

CIRCULATES EVERYWHERE IN CANADA

Also in Great Britain, United States, West Indies, South Africa and Australia.

THE CANADIAN GROCER

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

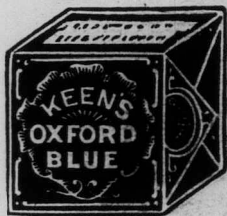
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VOL. XXI.

MONTREAL, TORONTO, WINNIPEG, MARCH 22, 1907.

NO. 12.

At some time or other grocers are persuaded to try a new line of Laundry Blue; paddle-blue, liquid blue, powdered blue, stick blue, etc., but in the end they pin their faith to the World's Tried and Best Blue:



Keen's Oxford Blue

(The Invincible Square)

For Sale by all Jobbers.

Frank Magor & Co., 403 St. Paul Street, Montreal, Agents for the Dominion



PUT UP IN TINS

2-lb. tins—cases 2 doz.	Also in Bril., ½-Bril
5 " " " 1 "	Kegs and Pails.
10 " " " ½ "	
20 " " " ¼ "	

Freight paid on 5 cases and over to all railway stations east of North Bay.

You can BUY "CROWN" brand TABLE SYRUP from every jobber in Canada.

Demand "Crown" brand.

You can SELL "CROWN" brand Syrup to every one of your customers once, twice, and all the time. It is rich, clear, pure and healthy.

EDWARDSBURG STARCH CO., Limited

ESTABLISHED 1858

53 Front St. East
TORONTO, Ont.

Works,
CARDINAL, Ont.

164 St. James Street
MONTREAL, P.Q.

The Methods of Packing

C. & B. goods are the most scientific and up-to-date known, and that is ONE reason why C. & B. goods are superior to any ordinary brands and why every storekeeper who looks to his interests should stock them. It is admitted that on the packing depends the preservation and quality of the goods. Carelessly packed foods are a menace, not only to the users, but also to the storekeeper who sells them. It is, therefore, imperative that every storekeeper should stock only goods which can be relied upon in every way. With C. & B. goods you can be certain of the taste and quality and need not fear any complaint from the consumer. Our new Vacuum Glass Jars of Galantines, Veal and Ham, Chicken and Tongue, and Brawn are the acme of perfection in the art of food packing. Send an order in for a trial lot to-day.

CROSSE ^{and} BLACKWELL

LTD.

SOHO SQUARE, LONDON, ENGLAND.

AGENTS,

C. E. COLSON & SON

MONTREAL.

SPECIAL LINES FOR THE SEASON—

Game Pates, Potted Meats, Potted Fish, Galantines of all kinds in Vacuum Glass Jars, Imperial Service Rations.

The Pickle

and

The "Thistle"

*Hannah's
Scotch
Pickles*

A good pickle is a hard thing to get hold of now-a-days. To be good a pickle must be sound, tart, crisp, palatable. Hannah's Scotch Pickles are all this and more.

They are as good when the bottle is opened as the day they went into the bottle itself. That is because of the excellent high quality of the vinegar used. Packed in 10, 16, 20 and 30 ounce bottles and *packed right*.

ORDER NOW

*"Thistle"
Maple
Syrup*

Made by particular people for particular people. The real honest kind that brings one back to the old farm again with its grove of sugar maples on the "north" side of the hill. Maple Syrup with the real maple taste to it.

Pints, Quarts, Gallons or in Bulk.

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal
20½ Front St. East, Toronto.



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.

BARBADOES, W. I.

JONES & SWAN
GENERAL COMMISSION MERCHANTS AND SHIPPERS OF WEST INDIA PRODUCE.
CABLE ADDRESS—JONESWAN, BARBADOS.
CODES USED—Lieber's, Western Union, A. B. C., Watkins' Scott's and Private Codes.
REPRESENTED BY—John Farr, 140 Pearl St., New York; L. G. Crosby, St. John, N. B.; Mitchell & Whitehead, Quebec; Rose & Laflamme, Montreal; Geo. Musson & Co., Toronto; J. C. LeQuesne, Paspébiac.

