoes, for which from \$2.60 to \$2.90 is now being asked, with chances of further increase particularly strong. Some dealers are asking a solid \$3 retail, and have paid from \$2.75 to \$2.90 wholesale, and there seems a readiness to purchase at these prices, because of the indications for higher markets.

Eggs are slightly easier, although there is no change in price, but as the demand is good and chances for new lays in the cold weather none too bright, there is a possibility of another jump before long. At present 35 cents is the highest being asked for henery stock, and particularly in the country market the supply during past week has been good, in face of fairly cold weather.

In butter market the prices quoted at last week's writing are still in force, although it is only in an exceptional case that more than 35 cents is being asked.

Bacon	\$ 15	\$1 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 21	0 26
Butter, creamery, per lb.	0 29	0 34
Buckwheat, W. grey bag	3 00	3 10
Cheese, new, lb.	0 15	0 16 1/2
Currants, 1's, lb.	0 08	0 08 1/2
Canned Goods—		
Beans, baked	\$1 15	\$1 25
Beans, string	1 02 1/2	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	1 20	1 25
Peas, No. 3	1 25	1 30
Peas, No. 2	1 30	1 35
Peas, No. 1	1 80	1 85
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.	5 50	5 10
Cornmeal, bags	1 70	1 70
Cornmeal, barrels	3 55	3 55
Eggs, henery	0 35	0 35
Eggs, case	0 28	0 35
Pinnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Man.	6 45	6 50
Flour, Ontario	5 50	5 70
Lard, compound, lb.	0 10 1/2	0 11
Lard, pure, lb.	0 12 1/2	0 13
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 36	0 37
Oatmeal, rolled	5 50	5 50
Oatmeal, std.	6 10	6 10
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	22 00
Potatoes, barrel	2 50	2 50
Raisins, California, seeded	0 10 1/2	0 11
Rice, per lb.	0 03 1/2	0 04
Salmon, Case—		
Red Spring	\$7 75	\$8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 80	5 90
Austrian, granulated	5 70	5 80
Bright yellow	5 60	5 70
No. 1 yellow	5 30	5 40
Paris lumps	6 50	6 75

NOVA SCOTIA MARKETS.

HALIFAX, Feb. 15.—While wholesale grocery dealers report business a little slack at present time, retail grocers say that trade is exceptionally good for this season. Trade is well distributed among the various lines, with the exception of canned fruits. Some dealers attribute falling off in these lines to plentiful supply of apples. Dealers say, however, that the demand for this class of goods will come later on. Local dealers have good stocks of evaporated apples on hand, but there is little demand for them at present.

There was an advance on sugar this week. Standard granulated was marked up five cents to \$5.75, while United Empire was raised to \$5.65. Bright yellow was advanced five cents to \$5.55, and No. 1 yellow from \$5.20 to \$5.25.

Rolled oats are firm, and are in good demand. The price is ten cents higher than last week, the quotation being \$5.80 per barrel now.

MANY CANADIANS AT CANNERS' CONVENTION.

(Continued from page 39).

Nicholls & Co., New York; B. M. Fernald, ex-governor of Maine, and others. **Raising Health Standard.**

The importance of the industry and the necessity of it was perhaps best illustrated in three points dwelt on by the new president of the National Canners' Association, Samuel F. Haserot, of Cleveland. They are as follows:

"First—The men engaged in the canning industry, as represented by the associations gathered here, have reduced and are reducing every day the cost of living.

"Second—The men identified with these associations, in studying out the details of their business ventures, have increased the average health of the nation.

"Third—This same element, by study, by investigation and by the introduction of intensive cultivation and labor-saving machinery, has increased the food outlook, from the standpoint of quantity, for the nation.

"The constant cry which is going up as to the high cost of living can in no sense be directed to the things in which these associations have been most largely interested. The preservation of the bounty of nature, when it is at its best and at its height, you will agree, has presented the opportunity to carry from one season to another the life-giving elements that, without this industry, could not have been presented to the people; not only in the case of strawberries brought from the gardens in June and

July, not only in the case of sweet corn, so generally in use from the gardens and the fields for perhaps two months in the year (an inheritance of the six nations), but in the case of other desirable products of the fields and the gardens enrolled in the list of food necessities."

The new president of the Dried Fruit and Canned Goods Brokers' Association is Joseph H. Kline, Cleveland, Ohio, and Thos. A. Scott, Cadiz, Ohio, will again guide the destinies of the supply men.

Visitors Royally Entertained.

Among the pleasing features of the convention were an intertainment with refreshments and dancing given the visitors on Wednesday night at Convention Hall, and a theatre party tendered by The American Can Co. at the Lyceum, on Thursday night. "Rebecca of Sunnybrook Farm" was the play, and Mr. Phelps and his assistants had a difficult time hunting up seats for everybody.

The selection of next year's convention city has been left to a committee, but the prospects are that either St. Paul or Cincinnati will win out as strong representations from both these places were made.

NEWS OF INTEREST TO THE TRADE

Hiram W. Chamberlain, who has been president of F. J. Castle Co., Ltd., wholesale grocers, Ottawa, Ont., since its inception, has purchased the capital stock and on March 1 will take over the active management in succession to J. R. Gardner. Mr. Chamberlain has been an Ottawa resident for 16 years. He was Ottawa manager of the Toronto General Trust Co. for some years and later with the Royal Trust Co., Montreal. Mr. Gardner will give his entire time to the extension of his insurance business.

Harold Spafford, formerly of Spafford & Mahler, grocers, Chatham, Ont., and for some time past on the staff of J. H. Burnie & Co., grocers, has left for Edmonton, Alta., where he will become manager of the grocery department of the J. H. Morris Co.

The Toronto Retail Grocers' Association will hold their annual banquet on Wednesday evening, Feb. 28. It will be held at the Arlington Hotel, King St. West and from prospects will be not only a pleasant but profitable event.

Last week grocers of the Brantford Retail Grocers' Association went over to Hamilton and met their confreres in the trade there. The Hamilton grocers won the game. It was a progressive euchre contest.

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Pricing Advanced Goods in Inventory

Important Question Raised By Winnipeg Reader — Percentages of Gross Margins and Expenses—A Retail Firm That Asks Candidly For Co-operation of Consumer.

*By Henry Johnson Jr.

Canada, January 2nd, 1912.
Henry Johnson Jr., Canadian Grocer:—

Dear Sir:—On one previous occasion I have trespassed on your kindness by writing you for information regarding one of your articles, all of which I have read with much interest. Many of the points with which you have dealt have been of particular interest to me.

As the time for our annual inventory is approaching there is a matter which for the past year or two has given me considerable food for thought, and on which I would like to get your opinion, namely, the basis on which goods should be priced on stock sheets, which have been bought some considerable time previously and on which marked quotations have advanced very considerably.

As an example this year, take canned tomatoes. Realizing that opening prices looked particularly good last fall, we bought heavily at from \$2.65 to \$2.74 F.O.B. Winnipeg, and are at present retailing for 15c per tin, with prospect of an advance in the near future.

As, generally speaking, we do not figure on much more than 20 per cent. on cost as a profit on canned vegetables, writer feels that he should be justified in taking these into stock at about \$2.90 per case, which, at retail price of 15c, would allow a somewhat better margin than the 20 per cent. on cost above mentioned.

I feel that as we are, of course, obliged to reduce the figures on any lines which may have declined since time of purchase, we should be justified in putting on at least a proportion of any advance which may have occurred on other lines, provided that the retail price is such as to show as much as, or a little more than, the usual percentage of profit. Canned lobster is another line re which very much the same situation obtains.

Trusting I have made my meaning clear, and awaiting your opinion in this connection, believe me,

Yours very truly, W—A—E—

I am only sorry that the mass of correspondence which reaches me prevents me from handling such matters as these more promptly; but I can only answer letters in rotation of their

dates, in justice to each correspondent. But I trust I am not too late now for any use.

Profits on Selling Price.

There is obviously some error in W—A—E's statement, as these tomatoes show the following percentages of gross margin, not on the Cost but on the SELLING PRICE of \$3.60 per case—15c per tin:

If bought at \$2.65 per case, 26.39 per cent. minus.

If bought at \$2.74 per case, 23.88 per cent. plus.

If bought at \$2.90 per case, 19.44 per cent. plus.

These margins are surely good enough for anybody on such a staple; even the last not being unreasonable, though I should plan to advance until I had a full 20 per cent. margin, or over.

These same costs per case show on the COST, as follows:

If bought at \$2.65 per case, 35.85 per cent. minus.

If bought at \$2.74 per case, 31.48 per cent. minus.

If bought at \$2.90 per case, 24.17 per cent. plus.

So it looks very much as if W—A—E—meant to write on "selling price" where he has said "cost." Of course, I have given the margin-on-cost figures merely as a mathematical demonstration, because that is never the way to compute margins.

Replacement Value Should be Basis.

Goods should be priced on the inventory sheets just as nearly as possible on replacement values—what it would cost to buy and lay down those goods at date of inventory. This—because such is the only logical method. As this correspondent says, we have to reduce our values when the market declines, so we should take unto ourselves the benefit of any enhancement in values.

If all this were not true, our inventories might readily give us a false indication of our condition. We could so easily fool ourselves into feeling that we had done well after a protracted period of declining values, and we could also so readily make a poor showing if we did not take advantage of any considerable increase in the general values of goods.

Make the Safest Error.

We must, however, be very careful about this thing. Let us err, if we must err at all, on the safe side. Let

us be sure to take cognizance of all shrinkages, but let us hesitate to advance our values unless, as W—A—E—says, we intend to advance our selling prices to correspond. It is much better to be in a stronger position than our records show than it is to be in a weaker position than we think we are.

I hope this may be the information W—A—E— is looking for. If so, it is, perhaps, "better late than never."

Henry Johnson Jr., Canadian Grocer,—

Dear Sir:—Allow me to thank you for information given in recent issues. I was trying to get at the cost of doing business in the directest method. I am still of the opinion that donations such as are donated for good will, should be charged in the expense account, say 1/4 of 1 per cent. of gross sales; bad debts, as long as the conditions are as now, 1/2 of 1 per cent. of gross sales; advertising expense, 1 1/2 to 2 per cent. of gross sales. As we figure percentage of expenses of gross sales same way should be for gross profits. I hope you will still continue your good work and wish you another Happy New Year.

McA—W—

As stated in my previous review of this man's correspondence, expense is cost of doing business. If one so desire, he can run all shrinkages and losses into expense, but to my mind it is better to run them into the Loss and Gain account where they will show up individually. It is all right to estimate 1/4 per cent. here and 1/2 per cent. there as a kind of buffer, for the sake of safety and conservatism; but these figures must go to a final definite adjustment to meet actual conditions in every inventory, and a new start on the basis of those actual conditions must be made each new year. In other words, we should take what we find at the end of one year as a kind of "dead reckoning" by which to guide our business during the coming year; then we must readjust our course again in the light of what we find is actually the situation.

I am glad I have been helpful; thank my friend for his good wishes, and shall be exceedingly glad to have him call on me at any time again.

A Candid Statement.

As an example of frankness in making an appeal to customers for their thoughtful co-operation, here is something from the Model Grocery Company, Pasadena, California; a concern I personally know well and one I know to be successful. This through newspaper advertising:

Please anticipate your wants and order goods enough to last a few days at a time, especially of staple

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

articles. It is sometimes impossible for us to deliver an order RIGHT AWAY, when you wait the eleventh hour to place the order; where would we as a grocer be, if we ordered our supplies that way?

If possible, please so regulate your orders that they can be delivered on our regular delivery run; it costs lots of money to make these special trips.

We make three regular trips each day inside of the mile circle. We make two deliveries each day inside of the two-mile circle, and regular trips to all outside points. And if there is a store in the country that gives you any better service they will have to go some.

Please do not ask us to deliver any order less than 25c and always more if possible; it is expensive to make the delivery, even though we are going your way.

Please let us have your co-operation, your pleasant good will; don't scold or abuse our clerks; they are all human, and striving to please you; you will get far better results to work with them.

Good service is essential to any business; but why not frankly ask for the co-operation of the buyer? Should she not realize that pampering service is expensive and that she must inevitably pay the cost of her want of systematic ordering? Maybe the idea is worth spreading further.

Opportunities in House Cleaning Brushes

Considerable Business Going to Mail Order Houses That Could be Done by Dealers Throughout the Country — Some Special Brushes That Will Sell Well in Many Places — Sales Can Easily be Created for Them in Spring Months.

There is a good deal of business going to mail order houses in housecleaning brushes that should be secured and developed by grocers and general merchants throughout the country.

The large catalogue houses are not only selling these house-cleaning utensils but through them they secure other business which the grocer and general dealer should take care of. The only trouble is that these dealers do not stock or attempt to create demand for such goods.

During the spring house-cleaning campaign particularly, women are on the look-out for time-savers that will do the work not only more quickly but better than by the use of a rag or some other home-made device.

Special Brushes That Will Sell.

Every general dealer and most grocers of course handle scrubbing brushes, boot and stove brushes and probably a few others. There are, however, as many opportunities in others as in these.

For instance the floor-waxing brush used for waxing hardwood floors is one that should prove a good seller if it were stocked, displayed and its usefulness represented to customers.

Among the other specialties sold in large quantities by the mail order houses are the bannister brushes and hair floor brooms. The use of these can be readily appreciated from their names. There are also window brushes for cleaning windows with water and window cleaners of rubber for rubbing off

the water. Many stores use these themselves but neglect opportunities to sell them to customers.

Cornice dusters for ceilings, walls, etc., glass jar brushes for cleaning fruit jars and bottles; plate brushes for silverware and bowl brushes for the lavatory could all be sold if stocked and displayed. A good brush to stock in the autumn for winter trade is the radiator brush, a narrow long handled brush that will clean with the least trouble all parts of a hot water radiator.

What General Merchant Can Do.

That all these can be sold, is proven by the extensive business the catalogue houses are doing in them. These houses are selling by means of the catalogue and have not the opportunities of the general merchant or grocer who can not only advertise them himself but can display and talk their usefulness to possible purchasers.

Have Stock Ready by March 1.

The house cleaning season will soon be with us again. Every dealer should have his stock ready by March 1 so that early customers will not have to be turned down. During March and April frequent window displays of brushes and brooms will aid sales. While brooms are all-the-year-round sellers yet many will require new brooms for their spring cleaning. By all means, however, brushes of all kinds should be stocked and displayed within the next two months. This will be their big season and the most should be made of them.

Where One Dealer Made Money.

Here is a specific instance where brushes such as mentioned above were made a paying sideline.

A grocer in a medium sized town who had never handled them was called on by a representative of a brush and broom manufacturer.

"I don't handle brushes," he replied shortly when the salesman attempted to interest him.

The traveler knew there was no valid excuse for not doing so. He pointed out that this line was well within the grocer's scope and as the housewife was interested in them the chances for promoting sales were excellent. He pointed to the handsome profits in selling brushes and at last induced this dealer to take a trial order.

He included in his first order a few dozen scrub, shoe and stove brushes as well as window brushes, banister brushes, hair brooms and some other lines.

"Now don't chuck them in a drawer or some other place where no one will ever see them," advised the traveler; "give them some display space. The profit is large enough to warrant it."

The grocer followed his advice. It was scarcely more than a month before that house received a repeat order.

Six months after this department had been worked into a profitable and extensive one. A separate portion of the store had been set aside for display. The grocer now thanks this salesman for giving him a start on a profit making side line.

INSULT TO INJURY.

Joseph E. Widener, the Philadelphia horseman and collector, told a horse story at a dinner in New York.

"There's a grocer out Elkin's way," said Mr. Widener, "who is notorious for his wretched horseflesh.

"The grocer's boy is rather a reckless driver. He drove one of his master's worst nags a little too hard one day, and the animal fell ill and died.

"You've killed my horse, curse you!" the grocer said to the boy next morning.

"I'm sorry, Boss," the lad faltered.

"Sorry, be damned!" shouted the grocer. "Who's going to pay me for my horse?"

"I'll make it out all right, boss," said the boy, soothingly. "You can take it out of my next Saturday's wages."

Eisenberg & Co., of Detroit, have leased the upper flat of the Ferriss Building, Windsor, and will establish a cigar factory, manufacturing high grade Havana cigars. Mr. Eisenberg has been sales manager for the Surety Cigar Co., of Detroit.



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There is n haps that pot soaring for s less excited. believe that ed settling p ent. Europe in considerat brought in at market, prov takes kindly toes have bee America that firming in ma Brunswick ha of her crop a continue firm which had a year, has pota figure than cold weather present.

Carrots, be crops were ge ada last year



Cold Weather Hampers Fruit Trade

But Milder Conditions are Overcoming Difficulty — Firming Tendency in Some Lines Due to Cold—Potato Market Less Excited—Imports of European Stock Will Help to Steady it —Root Products Generally Firm and Scarce—Grapefruit Continues High.

Trade in fruits and vegetables was again quite seriously interfered with by extremely cold weather in many parts of Canada. The low temperature held up shipments to country dealers in many cases, while even in the cities considerable risk was run in sending goods to the trade. However, with the advent of milder weather, this difficulty has been overcome.

The effects of cold is reflected to a certain extent in the prices of some fruits. For instance, the frost in California, which affected oranges adversely, firmed the price of navels, while Floridas in sympathy have been steadied. Lemons are even more susceptible to frost than oranges, and California stock incurred marked damage, which has caused higher prices. Western Canada draws her supply from this source, while eastern Canada depends mainly on Sicily lemons. Sicily lemons are also firmer and higher, for demand from all countries has been heavy, more especially America.

There is more reason to believe perhaps that potato market, which has been soaring for some time, will now become less excited. At some centres dealers believe that market has probably reached settling point, at least for the present. European stock is now on the way in considerable quantities, and can be brought in at figure that should steady market, provided Canadian consumer takes kindly to them. European potatoes have been in such keen request by America that recent despatches indicate firming in markets across the water. New Brunswick has sent out large percentage of her crop and holders in that province continue firm in their ideas. Manitoba, which had a better crop than usual last year, has potatoes at considerably lower figure than eastern markets, but the cold weather prevents their shipment at present.

Carrots, beets, onions and other root crops were generally short crop in Canada last year. Stocks at most centres

at present are small and the strong market likely to continue.

Further shipments of marmalade oranges are awaited at some markets. Grapefruit is in light supply and high in price.

MONTREAL.

GREEN FRUITS—The green fruit market is becoming exciting and promising interesting results. The prices show tendency of advancing all around, as result of shortage in stocks, accounted for by the cold weather. Business is brisk considering the season. Florida grapefruit, which is scarce and has been advancing rapidly of late, again shows an increase.

Apples—		
Spies	4 50	5 50
Baldwins	3 75	4 75
McIntosh Reds		6 00
Greenings	3 50	4 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Cranberries, N.S., bbls.	10 00	11 00
Box cranberries		3 50
Grape fruit, Florida, case		7 00
Jamaica, case		3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons	2 50	3 00
Limes, a box	1 25	1 50
Oranges—		
Florida		4 00
Navels	2 75	3 00
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Bitter oranges, per box	2 50	3 00
Pineapples—		
Floridas		4 00
Tangerines, per strap		5 25

VEGETABLES — Vegetable market has developed no new features this week. All lines rule high and show no tendencies towards decline. Demand is limited, as result of the high quotations, but offers a promising outlook. Potatoes are still high; with few signs of an advance or decline.

Beans, green, hamper	6 00	7 50
Brussels sprouts, per qt.		0 25
Carrots, bag		1 25
Cabbage, dozen		1 00
Cauliflower, dozen	3 00	3 50
Celery, Cal., 6 doz. to crate, crate	8 50	9 00
Garlic, 2 bunches		0 45
Green peppers, bus, basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.		2 50
Leeks, dozen	1 50	1 75
Onions—		
Spanish, crate		3 75
Half crate		2 25
Canadian reds, 100 lbs.		4 00
Radishes, dozen		1 00
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, new, bag	1 50	1 75
New potatoes, 50 bbl.; 6 lb.		
Strawberries, per qt.		0 75

Spinage, per bbl.	5 00
Turnips, per bag	1 00
Parsnips	1 50
Trusscs	0 20

TORONTO.

GREEN FRUITS—Trade has again been hampered considerably by severe cold weather. Shipping of fruits has been interfered with, so that goods both coming in and going out were held up, while at times it has been so cold as to make it unsafe to send goods any distance about the city.

Marmalade oranges are pretty well cleaned up, but further arrivals are expected shortly. Navels and Floridas have been coming along in larger volume and improved quality in some cases.

Grapefruit holds firmly and the high price has, no doubt, been responsible for smaller consumption during season. Lemons are firmer and meeting with good demand.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 50	3 00
Oranges—		
Marmalade	2 50	2 75
Florida		3 50
California navels	3 00	4 00
Mexicans	2 00	2 25
Valencias, 7 1/4's		5 50
Valencias, 4 3/4's	4 25	4 75
Tangerines, strap		6 00
Grapefruit—		
Florida, case	5 50	6 00
Jamaica, case	3 25	3 50
Grapes, Almeria, per keg	5 00	6 00
English hot house grapes, lb.	0 65	0 75
Cranberries, bbl.		13 75
Apples, bbl.	2 25	4 00
Pineapples, case	4 00	4 50
Florida Strawberries, box		0 65

VEGETABLES — Potatoes show a slightly higher price than a week ago, New Brunswick being quoted at \$1.90 to \$1.95, and Ontario at \$1.75 to \$1.85. Situation for a long time has been strong and the tendency upward. As noted last week, the excitement in this line is probable to subside. Many dealers believe that market has probably reached settling point, at least for present. The import of European stock is likely to steady the market, especially if it is of such quality as to win the favor of the consumer. First arrivals are expected around the middle of the month.

Quite early in the fall, the small crops of beets, carrots, parsnips and onions in Ontario and pretty well throughout Canada was referred to. This shortage combined with cold weather has gradually been firming prices on these lines. Stocks of all locally are small, especially onions. No wavering in steadiness can be expected. Valencia onions are re-

ported slightly firmer. Shipments of California celery will increase within few weeks.

Boston cucumbers, dozen	2 25
Boston head lettuce, dozen	1 50
Canadian beet, per bag	1 10 1 25
Cabbage, barrel	2 25 2 50
Carrots, bag	1 10 1 25
Pump, bag	0 50
Celery, per dozen	1 00
Celery, Cal., per case, 6½ to 8 doz.	3 00

Parsnips, bag	0 90
Potatoes, N. B.	1 90 1 95
Potatoes, Ontario, bag	1 75 1 85
Onions—	
Spanish, case	3 50 3 75
Spanish, ½ cases	1 85 2 00
Canadian, 75-lb. bags	2 25
Sweet potatoes, hamper	1 75 2 00
Mushrooms, 1-lb. boxes	0 75
Can. hothouse tomatoes, lb.	0 32
New lettuce, per dozen	0 30 0 35
Green onions	0 25
New radish, per dozen	0 50

Wide Awake Methods in Retail Stores

Chatham Dealer Who Imports Early Strawberries at Loss to Secure New Trade—Classified Ad. Page in Newspaper Used by St. John Grocers—Merchants to use Auction Sales to Boom Trade — A Family Competition.

This Loss is Profitable.

Chatham, Ont., Feb. 15.—A local grocer makes a feature of handling the first strawberries of the season. To do so, he has to import extensively, at a time of year when such shipments are very precarious.

Imported fruits, and particularly imported strawberries, are rather risky commodities. This particular dealer states that, after paying duty and express charges and allowing for loss occasioned by fruit going bad, he not infrequently finds he is handling the imported berries at a loss.

"Nevertheless, we will continue to handle them," he adds. "Even though the direct transaction may involve a loss, there is a great advantage in the long run. The imported berries start a great share of the summer preserving and fruit trade in our direction. People who want early strawberries practically have to come to us. When the home grown berries come in, however, the trade of a great percentage of these people comes our way as a matter of course. Home grown raspberries and blackberries follow the strawberries almost without a break; then peaches, plums, pears and all the later fruits. We make a dead set on the fruit trade right at the beginning of the season and start it coming our way—and it keeps on coming.

"Of course, the handling of early stuff constitutes an advertisement for the store, and proves helpful to our general business as well."

Uses Classified Ad. Page.

St. John, N.B., Feb. 15.—On the "classified ad." page of the evening daily papers each day is to be found the advertisement of the "Two Barkers, Ltd." and it is a feature which is read with interest by a great many careful housewives. They conduct four stores in St. John now, one each in King Street West, Brussels, Main, and Princess Streets, and they so plan their affairs that the prices in all four stores are similar and "specials" are offered simul-

taneously. Hence, it is more easy to feature the store news from each store in combination with the others and for this purpose under a four-column head, an inch and a half with that width is used and the "special offerings" are displayed in a wide variety each with its price affixed.

The same ad. generally runs for two days. For instance under the heading "A Few of the Bargains for Saturday and Monday" are listed articles of different kinds carried in the grocery trade. It is reasoned that many people are interested in the page where the classified "ads." are displayed, as it is one which contains information of importance on many matters, and thus with a spread of four columns an advertisement is certain to attract attention.

Auction Sales to Bring Trade.

Wallaceburg, Ont., Feb. 15.—With a view to attracting the trade of the farmers, the merchants of Wallaceburg, through the Board of Trade, are making arrangements for the holding of regular free auction sales.

The scheme is to hold a regular auction market at which goods of all kinds will be sold at auction. No charge will be made to the farmers for the services of the auctioneer. The scheme has been tried in a number of United States cities and was first brought to the attention of the board of trade by ex-mayor Hugh Stonehouse, a prominent merchant.

The Board of Trade viewed the plan favorably. T. D. McGuire was appointed auctioneer and an initial grant of \$25 made toward the enterprise.

Family Hunted for the Pork.

Vancouver, B.C., Feb. 15.—"Advertisers should live up strictly to what they advertise," was the remark of a merchant to The Canadian Grocer, when discussing general matters. "For instance, I had a customer in the other day, who, while he did it in a jocular way, evidently had a serious complaint back of it all. He was giving a large order, and

was casting his eye along the displays to see if there was anything that might tickle his palate, when his eye caught a line of—pork and beans.

"Do you know we have an interesting contest at our house every once in a while," he said, with a twinkle in his eye.

"I was not at first aware that the contest had anything to do with me or my store, and I instantly took quite an interest. I enquired what it was, and said it must be nice for the children.

"Yes, they enjoy it immensely," he replied. He went on to tell me how they always anticipated it, in fact it was when the last order was delivered from my store that the last session took place.