CALGARY

W. G. HOLMES & CO.
Commission Merchants and Manufacturers Agents
Correspondence and Consignments Solicited from Eastern Manufacturers and Producers.
CALGARY, - ALTA.

HALIFAX, N.S.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE
HALIFAX, N.S.
Manufacturers' Agents and Commission Brokers.
WAREHOUSEMEN
Domestic and Foreign Agencies solicited.
Highest references.

MONTREAL.

A. J. HUGHES
Wholesale Grocers' Broker, Manufacturers Agent and Jobber,
1483 Notre Dame Street, MONTREAL
Open for few more foreign and domestic agencies.
Correspondence Solicited. Highest References.

HAMILTON.

A. R. McFarlane Wm. Field
McFARLANE & FIELD
HAMILTON, ONT.
Wholesale Grocery Brokers and Commission Merchants.
TEAS, COFFEES, DRIED FRUITS, ETC.
Highest references. Prompt attention.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778. BOND 86.

REGINA.

G. C. WARREN
REGINA
Direct Importer of Pure Ceylon green and black teas of all grades, and coffees. Will act as manufacturers' agent in other lines of merchandise.

HONEYMAN, HAULTAIN & CO.
STORAGE AND TRANSFER
Manufacturers' Agents and Wholesale Commission Merchants
REGINA, SASK.

TORONTO.

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

MacLAREN IMPERIAL CHEESE CO. Limited
AGENCY DEPARTMENT.
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

McGAW & RUSSELL
Manufacturers' Agents and Importers
Room 302, St. James Chambers, cor. Church and Adelaide Streets, TORONTO.
Highest References. Correspondence Solicited.
Phone Main 2647

**TOMATOES
AND
CORN**
LOW PRICES
W. H. MILLMAN & SONS
Brokers
TORONTO

TORONTO.

**SWIFT'S
"SILVER LEAF"
LARD**
20-lb. Pails
60-lb. Tubs
Anderson, Powis & Co.
Toronto Agents

C. E. KYLE S. HOOPER
KYLE & HOOPER
Wholesale Grocery Brokers and Manufacturers' Agents
27 Front St. E., Toronto
Highest references Commissions solicited

W. G. Patrick & Co.
Manufacturers' Agents and Importers
29 Melinda St., Toronto

C. E. JARVIS & CO.
Manufacturers' Agents
Wholesale Only
Flack Block, Vancouver

WINNIPEG.
DO YOU wish to extend your business to this GREAT WEST COUNTRY
WE CAN handle your account to our MUTUAL ADVANTAGE.
Correspondence solicited. Established over 12 years
George Adam & Co.
Wholesale Brokers and Commission Merchants
WINNIPEG, MANITOBA

G. B. THOMPSON
Wholesale Broker and Commission Merchant
159 Perth Avenue East, - WINNIPEG, MAN.
Cable address, "CAPSTAN."
Storage facilities. Correspondence solicited

(Continued on page 4.)

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SPRING HOUSE CLEANING

Is always time for special activity in household requirements.
There'll be the demand—See that you are prepared to meet it.

WE HAVE THE STOCK THAT'S RIGHT—AT RIGHT PRICES

— BRUSHES —

SCRUB, SHOE, STOVE, KALSOMINE, WHITE WASH,

BROOMS, MOPS, CLOTHES PINS,

Special quotations on 6 doz. lots of BROOMS, freight prepaid to your station.

COTTON — CLOTHES LINES — SISAL

— WASHBOARDS —

Light Improved, Solid-Back Globe, Nickel Plate, Brass King, Glass King.

— PAILS — WOODENWARE — TUBS —

The "MADE IN CANADA" kind that gives satisfaction to both seller and user.