"In the end it developed that he had ordered several tins of these pork and beans. Then they got a Saturday Evening Post and turned up the Van Camp advertisement where a nice plate of pork and beans are shown, with a fine slice of pork right across the top. It seems he has offered a box of candy to the one who finds a slice of pork like what is shown in the advertisement. At first he thought he had a good joke, for hardly any pork was found in the tins. But the children did not have to buy the pork and beans and they hurried through all the tins in their vain quest. He began to find that he was soon out of pocket more to supply pork and beans for the contest he had inaugurated than if he had bought the candy straight away. So he bought the candy and called the contest off.

"That pork and beans stunt is the funniest of them all," he said. "Why in the world they advertise pork and beans when in most cases the pork could be put in a thimble is more than I can tell."

"He went at it in a nice way, though some customers think we are positively taking advantage of them. One woman deliberately declared that it was because pork was so dear that none was in the tins and that we effected quite a saving. Some times I have thought of suggesting that manufacturers should have a notice on their labels asking that complaints be made direct to the factory. It would often make it much easier for us. The only person the dissatisfied patron can complain to is the dealer. It troubles the new man, but we old staggers learn in time to have excuses for every shortcoming."

Hewitt & Armstrong, grocers, Medicine Hat, Sask., have moved into their new store on Main street. Among the fixtures installed are included an electric coffee mill, electric scales, cash register, and silent salesman.



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Another ad 20 cents per rolled oats by is in keeping week, that strength, and announce ano This is a total per sack from during Decem quite brisk fr while consump able weather c

There are no toba flour to sumption is o time. Feed of scarce, and in country dealer somewhat to i from millers to will sell feed of certain ratio of

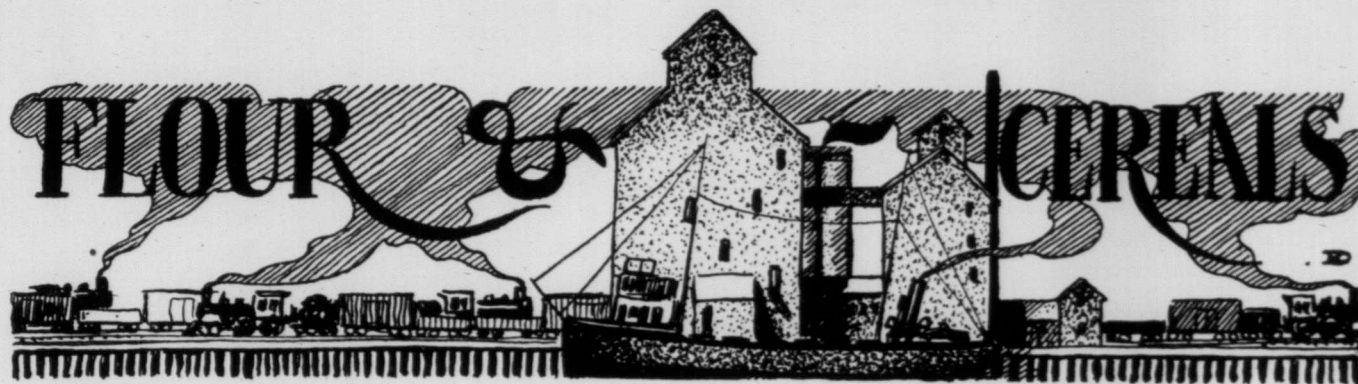
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FLOUR.—Firm The market has either price or interesting results



Rolled Oats Advance 10c. Per Bag

In Accordance With Last Week's Prediction—Raw Market Still Holds Up — Cereals in Good Demand—Fair Domestic Trade In Flour—A Sale of 100,000 Bags of Flour to Bakery Firm—Domestic Flour Trade is Fair—Cornmeal Continues Firm.

Another advance of 10c. per bag, or 20 cents per barrel, is announced in rolled oats by millers this week. This is in keeping with what we stated last week, that market showed marked strength, and that millers were about to announce another increase in price. This is a total upward move of 20 cents per sack from the low point reached during December's decline. Trade is quite brisk from millers to retailers, while consumptive demand under favorable weather conditions is brisk.

There are no special features in Manitoba flour to report. Domestic consumption is on fair scale at present time. Feed of all kinds is extremely scarce, and in keen request by retail country dealers, and this fact serves somewhat to increase volume of flour from millers to retailers, as most mills will sell feed only on conditions that a certain ratio of flour be taken also.

One extremely large sale of flour to a bakery firm is reported this week. It is said to amount to 100,000 bags, the contract being spread over a year's time. Competition for such orders as these is indeed keen.

The Canadian wheat visible last week increased 203,000 bushels, and oats increased 589,000 bushels. The International Agricultural Institute estimates the production of wheat in the southern zone as 290,987,000 bushels, compared with 275,817,000 last year.

Wheat weakened slightly at beginning of week, under expectations of increased shipments from Argentina.

MONTREAL.

FLOUR.—Firmness prevails in flour. The market has not varied this week in either price or demand, although interesting results have been predicted.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, bags	5 50
Manitoba straight patents, in bags	5 10
Manitoba strong bakers, in bags	4 90
Manitoba second, in bags	4 40

CEREALS.—The price of rolled oats has increased and still oats show signs of further movement. The supply, though fair at present, might offer a shortage later on, owing to scarcity of milling oats. Fort William and Port Arthur millers claim they can only find a limited supply of raw material, and soon will not be able to meet the demand. The market is now becoming interesting, and should be carefully followed.

Fine oatmeal, bags	2 64
Standard oatmeal, bags	2 64
Granulated oatmeal, bags	2 64
Rolls cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90-lb.	2 50
Rolled oats, cotton bags, 90-lb.	2 55
Rolled oats, barrels	5 65

TORONTO.

FLOUR.—Past week has brought about no change in flour prices, nor is there any change in the general situation. The wheat market, which has had tendency to strength for some time, showed slight weakness early in the week, on expectations of larger shipments from Argentina.

Ontario wheat is still in scarcity supply, and winter wheat flours hold steady. Straight roller is quoted at \$4 to \$4.20 per barrel. One miller states he finds it hard to get \$4.10 per barrel locally, although \$4.20 is being received in Montreal.

Domestic trade in flour is reported fairly brisk for season.

Manitoba Wheat.	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 00 4 20
Blended	4 50 5 00

CEREALS.—In accordance with what we said last week could be expected,

rolled oats have advanced 10c. per bag, the change being announced on Saturday. Raw market holds up well, reflecting steady tone to rolled oats.

Cornmeal, as reported for the past couple of weeks is firm. For American corn, some houses are asking more.

Demand in cereals is on brisk level.

Rolled oats, small lots, 90-lb. sacks	2 50
Rolled oats, 25 bags to car lots	2 40
Standard and granulated oatmeal, 95-lb. sk.	2 75
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100-lb. bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

A RUSKIN OPINION.

A Grocer reader sends the following: In his book, "Sesame and Lilies," Ruskin says: "It is very curious to watch the efforts of two shopkeepers to ruin each other, neither having the least idea that his ruined neighbor must eventually be supported at his own expense, with an increase of poor rates (taxes), and that the contest between them is not in reality which shall get everything for himself, but which shall first take upon himself and his customers the gratuitous maintenance of the other's family."

ONE OF EARLY SUBSCRIBERS.

The MacLean Publishing Co.—Enclosed you will find express order for \$6.00, covering amount due to Dec., 1911. As I have now retired from the grocery business, I would thank you to cancel my name from your list, but I must express my admiration for your journal, as I always considered it the best and most useful paper any grocer could have. In severing my connection from your good selves I think I can almost take the credit of being one of your earliest subscribers, as I had been connected with the grocery trade in Victoria from 1872 to 1909 continuously.

With best wishes and success to The Grocer.

FRED CAME.

1319 Douglas St., Victoria, B.C.

Making Money in Handling Confectionery

St. John, N. B., Dealer Points Out How He Has Secured New Accounts by Means of this Department—Newspaper Advertising a Great Help.

By G. P. Colwell.

It is possible for the grocer to develop a large and profitable trade in confectionery, by displaying it in large quantities, and advertising it as a prominent feature of the store.

I do not mean by saying in large quantities, that he must buy a ton or two, but sufficient to make an attractive show window. Mr. Grocer, the confectionery department is well worth spending some time and money on. It is rightly a department of the grocery store and not that of the drug store; why wait for so many of your customers to go to a druggist and pay from fifty to eighty cents a pound for the same goods you could probably sell for forty or fifty cents, and deliver them to the home of the buyer, before he or she is ready to go for them?

Brought Business After Marriage.

A good line of confectionery will bring to your store a class of people that no other line will; it will bring the young men and the young ladies. I have now trading with me three newly married couples who when single came to my store for the box of chocolates for the sweetheart. I consider the confectionery dept. got me these three.

Advertising Brings Results.

The following advertisement is a sample of what we do to interest the consumer through the newspaper. It was in a space 3 inches square and brought extra good results.

Lovers of Turkish Delight here is your chance to buy a pound of that Delicious Sugar Coated Pure Fruit Juice Candy at a price that will suit your pocket book. Special price for Saturday only 15c pound. Colwell Bros. If you can't come, telephone.

Advertising in the daily papers may seem expensive to one who never tried it, but this advertisement under contract costs me a little over forty cents each night.

This special ad. brought us in on the Saturday of that week \$15 worth of extra business. My profit on this special was more than six dollars besides bringing to my store a class of people that we could not have got there under any other means. Not only did I sell these people this one particular article in confectionery but several kinds not advertised. It also helped to sell a considerable amount of groceries.

These are some of the reasons why I think every grocer should handle confectionery. By using special ads of this

character one will be surprised at the turnover in the run of a few months.

AMENDMENT TO INSPECTION ACT.

Hon. Geo. E. Foster is introducing into the House of Commons an amend-

Abuse of Credits Result in Failures

Traveler Points Out That Too Many Grocers Are Lenient in Matter of Credit—Last Man to be Paid—Case Where Doctor, Butcher and Dry Goods Man Got Preference.

Montreal, Jan. 25.—(Special)—A traveler who has had varied experiences with wholesale and retail grocers recently relieved himself of some of the opinions he has formed in his frequent rounds of the trade. The representative of The Canadian Grocer induced him to talk on the subject of why some grocers fail and his ideas in this direction may prove of interest to readers.

His first cause of the business downfall of many grocers was the abuse of the credit system.

"Look about you," he continued, "and what do you find? Every merchant demands cash but the grocer. The boot man wants his money with every sale. So does the dry goods man, and the butcher and baker. The house furnisher may allow credit but there is more reason for his giving credit than the grocer.

"The tendency of to-day is toward cash payments. In the financial considerations of the average family the grocer usually comes last, because other retailers have demanded cash payments from their customers. If one of the latter has a hard luck story he saves it for the grocer, because his experience has taught him that the grocer is sympathetic and 'will stand for a touch.'"

Collections Become Difficult.

When a family's circumstances become straightened, money has to be carefully handled. And in doling out the limited sum it is remembered just what merchants demand cash and the grocer is usually called upon to "bear with us for a while until things begin to look brighter." Thus the man who is making the smallest profits is asked to carry the heaviest burdens.

"If the grocer is called upon to supply many customers of this kind," said the

traveler, "it will not be long before there is a red flag hanging from his door. Sentiment is sentiment and business is business, and no one will admit that the grocer should alone be asked to play the part of the good Samaritan. Of course he must decide what attitude he will assume on this question of credit which, I claim, when not properly attended to is the grocer's greatest menace.

"Besides, when everyone else is asking cash, when there is a general tendency to educate the public into this system of doing business, why should the grocer stand aloof and still follow the old and often dangerous method that has been handed down from that period when barter was the business system and actual money was rather scarce?"

Doctor and Butcher Came First.

"I need only mention by way of illustration an instance that was brought to my attention only a few days ago. The husband of a family received an injury and was for a time unable to work. A doctor attended regularly. In two weeks a grocery bill of sixteen dollars had accumulated and in answer to the grocer's request for payment, asked for supplies for an additional two weeks assuring him that a payment would be forthcoming. When the month had come the woman stated that she had too many other bills to pay. There was the doctor and the butcher. The children had to have heavier clothes and boots for the winter.

"The result is that the grocer must wait and it is hard to tell when he will have recovered this bill.

"Of course this is only a mild case, but it is quoted to show that the grocer should demand that he is placed upon



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Lenten Season Opens on Wednesday

Expected to Bring Big Demand—Two Special Fish Days Next Week—Wholesalers Finding Rush of Business—Retailers Stock Fairly Heavy on Pickled and Smoked Lines—Frozen Fish in Good Demand—Market Expected to Rule Steady to Firm.

Wednesday next, Feb. 21, is opening day of Lent. The present activity on all markets indicates that busy season is close at hand. While many retailers have been preparing their stocks for some time now, there are always belated orders which bring a special rush just previous to opening day. The next six weeks can be expected to be busy ones as there are retailers who handle fish at this season who do so at no other time of the year. Besides this, those retailers who have regular fish department put more energy behind it during Lenten season.

There has been a big demand from retailers for pickled, prepared and smoked lines. Dealers generally get in good stocks to start off Lent with. The frozen lines, which are big sellers just now, they buy as they require. This is at least the method of many dealers.

Receipts of fresh fish at eastern points are small compared with other years. Halibut is in stunted supply. With a good demand, fish in general, as Lent advances, with some special exceptions, can be expected to rule steady to firm.

QUEBEC.