SPECIAL QUOTATIONS ON LOTS PREPAID FROM FACTORY

ALSO A FULL STOCK of every well known brand of **SOAPS, WASHING POWDERS, METAL POLISHES, etc.**

WE ARE QUOTING SPECIALLY LOW PRICES ON ALL LINES. SEND US YOUR ORDERS.

THE **EBY, BLAIN CO., LIMITED,** Wholesale Grocers
TORONTO

High-Grade Tea (versus) Low-Grade Tea

To push high-grade teas is to insure your customers' continued patronage, and faith in your ability to supply him with the best Tea money can buy at the price.

BUT

to make a specialty of selling cheap tea only lands you in a hole, when a sudden and continued rise takes place in the tea market, such as is the case at the present moment, and your customer wonders why he cannot get the same tea at the old price.

Quality Will Always Win Out

Do it now, before it is too late, and push Blue Ribbon 40c., 50c., 60c., 80c., \$1.00 Teas, and you will be surprised at the marked increase in your tea sales.

THE BLUE RIBBON TEA CO., Limited

12 Front Street East, TORONTO

Manufacturers' Agents—Continued.

H. W. MITCHELL
WINNIPEG, MAN.

Correspondence is solicited from firms wishing a representative in Winnipeg. Travellers call regularly on the Wholesale and Retail Trade in Western Canada.
Highest references and financial responsibility.

W. A. TAYLOR
BROKER and WAREHOUSEMAN
243 Main Street
WINNIPEG, MAN.
HIGHEST REFERENCES

STUART WATSON & CO.
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

ESTABLISHED 1887.
JOSEPH CARMAN
Wholesale Grocery Broker and Commission
Merchant
Union Bank Block, Rooms 722 and 723
Winnipeg, Man.
Correspondence Solicited. Highest References.

ASHLEY & LIGHTCAP

Manufacturers' Agents and Wholesale Commission Brokers
Storage. Track Warehouse. Central Location. Low Insurance. Quick facilities for handling Goods
Open for Foreign and Domestic Agencies.
Highest References. Correspondence Solicited.
214 PRINCESS STREET, - - WINNIPEG

T. E. CHAREST
MANUFACTURERS' AGENT
11-ST. GABRIEL ST., QUEBEC
Extensive connections with retail and wholesale
grocery trade of this city.
Highest references.

ESTABLISHED 1897
SCOTT, BATHGATE CO. BROKERS AND COM-
MISSION MERCHANTS
Cor. Notre Dame East and Victoria Sts., Winnipeg, Canada
Correspondence solicited with firms wishing representation in this market or wishing their goods sold on com-
mission to the jobbing trade. Best references.

We Write Ads.

Local merchants who want more business
correspond with us, will write a series of
strong ads. for your newspaper, also booklets,
circulars, etc.—the kind that bring results.
Full information on request.
LATOURETTE ADV. AGENCY, Fenton, Mich.

SHALLCROSS, MACAULAY & CO.
VICTORIA and VANCOUVER, B.C.
GENERAL AGENTS

Agents for—"SUNBEAM" STOVES—COAL OIL
" " "DAN" INCANDESCENT LAMPS—COAL OIL

Fibre Papers of Quality are "Scotch Fibre" and "Invictus Fibre"
"Made in Canada" from specially selected pulp. Let us send you samples.



CANADA PAPER CO.

Toronto Montreal Windsor Mills, Que.
LIMITED

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000. Offices Throughout the Civilized World
Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and
the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the
merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no
effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an
authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have
been steadily extended, and it furnishes information concerning mercantile persons throughout the
civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing
and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations.
Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

CALGARY, ALTA. HAMILTON, ONT. LONDON, ONT. MONTREAL, QUE.
HALIFAX, N.S. QUEBEC, QUE. ST. JOHN, N.B. TORONTO, ONT.
OTTAWA, ONT. VANCOUVER, B.C. WINNIPEG, MAN.

THOS. C. IRVING, Gen. Man. Western Canada. Toronto.