MONTREAL—Now that Lenten season is drawing near, dealers find themselves in midst of rushing trade. The demand, in sympathy with season, has greatly increased, and market presents a scene of activity. Supplies are sufficient to meet the call in all lines, except Labrador herring and green salt cod, which are scarce, the latter being almost entirely off the market. Oysters have already offered a shortage, having suffered greatly by extreme cold at beginning of season. The week has seen no change in prices, but judging from large demand and small stock in some lines it is evident an increase is close at hand.

FRESH AND FROZEN.

Market cod, cases, 250 lbs., per lb.	0 04½
Less than case	0 05
Smelts, fancy	0 10
Haddock	0 04½ 0 05

Halibut, per lb.	0 08	0 08½
Herring, frozen, per 100 fish	1 65	1 75
Mullets	0 04½	0 05
Pike, round, per lb.	0 05	0 05½
Pike, dressed and headless, lb.	0 05½	0 06½
Steak cod	0 05½	0 06
Mackerel	0 11	
Dressed perch	0 16	
Dore or Pickered	0 07	0 08
R. C. red salmon	0 08½	0 09
Gaspé salmon, per lb.	0 18	
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	0 10	
Extra smelts, per lb.	0 14	
Lake trout, per lb.	0 09½	0 10
Tomsols, bbl.	2 25	2 50
Whitefish, large, per lb.	0 08½	0 09
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.

Boneless cod, in blocks or packages, lb. 7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotch herring, No. 2, bbl.	6 50
Lake trout, kegs	2 00
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs.	7 50
No. 1 green pollock, per 200 lbs.	7 50
Salmon, R. C., red, bbl.	14 50
Salmon, R. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador, tins, 300 lbs.	21 00
Salt eels, per lb.	0 08½
Salt sardines, bbls.	5 50
Salt sardines, half bbls.	3 00
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. bbls.	0 10½

SMOKED.

Bloaters, large, per box	1 25
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque oysters, per bbl.	8 00 12 00
Solid meats—Standards, gal. \$1.75; selects, gal., \$2.00.	

NEW BRUNSWICK.

ST. JOHN—Catches of fish about the province during the last week have been better than usual, owing to a great extent to the fair weather which has prevailed. Gaspereaux have become more plentiful than at last week's writing, and smelts on north shore have been secured in very large quantities. W. S. Montgomery, of Dalhousie, said this week that he alone had bought more than 40,000

pounds in one day, and in ten days had bought eight carloads of smelts, all caught in Restigouche river. Other firms, among them Donald McGregor, R. J. Miller, Edward Crockett, A. & R. Loggie, and others, have also dealt extensively in smelts from north shore, so that it will be seen some fine catches have been made. The catches in the Kennebecasis river have not been nearly so large, but of late have been better than usual.

Local dealers are greatly interested in the proposal to establish a shad hatchery in the St. John river, with a view to restoring this line of fish to the numbers which were known some years ago in those waters. It is proposed to have a floating hatchery and to have it so that eggs can be secured at different points.

ONTARIO.

TORONTO—With opening of Lent only a matter of days now, the trade in fish is extremely brisk. All lines are coming in for their full share of attention. Two lines with a tendency to firmness are halibut and qualla salmon, because stocks and offerings are limited just now, pointing to probable shortage later on. Winter-caught lake fish are fairly plentiful, with exception perhaps of pike and pickerel. Present indications, according to local dealers, point to general market holding pretty steady and firm during first part of Lent at present.

FROZEN FISH.

Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09 0 10
Whitefish	0 09 0 11
Red salmon, headless and dressed	0 11
Halibut	0 10 0 11
Smelts, extra, per lb.	0 15
Smelts, No. 1, per lb.	0 10
Red salmon, round	0 10
Sea herring, 100	2 25
Mackerel, per lb.	0 12
Mullets	0 04
Bluefish	0 10 0 11
Lake herring	0 03 0 05
Steak cod, per lb.	0 05½
Flounders, per lb.	0 05
Tullibus, per lb.	0 05½

FRESH CAUGHT FISH.

Steak cod	0 08
Haddock	0 05 0 07
Trout	0 08½

SMOKED.

Kippers, per box	1 15
Bloaters, per box	1 15
Finnan Haddie, per lb.	0 08 0 09
Digby herring, per bundle	0 90
Cod, Imperial	0 06½
Quail-on-toast	0 07
Fillets of haddie	0 11 0 12
Ciscoes, basket	0 90 1 00
Ciscoes, per lb.	0 09 0 10

Scotch haddies, per box	1 50
Scotch kippers, per box	1 65
PICKLED.	
Lake herring, per keg	4 00
Oysters, selects, per gallon	1 70
Oysters, standards, per gallon	1 55
Pickled trout, per half bbl.	7 25
Labrador herring, bbls.	6 00
Labrador herring, half bbls.	3 00
Shrimps, 1-gallon cans	1 25
PREPARED.	
Shredded cod, 2 doz pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Skinless cod, 100-lb. boxes, whole fish, box	7 50
Cod in loose strips, 25-lb. to box, lb.	0 06 1/4
Pure cod tablets, 20 1-lb. tablets	2 30

NOVA SCOTIA.

HALIFAX.—The lobster fishing on the Nova Scotia coast this season is practically a failure. Majority of fishermen have had their traps destroyed by storms, and those who have traps are

not setting them. The toothsome lobster is now selling at a record price. Few lobsters were offered for sale on the Halifax market this week.

Fresh halibut is now on local market, the first for several weeks. The fish are of medium size and of fine quality. The price is high and demand limited on that account.

Packers of boneless fish are now doing a rushing business. Demand is good and dealers have large orders on hand.

The stock of smoked salmon on hand is light, with fair demand. Salt codfish is now the market leader. Heavy shipments are being made daily to local points, mostly choice grocery cod.

Care Will Bring Good Results.

There has in the past been a certain amount of dissatisfaction expressed at times by dealers in handling oysters. The changing from the old method of half water to that of solid meat eliminated some of this. If dealers will but take proper care of their stock so as to maintain the quality and satisfy their customers they will find the sale of oysters gratifying in results.

LETHBRIDGE MERCHANTS' ANNUAL.

Lethbridge, Alberta.—At the annual meeting of the Lethbridge Business Men's Association, W. J. Nelson was elected president; J. W. Bawden, vice-president, and B. L. Cope, secretary-treasurer. The executive consists of A. L. Johnston, E. J. Sehl, George Kerr, W. A. Dodman, E. Kirkham, L. H. Fowler, H. G. Clark, H. A. McKillop, A. C. Price and E. A. Cunningham.

The occasion was featured by a banquet, presided over by the newly-elected president, Mr. Nelson. Addresses were given by Mayor Hatch, E. A. Cunningham, F. W. Downer, Dr. Stewart, M.P.P., H. A. McKillop, past-president, B. L. Cope, secretary-treasurer, and others.

Mr. McKillop pointed out that the objects of the association were principally protection to the merchants in the matter of extending credits, the instigation of and check on by-laws relating to trade, protection in the matter of unjustifiable subscriptions to which the business men are constantly a prey; protection of the community against fake advertising, and numerous other questions arising out of local trade conditions, which necessarily call for co-operation of similar organizations in other towns and cities.

Secretary B. L. Cope stated that live merchants throughout the country were giving the credit end of their business more and more attention.

"During the past few years," he said, "retailers have endeavored to fortify themselves by closer co-operation through the establishment of local credit associations or rating bureaus, as they are frequently called, which keep a record of the habits of pay of the credit buyers of that particular community. While considerable benefit has been derived from these local organizations, it is only a slight measure of what can be derived by a strong provincial effort to check the ravages of the transient, the rudderless rover who is the greatest menace to our business interests. He is in the city to-day, in the country to-morrow, and the next day somewhere else, and behind him, more pungent than the fumes of gasoline, we get the odor of a myriad of unpaid bills."

How to Maintain the Quality of Oysters

Condition of Oysters Cannot be Improved, But Can be Maintained—Should be Kept Well Iced From Time Received — Freezing Impairs Flavor—How to Care for Shell Oysters.

Absolutely nothing can be done to improve the condition of oysters.

This is what oyster men, who should know, say of the common bulk oysters which the grocer sells. It is a quite common thing for dealers to be given advice on methods which may be used to "doctor" the slightly impaired oyster back to a perfect condition. The use of soda, of washing and dozens of other methods have been put forward as a sure thing, but it seems that they all fail in the desired aim.

Decline Can be Prevented.

But the quality or vitality of the oyster may be preserved or maintained. For instance, if the quality of a can of oysters has been slightly impaired it is impossible to bring them back to their once perfect condition but they may be kept from being still further weakened.

The grocer should not, however, wait for the vitality of the oyster to be weakened in the least. If he takes proper care of his stock when it is in proper condition it will remain so. It is astonishing the number of grocers who do not give proper attention to their oyster stocks, with the result that the quality is affected, and frequent complaints are made by customers.

Knowledge Easily Applied.

"Any ordinary small boy can take just as good care of the oyster stock as any one else," said one dealer, "so that the retailer has absolutely no excuse for allowing his stock to be affected."

Keep the oysters away from direct contact with water and ice. The old-time method of adding water and throwing a cake of ice into the oyster tank to keep the bivalves cool, all helped to diminish the quality. The oyster shouldn't be washed. Nothing should

be added in an attempt to improve them. But to hold the present quality see that the space around the oyster tank is well iced. That is what preserves vitality. They should not be allowed to freeze. Keep them at a temperature that is cool but that does not congeal. And be sure to scald a package before putting more oysters into it. If these directions are followed oysters can be kept properly, customers will be better satisfied and so will the dealer.

Although freezing does not spoil oysters, still it weakens them and impairs the flavor, and this should be guarded against.

Something About Shell Oysters.

So much for the solid meat oysters. Unfortunately the sale of shell oysters in Canada is as yet decidedly small. There are also some points to be observed in the care of these.

The oyster in his own bed has the good sense and instinct to lay always one way up, or approximately so, and we must duplicate these conditions.

The packers make a point of "setting" the oysters, as it is termed—that is, flat side uppermost; in the transport it can easily happen that an ugly jolt will disturb this arrangement, which should be remedied at once upon their arrival home. The oyster does not, like other fish, come to the surface to breathe; therefore, deny him all the fresh air you possibly can. smother him down in the dark barrel with a damp cloth or sack, keep his surroundings cool and spotlessly clean, and he will reward your care by recommending himself and making many more customers for you.



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The mild relief to the in part arri States, whe production but which count of th weather, the gan to mod crease in tl from that so larger, and prices, maki dealers to i Several lar brought in affording re which has months. At many Canad bare of eggs to an end, been far fro plies are no however, and ed to ease ac the Southern and the egg Butter is The market ure that con ly curtailed. cepts are th home produc a month or reported last in the suppl; ported due in week or so, stock is also From sever report of im of provisions is as yet rat values in but a good dema



Produce & Provisions



The Acute Egg Situation is Relieved

Increased Offerings From Southern States Breaks the Strong Market—Easier Tendency at Hand, Which Will Continue as Weather Moderates—Storage Eggs are at an End—Butter Steady and Marking Time—New Zealand Becoming a Factor in Supply—High Price Reduces Consumption—Lard in Good Demand.

The mild weather, which it was pointed out last week, would alone bring relief to the acute situation in eggs, has in part arrived. Down in the Southern States, where an early increase in the production of new laids was expected, but which failed to materialize on account of the set in of extremely cold weather, the temperature last week began to moderate with a consequent increase in the yield of eggs. Offerings from that section have accordingly been larger, and at considerably reduced prices, making it possible for Canadian dealers to import from across the line. Several large shipments have been brought in and are on the way, thus affording relief to the strong market which has ruled during the past few months. At the beginning of the week many Canadian markets were practically bare of eggs, as storage stocks are well to an end, and the Canadian hen has been far from industrious of late. Supplies are now on a more plentiful scale, however, and the market can be expected to ease accordingly as the weather in the Southern States and here moderates and the egg production increases.

Butter is steady and marking time. The market has reached such a high figure that consumption is being materially curtailed. Small stocks and light receipts are the rule, while an increase in home production cannot be expected for a month or so hence. New Zealand, as reported last week, is becoming a factor in the supply, a large amount being reported due in Vancouver during the next week or so, while some New Zealand stock is also on the way from England.

From several centres in Canada comes report of improvement in the movement of provisions over a week ago, but trade is as yet rather quiet. Under the high values in butter, lard is naturally finding a good demand.

MONTREAL.

PROVISIONS.—The provision market still remains firm, with a good seasonable demand. Nothing exciting has taken place in this market for some time, but there are tendencies towards a change noticeable.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11%
Cases, tins, each 10 lbs., per lb.	0 12%
Cases, tins, each 5 lbs., per lb.	0 12%
Cases, tins, each 3 lbs., per lb.	0 12%
Pails, wood, 20 lbs. net, per lb.	0 12%
Pails, tin, 20 lbs. gross, per lb.	0 11%
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11%
One pound bricks	0 12%
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08%
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08%
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08%
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08%
Pails, tin, 20 lbs. gross, per lb.	0 08%
Tubs, 50 lbs. net, per lb.	0 08%
Tierces, 375 lbs., per lb.	0 08%
One pound bricks	0 09%
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	22 00
Heavy flank pork, bbl.	7 50
Plate beef, 100 lb. bbls.	14 50
Plate beef, 200 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10%
Long clear bacon, light, lb.	0 11%
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14%
Extra small sizes, 10 to 13 lbs., per lb.	0 14%
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15%
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 10
Hogs, dressed, per cwt.	9 75

BUTTER.—Butter market has perhaps never been in such a doubtful state before, and dealers are not keen on making any definite statements, as it is a toss-up whether conditions will become more satisfactory or whether the consumer will have to pay an excessively high figure.