More Profit and Better Satisfaction
for your customers than any other
starch.

Write for prices and sample package

CHINESE STARCH
OCEAN MILLS, MONTREAL

Persons addressing ad-
vertisers kindly mention
this paper.

CATSUPS

AYLMER AND DELHI
Catsups have captured the market solely because of their superior quality, and attractive appearance.

Look at this record.—Sales of 1906 were nearly two and one-half times as great as in 1905, and over four times as great as in 1904.

QUALITY DID IT

CANADIAN CANNERS,
LIMITED

A Unanimous Verdict

Old Homestead Brand of Canned Goods have been on trial, now going on four years. Three verdicts have been delivered by the women of Canada, who have been judge and jury, and these verdicts have only been arrived at after submitting our goods to every conceivable test. The first year's verdict was

“None Better”

We started the second year firmly convinced that **Old Homestead Brand of Canned Goods** were easily the best ever marketed, and the second popular decision of Canadian Housewives only served to confirm our opinion. That decision was

“None Nearly So Good”

In the third year of our race for supremacy in our line we took extra special precautions and increased our facilities because we were convinced that the **OLD HOMESTEAD Brand of Canned Goods** were practically in a class by themselves. The third annual verdict was absolutely unanimous. The women of Canada, after three years careful analysis, have arrived at the verdict that our far-famed brand is altogether

“INCOMPARABLE”

Can any Grocer in the Dominion afford to ignore the wants of women? You certainly are not giving yourself anything like a square deal unless you sell this thoroughly reliable, always delicious, far-famed brand. Better send along that trial order now if you've never stocked **Old Homestead Brand of Canned Goods**. **Do it Now!**

The Old Homestead Canning Co.
PICTON, ONTARIO

Serve the People With the Best.

You can only do this by selling

"SALADA"

The proof of its superiority over all other teas is its enormous and ever increasing sale.

We prepay the freight and Guarantee its sale.

Wholesale prices and terms from

"SALADA" Toronto - Montreal

WHOLESALE WAREHOUSES AT

NEW YORK

198 W. Broadway

BUFFALO

11 Terrace

BOSTON

206 State Street

DETROIT

83 Shelby St.

CHICAGO

34 Wabash Ave.

PITTSBURG

6951 Hamilton Ave.

**1907
1852**

55 years ago the manufacture of "GILLETT'S GOODS" was begun. From small beginnings our goods are now known from ocean to ocean.

Magic Baking Powder.

Gillett's Cream Tartar.

Gillett's Perfumed Lye.

Royal Yeast Cakes.

Do you sell them?



 Merchants should recommend food-products that are produced in clean factories.

"Sterling"

Brand

Pickles

The famous Made-in-Canada pickles, choice of the consumer, of necessity a seller with the trade.

Whenever you see the brand "Sterling" on pickles, relishes, catsups, jellies, you have the best.

The T. A. LYTTLE CO.

Limited

TORONTO, - CANADA



**Y. & S.
SCUDDER
M. & R.** } **STICK LICORICE**

**ACME PELLETS
M. & R. WAFERS
LOZENGES, ETC.**

and a complete line of
Hard and Soft Licorice Specialties
Price Lists and Illustrated Catalogue on request.

National Licorice Co.
Brooklyn, N.Y.

Toronto Depot, 120 Church Street,
R. S. McINDOE, Agent.
Montreal Depot, 17 St. Therese St.,
J. M. BRAYLEY, Agent.

Begin the New Year Wisely

by stocking up with the famous

"Gingerbread"

BRAND

Molasses

*In 2, 3, 5 and 10-lb. cans
Put up solely by*

Dominion Molasses Co.,
LIMITED

Halifax, - Nova Scotia
Agents

C. DeCARTERET,	- - -	- KINGSTON
GEO. MUSSON & CO.	- - -	- TORONTO
JOHN W. BICKLE & GREENING,	- - -	- HAMILTON
GEO. H. GILLESPIE,	- - -	- LONDON
JOSEPH CARMAN,	- - -	- WINNIPEG
C. E. PARADIS,	- - -	- QUEBEC

All
Valencia
Raisins
packed by

MAHIQUES, DOMENECH & CO.