Stocks have become extremely small, making it necessary for dealers to call upon the New Zealand market for supplies.

This, however, is not altogether a promising outlook, as prices run on a parallel with those of Canada, and past experiences have taught dealers not to

put too much confidence in New Zealand butter export. It not only takes three weeks to land; but often the dealer is subject to great loss.

Dairy and fresh dairy rolls have increased this week, and show signs of further advance.

EGGS.—It is difficult to say exactly where the egg market stands at present. Local stocks are almost exhausted, and the prices of those remaining on hand have advanced greatly. The prices now ruling will likely last until the end of the week, when the situation will be relieved by import of American eggs, which will help to steady the situation and decrease the price. This market should be followed with the utmost care. The supply of selects has been entirely exhausted.

CHEESE.—There is a steady demand and a firm market for all descriptions, based on small stocks. Prices remain unchanged, and are likely to remain the same for some time.

Quebec, large	0 17	0 17%
Western, large	0 17	0 17%
Western, twins	0 17	0 17%
Western, small, 20 lbs.	0 17	0 17%
Old cheese, large	0 18	0 18%

POULTRY.—This market is quiet at present. The fair demand and supply are on equal basis; but the great calls expected for poultry when navigation opens are likely to meet with a shortage of stocks.

Prices have advanced this week, and show a strong tendency toward a steady increase.

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

HONEY.—No special activities have been noted in the honey market. The normal demand is met with a ready supply, while prices show no advance. The

Lenten season will, most likely, vary the situation.

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

TORONTO.

PROVISIONS.—While trade in pork products is generally reported as showing some improvement, still it has an inclination to quietude. Lard is moving well because of the high price now ruling for butter, while long, clear is also selling quite well.

Live hogs are 10 cents higher this week, and show a steady undertone.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10¾	0 11½
Shoulders	0 10¾	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 12
Lard, pails, per lb.	0 12	0 12½
Lard, compounds, per lb.	0 09	0 09½
Live hogs, at country points	6 35	
Live hogs, local	6 65	
Dressed hogs	9 00	9 25

BUTTER.—There is no change in butter from last week, but market still rules steady to firm. There is no doubt but that the high figure for this commodity is considerably cutting down consumption. Dealers, as stated last week, see nothing in the near future to shape the market from its present path of steadiness. Prices in Chicago have fallen from the record figure reached a couple of weeks ago.

	Per lb.
Fresh creamery print	0 35 0 37
Creamery solids	0 33 0 35
Farmers' separator butter	0 31 0 33
Dairy prints, choice	0 28 0 29
No. 1 tubs or boxes	0 25 0 27
No. 2 tubs or boxes	0 22 0 24

EGGS.—Eggs were scarce at beginning of week, but offerings began to increase as the week advanced. Under milder weather in the Southern States, production has been on the increase there, and quite large shipments have been coming along to local dealers. Prices are expected to ease as the weather moderates and the yield increases. Storage and pickled eggs are cleaned up on this market, and new laids will have to be depended on in the future.

CHEESE.—The market holds firm with nothing in view to break it. Stocks are small, with markets elsewhere strong. Trade is routine in character.

Cheese—		
Large	0 16½	0 16¾
Twin	0 16	0 17
Stiltons	0 18	0 18½

POULTRY.—Trade is quiet in poultry just now. Only a moderate amount is coming along. Fowl and chickens are somewhat easier in price just now.

Poultry—alive—		
Fowl	0 08	0 10
Chicken	0 10	0 12
Ducks	0 14	0 15
Geese		0 13

Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

HONEY.—There is only a fair trade in honey, with no particular market features at present.

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

Wall Paper Dealers Should Study Designs

To His Advantage to Study New Ideas—Kinds of Designs in Popular Favor To-day—Colors That Agree With the Eye—Paper for a Bedroom.

The change in designs of wall paper is one of the features of the business today with which every dealer should be well acquainted. New ideas in wall paper must be introduced by the retailer just as the introduction of many other new lines must fall upon his shoulders. It should, therefore, be one of his chief aims to know what styles are coming in and whatever tendencies may be felt in the trade.

The latest collection submitted by professional wall paper designers shows figures of an order frequently connected with stripe motives, leaving considerable spacing. This allows the introduction of background treatment which very often forms the chief attraction of patterns. As many as five and six fine blocks are employed in the making of these backgrounds. Much appreciation is shown for dimity and clothy effects, and very little metals is being used by wall paper manufacturers to-day except in cheaper grades and even then quite sparingly. Colors are rather subdued than formerly, dark reds have practically disappeared. One reason for this change is that the demand for cheap reds several years ago was so great that many people found that a prejudice against it became widespread. Large scales are made now in colors of the Scotch oatmeal variety. This is a duplex ingrain and is much superior to the ordinary ingrain which, though a little cheaper is difficult to hang, very fleeting as to color and subject to stains through chemical action of an unprepared wall.

Plain Stripes Good Sellers.

Plain stripes are very much in favor. They lend themselves to cut out border treatment so much featured at present.

The cut out border is one of the new ideas in wall paper and is being shown in a large number of designs. It is decidedly an innovation and is attracting wide interest. The lower part of the border has been cut away leaving its principal design standing out boldly against the paper. The idea has been worked into many designs and a general note of approval has been expressed concerning them.

The actual work of cutting out the required design is done by means of a die,

but the extra labor required is compensated for by the result secured. With this idea there is usually a cut out base border and the corners are made in separate pieces.

The Bedroom Design.

The harmonizing of purpose and design is being aimed at more generally than usual and many striking and tasteful effects have been achieved. For instance the usual plan for a bedroom is to create a light and cheerful design in both pattern and color. The paper and furnishings of the room are made to harmonize as much as possible, the idea being carried out even to the color of the rug, the adornments hung on the wall and so on. The result is most pleasing and when done in particular colors creates a soothing, restful and at the same time rather cheerful feeling that the designer strives for in his plans for a bedroom.

A Scientific Work.

This planning might well be said to be based on psychological principles. It is a fact that certain colors have particular effects on the mind, and it is the realization of this and a knowledge of how to use it that makes the designer's efforts a success when turned in this direction. The wall paper salesman might profit considerably by taking a page from this book. But more will be said about the peculiar requirements of the wall paper salesman.

BOOK ON TRADE MARKS.

"Things to Know About Trade Marks," is the subject of an informative book on trade marks issued by the J. Walter Thompson Co., advertising agents. The purpose is to give the main features of the law relating to trade marks and to illustrate their application by examples of trade marks now in use. It includes conditions of registration, how to apply for it, procedure of the patent office, registration in foreign countries, classification of merchandise, what may and must not be included in trade marks, etc. An entire chapter is devoted to trade marks in Canada.



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avoids
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Camp



OCEAN BRAND HADDIES

The Lenten Season fast approaching means a large demand for fish. Will you be prepared to meet it? Don't set about "trimming your lamps" at the eleventh hour. You know what that means. Clear a few boxes off your counter, and make way for the big sellers, and you'll not regret it.

A FEW OTHER LINES:

Boutilier's Fillets Ocean Brand Bloaters
Ocean Brand Kippers Canada Pure Boneless Cod

GET IN TOUCH WITH US

The Halifax Cold Storage Co., Montreal

Protect Your Customers



The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of SHIELD BAKING POWDER give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

**GUNNS
QUALITY**

Hams
Breakfast Bacon
Boneless Backs
Kettled Rendered Leaf Lard

**Appetizing
and
Satisfying**



STANDARDS OF
EXCELLENCE
PRODUCED
UNDER OUR OWN
EXCLUSIVE
PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD
OIL MANUFACTURERS
WEST TORONTO

**CANADIAN, U.S. AND FOREIGN
MANUFACTURERS** get in touch with

**The Largest and Most Progressive
=====WHOLESALE=====
COMMISSION HOUSE in CANADA**

Nicholson & Bain, Wholesale Commission
Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

THE CANADIAN GROCER

½-lb. pkgs., astd., in 5-lb. boxes ● 28
 ¼-lb. pkgs., astd., in 5-lb. boxes 0 29
 ¼-lb. pkgs., astd., 5, 10, 15-lb. cases 0 30
 Bulk—
 In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.
 Pails Tins Bbls.
 White Moss, fine strip 0 12 0 21 0 17
 Best shredded... 0 18 0 17
 Special shred... 0 17 0 16
 Ribbon 0 19 0 15
 Macaroon 0 17 0 17
 Desiccated 0 16 0 16
 White Moss in 5 and 10-lb. sq. tins 21c

CONDENSED MILK.
BORDEN'S CONDENSED MILK
 Wm. H. Dunn, Agent, Montreal and Toronto Per Case
 Eagle Brand, each 4 doz... \$5 75
 Gold Seal Brand, each 4 dz. 4 90
 Challenge Brand, each 4 dz. 4 15
Evaporated Milk.
 Peerless Brand, "Hotel," each 2 doz. \$3 90
 Peerless Brand, "Tall," each 4 doz. 4 40
 Peerless Brand, "Family," each 4 doz. 3 65
 Peerless Brand, "Small," each 4 doz. 2 00

REINDEER LIMITED.
 "Jersey" brand evaporated cream, per case (4 doz.) \$3 65
 "Reindeer" brand, case (4 doz.) 5 50
 "Reindeer" Condensed Coffee, case 5 00
 "Reindeer" Condensed Cocoa, case 4 80
 "Reindeer" Condensed Coffee, in glass jars, case... 6 20
ST. CHARLES CONDENSING CO.
 Prices—
 St. Charles Milk, family size, per case 3 65
 Baby size, per case 2 00
 Ditto, hotel 3 90
 Silver Cow Milk 5 05
 Purity Milk 4 90
 Good Luck 4 15

COFFEES.
EBY-BLAIN 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
 Ambrosia 0 26
 Plantation 0 23
 Fancy Bourbon 0 22
 Bourbon 0 20
 Crushed Java and Mocha... 0 18
 Crushed Java and Mocha, (ground) 0 08½
 Package Coffees.
 Gold Medal, 2-lb. tins, whole or ground 0 30
 Gold Medal, 1-lb. tins, do 0 31
 Gold Medal, ½-lb. tins, do 0 32
 Anchor Brand, 2-lb. tins, do 0 31
 Anchor Brand, 1-lb. tins, do 0 32
 German Dandelion, 1-lb. tins ground 0 26
 German Dandelion, ½-lb. tins, ground 0 28
 English breakfast, 1-lb. tins ground 0 18

Grand Prix, 1 and 2-lb. tins, ground ... 0 30
Demi-Tasse, 1 and 2-lb. tins ground ... 0 30
Flower Pot, 1-lb. pots, gd. 0 22

CONFECTIONS.
PEANUT BUTTER.

Ontario Prices.
 MacLaren's Imperial— Per doz.
 Small, 2 doz. 0 95
 Medium, 2 doz. 1 80
 Large, 1 doz. 2 75
 Tumblers, 2 doz. 1 35
 Pails, 24 lbs., per lb. 0 15

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.
 1-lb. decorated tins, lb. 0 32
 Mo-Ja, ½-lb. tins, lb. 0 30
 Mo-Ja, 1-lb. tins, lb. 0 28
 Mo-Ja, 2-lb. tins, lb. 0 28
 Cafe des Epicures, 1-lb. fancy glass jars, per doz., \$3.60.
 Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.
 Presentation (with tumblers) \$3 per doz.
 Ground or bean— W.S.P. R.P.
 1 and ½ 0 25 0 30
 1 and ½ 0 32 0 40
 1 and ½ 0 37 0 50
 Packed in 30's and 50-lb. case.
 Terms—Net 30 days prepaid.

CHEESE.
MACLAREN'S IMPERIAL

Ontario Prices per doz.
 Individual (each 2 doz.) .. 1 00
 Small (each 2 doz.) 2 40
 Medium (each 1 doz.) 4 50
 Large (each ½ doz.) 8 25
 MacLaren's Roquefort—
 Small (each 2 doz.) 1 40
 Large (each 1 doz.) 2 40
 MacLaren's Canada Cream—
 Small (each 1 doz.) 0 90
 Medium (each 2 doz.) 1 30
 Large (each 1 doz.) 2 30

CREAM.
FUSSELL & CO., LTD., LONDON, ENG.

"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, \$7.00.
 "Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, \$11.50.

INFANTS' FOOD.
 Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

FLAVORING EXTRACTS.
SHIRRIFF'S.

1 oz. (all flavors) doz. 1 00
 2 oz. (all flavors) doz. 1 75
 2½ oz. (all flavors) doz. 2 00
 4 oz. (all flavors) doz. 3 00
 5 oz. (all flavors) doz. 3 75
 8 oz. (all flavors) doz. 5 50
 16 oz. (all flavors) doz. 10 00
 32 oz. (all flavors) doz. 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
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, ½ doz. in case ... 6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"
 Per case
 Sur Extra Fins, ½ flacons.
 40 bou. 11 00
 Sur Extra Fins, tins, ½ kilo, 100 tins 15 50
 Extra Fins, tins, ½ kilo, 100 tins 15 00
 Tres Fins, ½ kilo, 100 tns 14 00
 Fins, tins, ½ kilo, 100 tins 12 50
 Hi-Fins, tins, ½ kilo, 100 tins 11 00
 Moyens No. 1, tins, ½ kilo, 100 tins 10 00
 Moyens No. 2, tins, ½ kilo, 100 tins 9 50
 Moyens No. 3 8 75

Asparagus, Haricots, etc.
MINERVA PURE OLIVE OIL.