Will be found to be very
satisfactory. Try them
next time you order.

"M. D. & Co." Special
Fancy Quality

"W. Abel" Standard
Quality

4 Cr. Layers
Selected
Fine Off-Stalk

Agents: Rose & Laflamme
Montreal and Toronto

The
Cunningham & DeFourier Co., Ltd.

LONDON, ENG.



**PACKERS OF
HIGH CLASS GOODS**

*Pickles
Soups (in glass)
Clear Jellies
Dried English Herbs
Flavoring Vinegars
English Canned Meats
Parmesan Cheese
Preserved Ginger
Fish Pastes
Chutnies
Capers
Sauces, Etc., Etc.*



Agents

ROSE & LAFLAMME
Montreal - Toronto

PLACING an order with the OZO CO. means something more to the buyer than assurance of the delivery of a certain quantity of goods at such and such a price. Our product not only gives the impression of neatness and wholesomeness, which is the token of carefully prepared goods, but has a fitness which attracts the customer and inevitably ends in a sale. The firm control the planting, the handling and the making of their product, make their own vinegar, and such a vinegar as experience has taught them will go a long way towards making the best pickles. Our goods cost no more than others; their selling ability is double that of the common article. Turning your dollar over twice makes the profit of double that capital and is business.

THE OZO CO., Limited
MONTREAL

Yacht Club Sardines

Fine French Goods, 1/4s, retail at 20c.

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

Credit and Money

Nine-tenths of the grocers who sell Windsor Salt (pure, white, crystalline, won't cake) have money in the bank. They discount their bills. Their credit is "A, Number One." Happy grocers they!

Windsor Salt plays its own little part in bringing about this contented state of things. It never disappoints the grocers' customer who buys it. It serves to hold confidence in the quality of a grocer's general stock. It establishes permanent family trade. It helps a grocer's credit—it brings him money.

Windsor Salt

*The Canadian Salt Co., Limited
Windsor, Ont.*

Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto.
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal.

SYMINGTON'S

EDINBURGH

COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

UNQUESTIONABLY THE VERY BEST
TO BE HAD OF ALL WHOLESALEERS **THOS. SYMINGTON & CO.** **EDINBURGH**

Don't worry!



Have you any customers to whom you sell everything **but** Coffee? People who are content to buy their sugar and salt from you, but who go to the other grocer, round the corner, for their **Coffee**? What's the reason? Don't you give attention to the Coffee department of your business? There is no single line you handle that affords the all round profit to be got from an intelligent handling of Coffee. Perhaps you have never had the right blends.

Your Coffee Problem Is Solved

and you will have no further need to worry if you use the **White Swan** blend. It is a blend selected by experts who have spent a lifetime in the business. It is specially prepared for particular people, and its peculiar excellence always satisfies the most fastidious palate. The very tin, too, is high grade. You will soon get a profitable coffee trade if you handle it, and the profits that have been going "round the corner" will once again find their way into your till.

We will cheerfully mail samples on request.

The Robert Greig Co., Limited, Toronto

GREIG'S **White Swan** BRAND

It Pays to Have Proper Connections in **THE WEST**

We have first-class facilities for distributing cars and we make a specialty of this line.

Consign your cars to us and please your customers.

Our storage facilities are complete—plenty of room in our new quarters.

**Charges Reasonable.
Satisfaction Guaranteed.**

R. B. WISEMAN & CO.

Storage, Warehousing and Distributing Agents

123 Bannatyne
Avenue East

Winnipeg, Man.

2 in 1

To sell a thing as good as **2 in 1** and as well advertised for you saves talking your customers into a sale.

What's the inference?

Always buy

2 in 1

For sale by all
jobbers.