Case—
 12 litres 6 50
 12 quarts 5 75
 24 pints 6 25
 24 ½-pints 4 25
 Tins—
 5 gals, 2s 23 00
 2 gals, 6s 29 00
 1 gal., 10s 25 00
 ½-gal., 20s 26 00
 ¼-gals., 20s 13 50
 ½-gal., 48s sq. 17 00
 ¼-gal., 48s rd. 15 50

BASSIN DE VICHY WATERS.
 La Capitale, 50 qts. 5 00
 La Neptune, 50 qts. 6 00
 St. Nicholas, 50 qts. 7 00
 La Sanitas Sparkling, 50 quarts 8 00
 La Sanitas Sparkling, 100 pints 9 00
 La Sanitas Sparkling, 100 splits 4 00
 Lemonade Savoureuse, 50's 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.
 Case 25 lbs., 11-lb bars, lb 0 07½
 Case, 12 lbs, 2½-lb. bars, lb. 0 08½
 Case 50 lbs, ¾-lb bars case 3 50
 Case 200 lbs. 3¼-oz., case 3 75
 "La Lune," 65 p.c. olive oil.
 Case 25 lbs, 11-lb bars, lb. 0 07
 Case 12 lbs. 2½ lb. bars, lb. 0 08
 Case 50 lbs, ¾-lb. bars, case 3 25
 Case 100 lbs. 3¼-oz. bars, case 1 80
 Case 200 lbs., 3¼-oz. bars, case 3 40
 Allmentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.
 Box, 25 lbs., 1 lb. 0 07½
 Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts. 4 75
 Grape Juice, 24 pts. 5 15
 Grape Juice, 36 splits 4 75
 Apple Juice, 12 qts 4 50
 Apple Juice, 24 qts. 4 75
 Champagne de Pomme, 12 q. 5 00
 Champagne de Pomme, 24 p. 5 50
 Matts Golden Russett—
 Sparkling Cider, 12 qts.... 5 00
 Sparkling Cider, 24 pts. ... 5 50
 Apple Vinegar, 12 qts. 2 50

PASTES.
THE C. H. CATELLI CO., LTD. MONTREAL, CANADA.

Allmentary Pastes.
 "Swallow Brand" (Hirondelle)

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 pkgs, 1 lb. 0 06
 Cases of 25 lbs. loose ... 0 05½
 Egg noodles, cases, 50 pkgs., ½-lb. 0 06½
 Egg noodles, cases, 10 lbs., loose 0 06
 Lasagnes, cases of 10 lbs. loose 0 06
 Marguerite, all var., pkgs. only 0 06

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.
 Post Toasties—No. T8, \$2.85.
 Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.
 Force, 36's 4 50
 Gusto, 36's 2 85

MUSTARD.
COLMAN'S OR KEEN'S

Per doz. tins
 D. S. F., ¼-lb 1 40
 D. S. F., ½-lb 2 50
 D. S. F., 1-lb 5 00
 F. D., ¼-lb 0 85
 F. D., ½-lb. 1 45
 Per jar
 Durham, 4-lb jar 0 75
 Durham, 1-lb jar 0 25
IMPERIAL PREPARED MUSTARD.

Ontario Prices.
 Small, case 4 doz., per doz. 0 45
 Medium, cases 2 doz, doz. 0 90
 Large, cases 1 doz., doz... 1 35

CANNED HADDIES "THIS-TLE" BRAND.

A. P. TIPPET & CO., Agents.
 Cases 4 doz. each, flats, per case 5 46
 Cases 4 doz. each, ovals, per case 5 40
 100 boxes 44 00
 24 No. 3 jars 23 60
 12 No. 5 jars 27 60

LARD.
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal.
 Tierces, lb. ● 18
 20-lb. pails ● 10
 20-lb. tins ● 10
 60-lb tubs, per lb. ● 10½
 3-lb. tins, 20 to case, lb. 0 11
 5-lb. tins, 12 to case, lb. 0 10½
 10-lb. tins, 6 to case, lb... 0 10½

GUNN'S "EASIFIRST" SHORTENING.

Tierces 0 08½
 Tub 0 09
 20-lb. pails 0 08½
 20-lb. tins 0 08½
 10-lb. tins 0 08½
 5-lb. tins 0 08½
 3-lb. tins 0 08½
 1-lb. cartons 0 10½

MARMALADE.
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. 2 10
 7-lb. tins, doz. 8 25

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

Fine.
 4-lb. box "Special" per box 0 22
 8-lb. box "Special," box . 0 44
 5-lb. box "Standard" box 0 27½

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 a dozen
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Awarded Highest Honors
at all Expositions



Made in Canada

Put your efforts behind well advertised goods

If Grocers and General Merchants will do this it will be an easy matter to simplify business. What applies to Baking Powder applies equally well to other lines of goods.

More money would be made by getting things "down fine," as the saying is. How much easier and how much nicer it would be to handle and push one brand only of a well-known and well-advertised article. We spend a fortune every year in advertising

MAGIC BAKING POWDER

because we believe it to be absolutely the best Baking Powder possible to produce, and if our efforts were properly followed up by Merchants it would soon be unnecessary to carry a dozen or more kinds—good, bad and indifferent, as most dealers are doing now. Throw out the worthless ones.

Our 1912 Advertising Campaign will be more extensive and far reaching than ever. Each and every dealer in the Dominion of Canada can benefit by this enormous expenditure if they care to do so.

E. W. GILLETT COMPANY LIMITED

Winnipeg

TORONTO, ONT.

Montreal

WARNING—Beware of unscrupulous imitators that advertise and label the mixture they call baking powder as containing no alum.

THE CANADIAN GROCER

10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb bbls.
 per lb. 0 06
 25-lb. cases, 1-lb. pkgs.
 (Vermicelli) per lb. 0 06
 Globe Brand.

5-lb. box "Standard," box 0 30
 10-lb. box "Standard," box 0 60
 25-lb cases (loose) per lb. 0 06
 25-lb. cases, 1-lb pkgs., lb. 0 06½
JELL-O—THE DAINTY DES-
SERT.

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

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

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

SOAP AND WASHING POW-
DER.
 For sale by all grocers.
A. P. TIPPET & CO., AGENTS
 Criole soap, per gross .. \$10 20
 Florida soap, per gross .. 12 00
 Straw hat polish, per gross 18 20

SNAP HAND CLEANER.
 3 dozen to box \$3 60
 6 dozen to box 7 20
 30 days.
RICHARDS PURE SOAP.
 5-case lots (delivered), \$4.15 each
 with 20 bars of Quik Naptha as
 a free premium.
 Richards Quick Naptha Soap,
 GENUINE. Packed 100 bars to
 case.

FELS NAPTHA.
 Prices—Ontario and Quebec:
 Less than 5 cases \$5 00
 Five cases or more 4 95
SAPHO MFG. CO., LTD., MONT-
REAL "SAPHO" INSECTICIDE.
 1-16 gall., doz. \$ 2 00
 ¼ gall., doz. 6 00
 ½ gall., doz. 10 80
 1 gall., doz. 19 20
 1-16 gall. gross lot 20 00

"ANTI-RUST" SWEEPING
POWDER.
 Size No. 1, 3 doz. crates, per
 doz. \$1 50
 No. 2, 1 and 2 doz. crates, per
 doz. \$3 00

Liquid Bluing, 90c per doz.
 Liquid Ammonia, 90c per doz.
 Both put up in corrugated paper
 shipping boxes.

STARCH.
EDWARDSBURG STARCH CO.,
 Boxes Cents
 Contain Laundry Starches per lb.
 40, Canada Laundry05½
 40, Canada white gloss,
 1-lb packages06
 48, No. 1 white or blue,
 4-lb. cart's.06½
 48, No. 1 white or blue,
 3-lb. cart's.06½
 100 lbs., kegs, No. 1 white .06½
 200 lbs. bbls., No. 1 white .06½
 30 lbs. Edwardsburg silver
 gloss, 1 lb. chromo pack-
 ages \$0 07¼
 48 lbs. silver gloss, in 6-lb.
 canisters 0 07¼
 36 lbs. silver gloss, 6-lb.
 draw lid boxes 0 07¼
 100 lbs. kegs, silver gloss,
 large crystals 0 06½
 28 lbs. Benson's satin, 1-lb.
 cartons, chromo label .. 0 07¼
 40 lbs. Benson's enamel
 (cold water) per case.. 3 00
 20 lbs. Benson's enamel
 (cold water) per case .. 1 50
 Celluloid—boxes containing
 45 cartons, per case ... 3 60
 Culinary Starch

40 lbs. W. T. Benson &
 Co.'s celebrated prepared
 corn 0 07¼
 40 lbs. Canada pure corn
 starch 0 05
 (20-lb. boxes ¼c higher.)
BRANTFORD STARCH WORKS,
 Ontario and Quebec.
 Laundry Starches—
 Canada Laundry, boxes
 of 40 lb. 0 05
 Acme Gloss Starch—
 1-lb. cartons, boxes of
 40 lb. 0 05
 Finest Quality White Laundry
 3-lb. canisters, cases of
 48 lbs. 0 06½
 Barrels, 200 lbs. 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
 6-lb. toy drums, with
 drumsticks, 8 in case 0 07½
 Kegs, ex crystals, 100 lb 0 06½
Brantford Gloss—
 1-lb. fancy boxes, cases
 36 lb. 0 07
Canadian Electric Starch—
 Boxes of 40 fancy pkgs.,
 per case 3 00

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

SOUPS—CHATEAU BRAND
CONCENTRATED SOUPS
 Vegetable, Mutton Broth, Mulli-
 gatawny, Chicken, Ox Tail, Pea,
 Scotch Broth, Julienne, Mock
 Turtle, Vermicelli Tomato, Con-

somme, Tomato.
 No. 1's, 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS
 Quart packets, 9 varieties.
 doz. 0 90
 Clear soups in stone jars, 5
 varieties, doz. 1 40
SODA—COW BRAND
 Case of 1-lb., containing 60 pack-
 ages, per box, \$3.00.
 Case of ½-lb., containing 120
 packages, per box, \$3.00.
 Case of 1-lb. and ½-lb., contain-
 ing 30 1-lb. and 60 ½-lb. pack-
 ages, per box, \$3. Case of 5c
 packages, containing 96 pack-
 ages, per box, \$3.00.

SYRUP.
EDWARDSBURG STARCH CO.,
 Crown Brand Corn Syrup
 2-lb. tins, 2 doz. in case,
 per case \$2 40
 5-lb. tins, 1 doz. in case,
 per case 2 75
 10-lb. tins, ½ doz. in case,
 per case 2 65
 20-lb. tins, ¼ doz. in case,
 per case 2 60
 Barrels, 700 lbs. \$0 03½
 Half barrels, 350 lbs. 0 03½
 Quarter barrels, 175 lbs. . 0 03½
 Pails, 38½ 1 75
 Pails, 25 lbs., each 1 25
 Lily White Corn Syrup.
 Plain tins, with label—

	Per Case.	Case
2-lb. tins, 2 doz. in case	\$2 65	
5-lb. tins, 1 doz. in case	3 00	
10-lb. tins, ½ doz. in case	2 90	
20-lb. tins, ¼ doz. in case	2 85	
5, 10 and 20-lb. tins have wire handles.		
Beaver Brand Maple Syrup—		
2-lb. tins, 2 doz. in case	\$3 50	
5-lb. tins, 1 doz. in case	4 00	
10-lb. tins, ½ doz. in case	3 95	
20-lb. tins, ¼ doz. in case	3 90	
5, 10 and 20-lb. tins have wire handles.		

OXO CUBES.

Enamelled	Price per	Minimum
tins of	dozen tins	reselling
		prices
4 cubes	\$ 0 95	\$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Oxo Minimum
 (Liquid) reselling
 Bottles prices, prices.

1 doz. 1-oz.	\$ 2 00	\$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

MILK.
CANADA FIRST BRAND.
 The Aylmer Condensed Milk Co.,
 Per case.
 Canada First Evap. Cream,
 family size \$3 50
 Canada First Evap. Cream,
 medium size 4 80
 Canada First Evaporated
 Cream, hotel size 3 70
 Canada First Evaporated
 Cream, baby size 2 00
 Canada First Condensed
 Milk 4 65
 Beaver Condensed Milk ... 4 00
 Rosebud Condensed Milk . 4 25
MOLASSES.
DOMINION MOLASSES CO.
 Gingerbread Brand (Toronto)
 2's—2 doz. to case, per doz. 95

3's—2 doz. to case 1 45
Winnipeg.
 Individuals, 45c per doz.
 doz. 1 20
 3's—Tins, 2 doz. cases, per
 doz. 1 75
 5's—Tins, 1 doz. cases, per
 doz. 3 20
 10's—Tins, ½ doz. cases,
 per doz. 5 30
 20's—Tins, ¼ doz. cases,
 per doz. 19 40
 Pails—1's each 0 65
 Pails—2's, each 1 12
 Pails—5's, each 2 55

DOMOLCO BRAND
 Maritime Provinces and Ontario:
 2's, 2 doz. case, per doz. ... \$1 35
 3's, 2 doz. case, per doz. ... 1 95
 5's, 1 doz. case, per doz. ... 3 75
 10's, ½ doz. case, per case.. 3 40
 20's, ¼ doz. case, per case.. 3 06
 Western Prices—Sudbury to
 Victoria.
 2's, 2 doz. case, per doz. ... 1 60
 3's, 2 doz. case, per doz. ... 2 35
 5's, 1 doz. case, per doz. ... 4 00
 10's, ½ doz. case, per case 4 15
 20's, ¼ doz. case, per case 3 80

SAUCES.
PATERSON'S WORCESTER
SAUCE.
 ½-pint bottles, 3 and 6 doz.
 cases, doz. \$0 90
 Pint bottles, 3 doz. cases,
 doz. 1 75
 H. P. Sauce Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints ... \$3 35
 Cases of 3 doz. ½-pints 2 25
HOLBROOK'S IMP. WORCS-
TERSHIRE SAUCE.
 Per doz.
 Large, packed in 3-doz.
 case \$3 25
 Medium, packed in 3-doz.
 case 1 40
HOLBROOK'S IMP. WORCS-
TERSHIRE SAUCE.
 Per doz.
 Rep. ½ pints, packed in 6-
 doz. case \$2 25
 Imp. ½ pints, packed in 4-
 doz. case 3 15
 Rep. qts. packed in 2-doz.
 case 6 50

STOVE POLISH.
JAMES DOME BLACK LEAD..
 6a size, gross \$2 40
 2a size, gross 2 50
NUGGET POLISHES.
 Dozen.
 Polish, Black and Tan ... 0 85
 Metal Outfits, Black and
 Tan 3 65
 Card Outfits, Black and
 Tan 3 25
 Creams and White Cleaner 1 10
TOBACCO.
IMPERIAL TOBACCO COM-
PANY OF CANADA.
 Chewing—Black Watch, 6s .. 44
 Black Watch, 12s 45
 Bobs, 6s and 12s 46
 Bully, 6s 44
 Currency, 6½s and 12s ... 46
 Stag, 5 1-3 to lb. 38
 Old Fox, 12s 44
 Pay Roll Bars, 7½s 56
 Pay Roll, 7s 56
 War Horse, 6s 42
 Plug Smoking—Shamrock, 6s,
 plug or bar 54
 Rosebud Bars, 6s 54
 Empire, 6s and 12s 44
 Ivy, 7s 80

What?
 with you
 Are they
 put them
 stocking
 complete

"Swal"
 is just v
 the price
 a good
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 wife's pu

"SWALLO"
 Get it a

The G. H. Co.
MONTREAL

FRESH
 all winter, Mr.
 you will have n
 crushed variety
 business. Write

"CROV
OUTI
6 BASKET
 Each crate
 bef

All crushed
 Weekly Sh

WEST INI
 30 William

TANG

THE ORIGI
FOR MORE T
STANDA
ALL OTHERS

What's the Matter

with your sales of Macaroni?
Are they low? If so, we can
put them up. You cannot be
stocking goods which give
complete satisfaction.

"Swallow Brand" (Hirondelle)

is just what you want, and
the price is right. Gives you
a good profit and does not
weigh heavily on the house-
wife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

YOU ARE SURE OF FRESH TOMATOES

all winter, Mr. Grocer, and, furthermore,
you will have no loss from the decayed or
crushed variety if you entrust us with your
business. Write about

"CROWN" BRAND

OUTDOOR GROWN
6 BASKETS TO THE CRATE

Each crate thoroughly examined
before shipping.

All crushed Tomatoes removed.
Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.

30 William Street, Montreal

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE
STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

CLUB Jelly Powder

It is not a question of any
kind of jelly, it is up to you
to supply your customers
with the best and the best
all the time. To do this
it must be

CLUB

that you offer. Indisput-
ably the best at the price
because each carton con-
tains an extra delicious
Custard Powder, which is
also quality through and
through.

S. H. Ewing & Sons
MONTREAL

"The House With a Character"

WORLD RENOWNED



Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

FROM YOUR STANDPOINT



perfection is made up
of four things: Mak-
ing, Baking, Packing
and Selling.

Mooney's Perfection
Cream Sodas are
made right, baked
right, packed right and
sell right.

Popularity and Per-
fection go hand in
hand. The wise gro-
cer knows this to be
a sound commercial
fact. He accordingly
stocks the right kind.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM CALGARY
VANCOUVER, B.C. ST. JOHN'S, N.F.L.D.



THERE IS A DEMAND FOR MAPLEINE

(The Flavor de Luxe)

Housewives need it, and
must have it.

ARE YOU MEETING
THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. - WN.



THE CANADIAN GROCER

Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

Wholesale R't'l.

Brown Label, 1's and 1/2's .25 .30
 Green Label, 1's and 1/2's .27 .35
 Blue Label, 1's, 1/2's, 1/4's
 and 1/8's30 .40
 Red Label, 1's and 1/2's . .36 .50
 Gold Label, 1/2's44 .60
 Red-Gold Label, 1/2's55 .80
 LUDELLA CEYLON TEA.
 Blue Label, 1/2's21 .26
 Blue Label, 1's20 .25
 Orange Label, 1's and 1/2's .23 .30
 Brown Label, 1's and 1/2's .28 .40
 Brown Label, 1/4's30 .40
 Green Label, 1's and 1/2's .35 .50
 Red Label, 1/2's40 .60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

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

Wholesale R't'l.

Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2 .. .27 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4 .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only55 .80
 Gold Label, 1/4 only70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead
 packages—black or mixed.

Black Label, 1-lb., retail at
 25c20
 Black Label, 1/2-lb. retail at
 25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c35
 Brown Label, retail at 60c42
 Gold Label, retail at 80c55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Rasp-

berry, strawberry, peach, plum,
 red currant, black currant,
 cherry, gooseberry, blueberry,
 apricot, huckleberry, 12-oz. glass
 jars, 2 doz. in case, \$1 per doz.;
 No. 2 tin, 2 doz. in case, \$1.90 per
 doz.; No. 5 tin pails, 9 pails in
 crate, 37 1/2c per pail; No. 7 tin
 pails, 6 pails in crate, 52 1/2c per
 pail; No. 7 wood pails, 6 pails
 in crate, 52 1/2c per pail; 30-lb.
 wood pails, 7 1/4c per lb. Packed
 in assorted cases or crates if
 desired.

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

Pure Orange Marmalade—Guar-

anteed finest quality. 12-oz
 glass jars, 2 doz. in case, \$1.10
 per doz.; 16-oz. glass jars, 2 doz.
 in case, \$1.50 per doz.; pint seal-
 ers, 1 doz. in case, \$2.25 per doz.;
 No. 2 tins, 2 doz. in case, \$2 per
 doz.; No. 4 tins, 2 doz. in case,
 32c per tin; No. 5 tins, 9 in case,
 40c per tin; No. 7 tins, 12 in
 crate, 56c per tin; No. 7 wood
 pails, 6 in crate, 56c per pail;
 30-lb. wood pails, 7 1/4c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND
 CEREALS, LTD.

White Swan, 15 flavors, 1
 doz. in handsome counter
 carton, per dozen \$0 90
 List Price.

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

Discounts on application.

YEAST

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

Florida Oranges

THEY ARE SWEET, HEAVY, JUICY FRUIT

CALIFORNIA NAVEL ORANGES,
 both Volunteer and Rose Brands.

LEMONS—Expect an early advance.

GRAPE FRUIT—Very scarce, have
 both Florida and Jamaica.

Cranberries, Marmalade Oranges,
 Grapes, Sweet Potatoes, California
 Cauliflower, Strawberries, Head Let-
 tuce, California Celery, etc.



25-27 CHURCH TORONTO
 are Largest Receivers

Butter, Eggs AND Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

In Ontario in 4 months

I sold 7,500,000 Lemons

Tracuzzis Brands are in demand

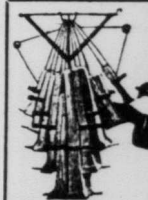
ST. NICHOLAS
 HOME GUARD
 KICKING
 PUCK

J. J. McCABE

AGENT

TORONTO, : : ONT.

Mention this paper when writing
 Advertisers.



The **BROWN** is the
Perfect Bag Holder

Size required can be seen
 at a glance.

Handy, saves time and
 therefore money.

For sale by jobbers every-
 where. Ask your jobber
 or write

The Brown Manufacturing Co.
 CRESTON - IOWA, U.S.A.

Fish for Lent

Don't fail to stock up on Fish
for Lent

Fish is the best selling line and
the most profitable you can
handle during cold weather.

Haddies, Oysters, Bloaters,
Kippers, Package Codfish.

Frozen Trout, Halibut, Salmon,
etc., etc.

**WHITE & COMPANY,
LIMITED**

Fancy Fruits and Vegetables, Fish and Produce
TORONTO HAMILTON

"GOLDEN ORANGE" BRAND

If you want something in Navels that is
really Extra Fancy—an Orange that you can
honestly recommend to your trade—order
Golden Orange brand.

Cuban Grape Fruit

Bright, clean Fruit---heavy pack
---very fine eating.

Tangerines---Lemons---Marmalade
Oranges---Haddies---Oysters
---Ciscoes

HOT HOUSE AND SOUTHERN VEGETABLES

Hugh Walker & Son

Established 1861

GUELPH, ONT.

FLORIDA ORANGES

are the best Oranges, because they are juiciest
and most highly flavored. Cheaper, because
Florida packs in a larger box than any other
state. Fresher, because only a week between
picking and eating.

"Drink the juice" of Florida Oranges and
enjoy oranges. Cut the fruit in half, squeeze
the juice and serve in a small tumbler.
Order Floridas and

See this mark

FLORIDA
CITRUS EXCHANGE

is on every box

W. B. STRINGER

Sales Agent

If Mince Meat ever sold at any time
then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince
Meat has just that happy blend
that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE".




Buy
Anchor Brand
Flour and you
will not want
your money
back; all de-
lighted; all trade
bringers, no complaints or quibbles about
quality. Join the happy throng. 16

Anchor Brand Flour

Manfd. by
Leitch Brothers Flour Mills
Oak Lake, Man.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

Our Cocoa and Chocolate
preparations are **Absolutely Pure**—free from
coloring matter, chemical
solvents, or adulterants
of any kind, and are
therefore in full conform-
ity to the requirements
of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Supplied by Appointment to the
House of Lords

O.K. SAUCE

Delicious Highest Award
Fruity (Gold Medal) Octo-
Appetizing ber 1911 Festival
 of Empire Exhibi-
 tion LONDON.

Ask your Jobber or apply direct

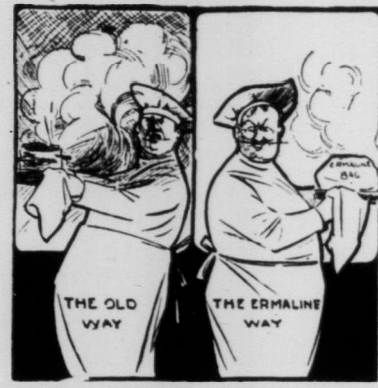
Sales Agents for the Dominion
The Turnbull Company
Winnipeg, Manitoba

TRY A
Condensed Ad.
IN
This Paper

How Far Will a Dollar Go ?

Would you like to know ?
We can show you how
the expenditure of one
dollar will not only se-
cure you a certain
amount of goods, but
will also be the means
of creating a great deal
of satisfaction amongst
your customers. Isn't
it worth while spending
a dollar or two for the
satisfaction at any rate ?

The Ermaline Cooking Bag



Dissatisfaction Satisfaction

is bound to produce sat-
isfaction. In fact, it has
done so, and hundreds
of Canada's best families
will tell you so.

SO CHEAP AND YET SO GOOD

Write
Edward Lloyd
Limited
MONTREAL

BOVRI

Let us
a trave
your c
justifi
you he
you are

AN
A
A

then it
because
profit.

you sho

BOVRI

CURE



BOVRIL

The Reason Why

BOVRIL

Let us have a straight talk with you. When a traveller calls with samples of a line you or your customers never heard of before you are justified in hesitating about stocking them until you hear more about their quality. But when you are shown goods which **have**

**AN OLD-TIME REPUTATION
A GENUINE GUARANTEE OF QUALITY
A GOOD NAME WITH THE PUBLIC**

then it will pay you to put in a strong stock, because you can sell them and make a good profit.

That is WHY

you should always have BOVRIL in stock and push it.

Write for Show Cards

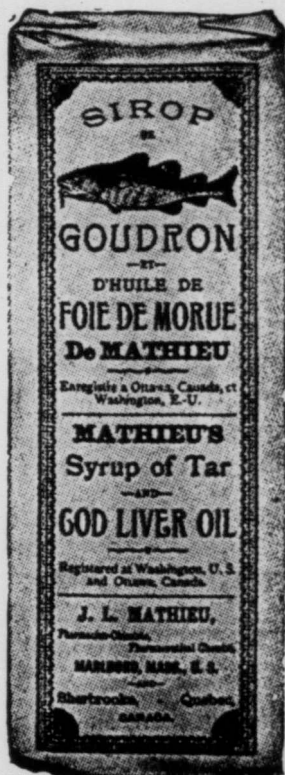
BOVRIL

BOVRIL, LIMITED

BOVRIL

Montreal, Que.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

**MATHIEU'S
SYRUP
OF TAR AND
COD LIVER OIL**

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

**J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.**

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chesnut, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Lucky Pod Dried Peas

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

F. W. FEARMAN CO., Limited
HAMILTON

DONALD Says :

“There is NO ALUM present in

QUAKER BAKING POWDER

It is therefore an efficient and healthful Baking Powder. We consider the package an attractive one.”