When ordering mention The Canadian Grocer.

The F. F. Dalley Co.
LIMITED
Hamilton, Ont.

E. NICHOLSON

CABLE ADDRESS
NICHOLSON, WINNIPEG.

D H BAIN

No. 3
CODES,
A.B.C. 4TH EDITION
WESTERN UNION
ARMSBYS 1901.



BANNATYNE ST. EAST
TRANSFER TRACK.

CALGARY BRANCH NICHOLSON & BAIN



Winnipeg

Canadian, United States, Foreign Manufacturers and Shippers

DEAR SIRS,—

On March 1st, we opened in **Edmonton, Alberta**, Office and Warehouse No. 3; our Western business has increased so rapidly we found it necessary to open a branch in **Edmonton**, in a four storey solid brick building, 50 x 120, situated on the Transfer Track, and we are prepared to store all kinds of merchandise at reasonable rates, and handle consignments with the same promptness and efficiency as in **Winnipeg** and **Calgary**. If you wish to place your account with a **live, pushing and energetic Brokerage house** at the three great jobbing centres in the Great West, write us. We sell every Grocery Jobbing House from the Lake Front to the Rocky Mountains; we represent many large Manufacturers and Shippers, make lasting connections with them; we can do the same for you. Write us, wire us, send us your samples and prices.

NICHOLSON & BAIN

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Head Office: WINNIPEG
Established 1882

CALGARY

WINNIPEG

EDMONTON

W. J.
Mill
& S.
27 E.
E.
Ont
Age



At the Pure Food Show

TAYLOR'S INFANTS' DELIGHT and BEST BORAX SOAP

are displayed because they are **pure** enough to eat.

John Taylor & Company, - Toronto

Canada's Largest Soap Makers and Perfumers

Royal Crown Witch Hazel Toilet Soap

Is Well Advertised

Throughout Canada the interest of the public is being aroused and maintained in this combined Skin-Tonic and Soap.

—Advertising of which the prudent dealer takes advantage.

If your supply is not up to the mark, why not order?

The ROYAL CROWN, Limited
Winnipeg, Man.

W. H.
Millmen
& Sons,
27 Front St.
E., Toronto
Ontario
Agents.



Wm. H. Dunn,
394-396
St. Paul St.,
Montreal,
Agents for
Quebec and
Lower
Provinces.

Established Over 50 Years

DARLING & BRADY

Manufacturers of

**Fine Laundry Soaps,
Concentrated Lye,
Laundry Chips,
Broken Caustic, Etc.**

SAMPLES AND PRICES
ON APPLICATION

96 St. Charles
Borromee Street.

Montreal

Wholesale Grocers and Jobbers

When estimating Spring requirements
get our prices on following lines:

Raw and Refined

Sugars

Molasses

Walnuts

Almonds

Filberts

Raisins

Currants

Shelled Nuts

Either for import orders or from spot consignments

D. RATTRAY & SONS Limited

QUEBEC

Montreal

OTTAWA

It will Pay

you to stock and push
the sale of the famous

Frame-Food

PREPARATIONS

(Frame-Food, Frame-Food Jelly
and Frame-Food Cocoa).

Extraordinarily advantageous
Terms for Pioneer Traders.

Write for Particulars
at once

Frame-Food Co., Ltd.,

Southfields, London, S.W., England.



YOU SIMPLY MUST

satisfy the housewife, and this you can do only
by giving her ABSOLUTELY THE BEST
when she asks for Cocoa. You may succeed
in pleasing her with substitutes, but that lasting
satisfaction which means regular custom is
gained only by selling the real, genuine
leader in the market.

SUCHARD'S COCOA

has a reputation behind it, and has time and
again been proved the acme of perfection in
Cocoa. It has led all other brands for years.

The proof lies in our enormous sales—over
25 tons a day—and in the millions of satisfied
customers daily buying SUCHARD'S COCOA
from grocers all over the world.