Report of analysis by
DR. J. T. DONALD, Dominion Gov't Analyst,
November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
MONTREAL

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

FOR—

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREAS-
ING DEMAND FOR THESE
TASTY FISH IN THE WHOLE
OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables—"Mullett" Liverpool
Codes—A.B.C. 5th Ed., Western Union

When writing advertisers kindly men-
tion this paper.

A Few Dollars More a Week

makes a big difference in your
yearly income.

Have you ever thought how
you might add to your weekly
salary without interfering with
your regular work?

Will you let us solve this
problem for you?

So far this year, we have shown
seventy-five enterprising and
ambitious clerks how to make
\$5.00 a week more during their
spare hours. They will each make
this additional salary every week
this year and longer should they
wish.

If you would like us to show
you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto



Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a
hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience
—the result is a hand cleaner that will remove any and all stains
with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

The Sel

Consider, if
the customer
plays foodst

SILENT

will double y
most sanitary

Grocers all c
advantage of
investigate.

Representative
Winnipeg, M



On all orders
may be book
You should
tomers' dem
menace to p

Won

is well gott
moistened w
that drinks c
You will find
stock never

Sto

Dominion Agent:

Distributors:—BRI
ver, B.C.: ALBER
Alta.; MANITOBA
Winnipeg, Man.: O
A. Francis Turcott.
PROVINC. S. H. B.

The Better Display Sells More Goods

Consider, if you can, the feeling of delighted satisfaction the customer has upon entering a store that properly displays foodstuffs. An attractive array of goods in a

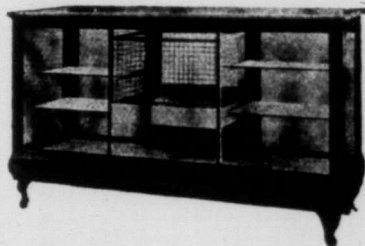
SILENT SALESMAN REFRIGERATOR

One of the Famous Arctic Line

will double your sales, because you will be observing the most sanitary and cleanly way of foodstuffs display.

Grocers all over Canada are proving for themselves the advantage of this mode of display. It will pay YOU to investigate.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man. Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue
and Details

John Hillock & Co.
Limited
Toronto, Ontario



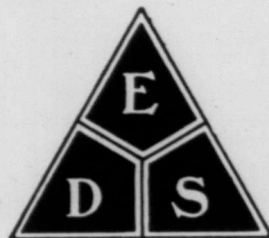
E. D. S. Pure Fruit delicacies in the form of Jams, Jellies and Preserves are made on our own fruit farms at Winona, Ont. Are canned a few hours after being picked, this ensures their freshness and explains why they have always been found so delicious.

Are advertised everywhere—the most profitable line for any dealer.

Made only by

E. D. SMITH, Winona, Ont.

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



5%
DISCOUNT
5%

On all orders booked before March 15th. These may be booked for delivery up to June 1st.

You should prepare early to meet your customers' demands in their crusade against the menace to public health—the fly.

Wonder Fly Killer

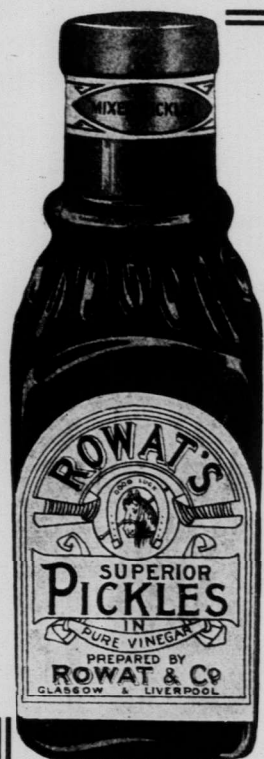
is well gotten up, in a neat tray, and when moistened with water kills instantly every fly that drinks of the poisoned water.

You will find it a ready profit getter, and the stock never grows old. Write for Quotations.

Stock early and be prepared

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Head Offices: Hamilton, Ontario

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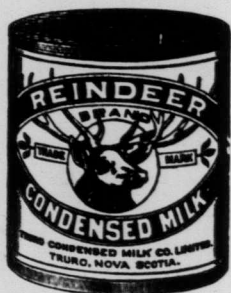
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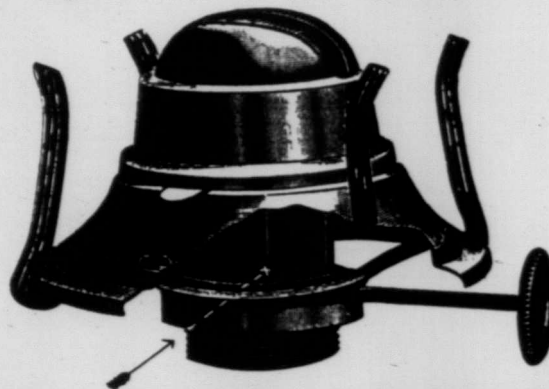
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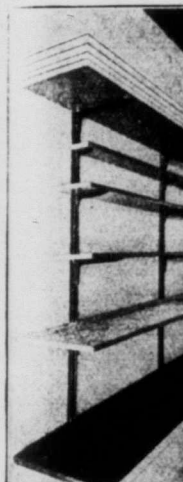
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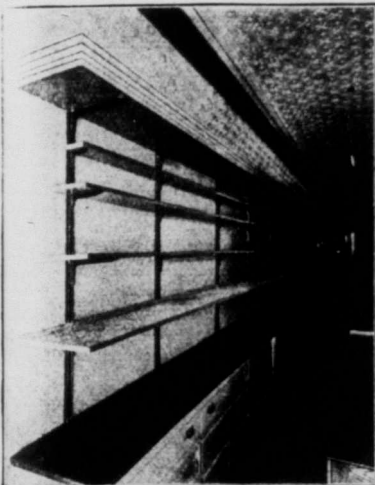
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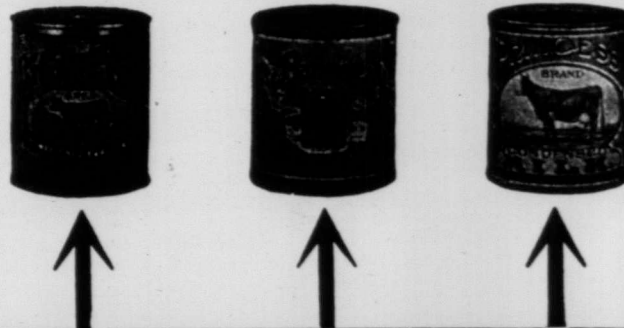
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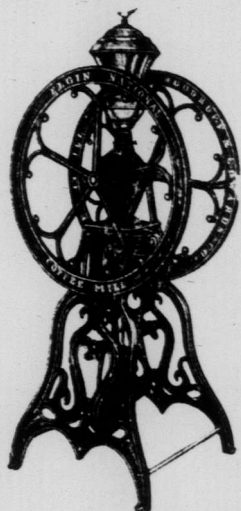
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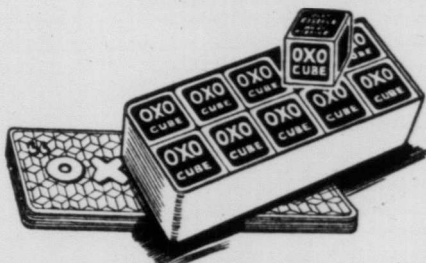
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Make Sure People Know You're Selling OXO CUBES

More people are taking up OXO every day. Your customers see it advertised in the papers. Their friends tell them how good it is, and how much it helps in preparing tasty meat dishes. Perhaps they try a drink of OXO at a restaurant.

Then they want OXO Cubes

Do they at once think of your store as the place to get them? Have you made such good use of the OXO signs and window cards that people just naturally come to you for their supply of OXO?

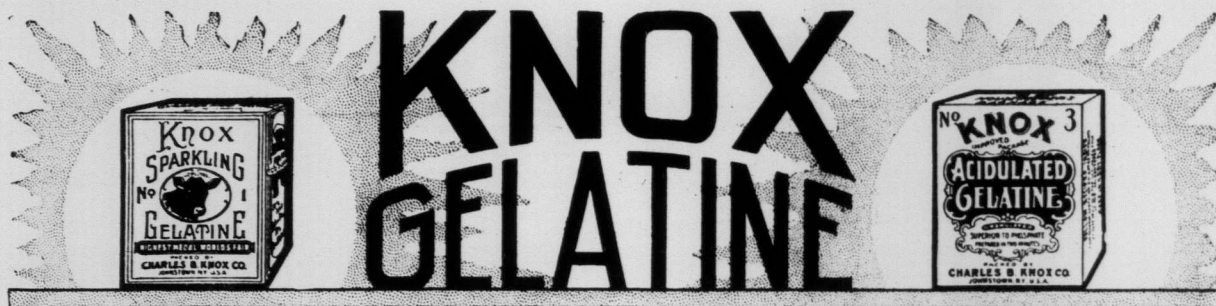


Corneille David & Co.

Toronto Montreal Winnipeg
Ottawa London, Ont. St. John, N.B.



THE CANADIAN GROCER



No. 1—Women who want "big moneysworth" buy KNOX GELATINE because each package makes two full quarts of jelly. No. 2—Women who want Quality and Purity buy KNOX GELATINE because it's finest and purest. No. 3—Grocers who believe in "giving customers whatever they want" sell KNOX GELATINE because our advertising makes so many want it. No. 4—Grocers who "push profitable products" push KNOX GELATINE because it's the most profitable. Think over the above four points and you'll find every one is a reason why you ought to PUSH KNOX GELATINE.

"Knox Gelatine Sells and Satisfies"



CHARLES B. KNOX CO.



JOHNSTOWN, N.Y. U. S. A.

Branch Factory:—Montreal, Can.

**A SLIGHT
DIFFERENCE**

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

**BRUNNER, MOND & CO.'S
ENGLISH SAL SODA**

is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda sold

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL



**Clean
Hands
Always**

That's a surety
when you use

**SNAP
HAND CLEANER**

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

Stock Snap and increase your sales.

Snap Company, Limited
MONTREAL



Vice-President
Mr. ARM



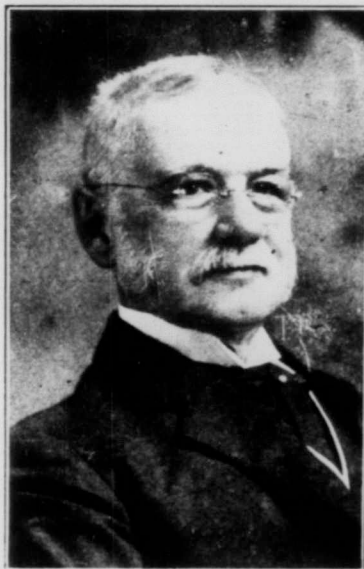
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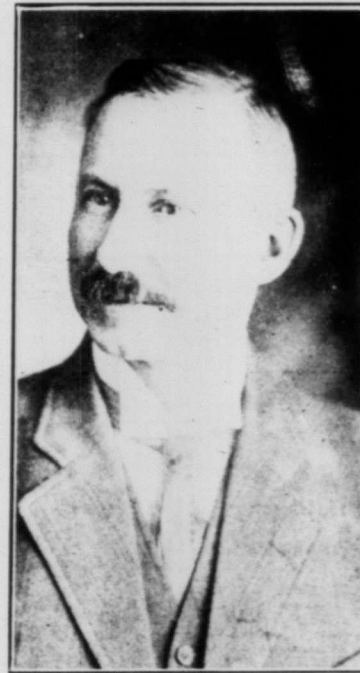


Vice-President and General Manager
Mr. ARMAND CHAPUT



President
Mr. CHARLES CHAPUT

1912



Sec.-Treas.
Mr. FERDINAND PRUD'HOMME

NEW BOARD OF DIRECTORS
OF
**L. CHAPUT, FILS
& Cie.,
Limitée.**



Director
Mr. EMILE CHAPUT



Director
Mr. B. TRUDEL



Director
Mr. J. W. DEZIEL



Director
Mr. O. LOISEAU

Montreal, February 16th, 1912.

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THE CANADIAN GROCER

'For I want what I want
when I want it'



How can you figure the sales YOU lose by not selling FIVE ROSES?

How big is the profit that day after day slips past your open door?

Only *one* way to judge of this, Brother Grocer.

—By watching your competitor's *gain*.

Every bag or barrel he sells of FIVE ROSES might have cashed YOU a profit.

And this is trade you can never seduce—

Since FIVE ROSES makes *perman-ent* patrons.

Every bag or barrel sold brings profit somewhere to a retailer.

Why not get it YOURSELF?

Every bag or barrel makes the *next* sale easy with its further profit.

And this is proved beyond a doubt by the really *sensational* increase in FIVE ROSES sales.

Just think, in 1888 there were only 800 barrels of FIVE ROSES sold in the world—now the Keewatin mills can make 10,500 barrels a day.

Which means only *one* thing, Brother Grocer—

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

Increased sales for the retailer, since we *never* sell direct.

It's the *best-sold* flour—why?

Because it's the best *flour value* for buyer and seller alike.

In the West homesteaders write us that they often go for miles out of their way to be sure of getting their bag of FIVE ROSES.

Think of the stores they drive past on the way—the *lost* sales.

Don't let customers cross the street. Sell FIVE ROSES.

Don't delay—to-morrow's profit can't make up for *to-day's* neglect.

Write your jobber—

Or ask our nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached



Not Blended

C

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