You cannot afford to be without
SUCHARD'S, because every day you lack it
you stand to lose customers and profits.

ADDRESS US ON THE MATTER

FRANK L. BENEDICT & CO.

MONTREAL

TO MANUFACTURERS !

This is going to be a **BANNER YEAR** for **BRITISH COLUMBIA**. The terrific winter experienced throughout Manitoba and the Northwest will bring thousands of families to our beautiful climate. This will mean a very much bigger demand for all **GROCERY COMMODITIES**.

Do you wish to participate in the **GOOD TIMES**? If so place your agency in our hands.

During last month we introduced **THREE NEW LINES**, placing them in **EVERY RETAIL STORE** on his market. We can do the same for **YOU**.

Our travellers cover the entire province of British Columbia.

The Standard Brokerage Co., Limited

ARTHUR NELSON, Manager.

VANCOUVER, B.C.

THIS IS THE AGE OF CONCENTRATION!!!

WESTERN CANADA'S FIRST PURE FOOD SHOW

Winnipeg, July 1 to 13, '07.

concentrates into two weeks what would otherwise take the labor of months to accomplish, and at much less cost.

A straight line is the shortest distance between two points.

OUR PURE FOOD SHOW IS A STRAIGHT LINE

between the manufacturer and the Western consumer.

Follow the Direct Method!

W. A. COULSON, Secretary

Retail Merchants' Association of Western Canada

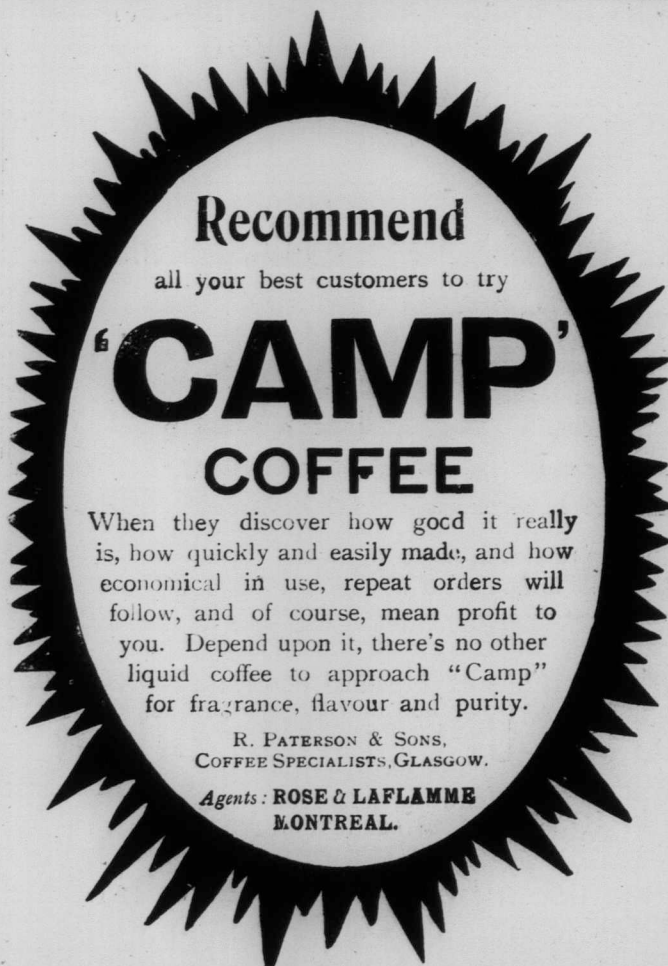
53 Scott Block, - Winnipeg, Man.

Diamond E. Blend Coffee

**DON'T STAY IN THE RUT
IMPROVE YOUR COFFEE TRADE**

is producing splendid results ; you would be surprised at the number of most conservative merchants who were extremely sceptical about trying another Coffee Blend, but who placed an order for "Diamond E." on our guarantee, and have fully justified our enthusiasm for the genuine merit of this coffee, by their repeat orders—You cannot make a mistake in ordering a tin on a trial basis—if the coffee does not prove a convincing argument—We stand the expense—"Diamond E." will put new life into your Coffee trade—Try it—Backed by a reputation of over half a century.

S. H. EWING & SONS, MONTREAL



Recommend
all your best customers to try

'CAMP'
COFFEE

When they discover how good it really is, how quickly and easily made, and how economical in use, repeat orders will follow, and of course, mean profit to you. Depend upon it, there's no other liquid coffee to approach "Camp" for fragrance, flavour and purity.

R. PATERSON & SONS,
COFFEE SPECIALISTS, GLASGOW.

Agents: ROSE & LAFLAMME
MONTREAL.

Raisins

Just in receipt of that fine shipment of Sultana Raisins we were telling you about. They certainly come up to our greatest expectations. Samples will interest you if you are anxious to get hold of something particularly fine.

Currants

It's difficult to obtain the finest in currants unless you pay a price which is likely to take all your spare cash. Now, if you buy your currants from us you pay a reasonable price and save money. We leave room for your profit. Consignment fine Filiatra cleaned now to hand.

Do not delay, but look into this matter at once.
If your stocks are low order right away.

C. A. CHOUILLOU & CO.
14 Place Royale
MONTREAL



Trees, Shrubs, Vines, Roses

We furnish landscape plans and specifications. Tasteful planting about your home will be a joy forever. The sooner it is done the sooner it will gratify you.

Our plans are reasonable, our prices right. Ask for them.

BROWN BROS. COMPANY, LIMITED

NURSERYMEN

BROWN'S NURSERIES P.O., ONT.

Specials

PRUNES
 MAT FIGS
 JAMS
 SULTANAS

SEE OUR TRAVELLERS OR PHONE FOR QUOTATIONS

Tartan
BRAND

SIGN OF PURITY

TEAS

A large stock purchased before the advance. If you are open write for samples and quotations.

RICE

Consignment of the famous "Full Moon" Imported Japan, packed in 50-lb. packets. The Rice that made Japan famous.

Long Distance Phone 596 free to buyers

Special attention to Mail Orders. Guarantee shipment the day order is received.

BALFOUR, SMYE & CO.

Wholesale Grocers, - - HAMILTON

The Public are Getting Wise

The public are beginning to get wise as to the purity or otherwise of



Maple Syrups and Sugars

They demand something with a guarantee of purity.

Our "Pride of Canada" Syrups have the guarantee on every can or bottle.

It would be criminal for us to put this on if it were not true.

Ask for samples and prices.

THE MAPLE TREE PRODUCERS ASSOCIATION
 WATERLOO, P.Q.

While You Think Of It

—Better send along that renewal order for Mathieu's Syrup of Tar and Cod Liver Oil—better send it right now. This is the cougher's season—just the time o' year that

Mathieu's Syrup

of Tar and Cod Liver Oil

—keeps you busy handing it over the counter. It is known as the best cough cure for all sorts and conditions of coughs and colds. It is extensively advertised. Is it any wonder it sells so rapidly? The profit is worth having, don't you think?

Nothing like a bad headache to show how quickly Mathieu's Nervine Powders can cure it. A dandy money maker all the year round.

J. L. MATHIEU CO.,

Proprietors

SHERBROOKE, P.Q.

For sale at all druggists
 and general stores.

Right from the Sugar Bush

Bright, sparkling and delicious
"Aurora" Maple Syrup.

In Pint Tins
Quart "
½ Gal. "
Gal. "
5-Gal. "

Order "Aurora" and make money
while the sap runs.

W. H. GILLARD & CO.

Wholesale Grocers

HAMILTON

Branch House—Sault Ste. Marie

Redpath

IS

CANADA'S STANDARD

FOR

REFINED SUGAR

Manufactured by

THE
CANADA SUGAR REFINING CO.

LIMITED

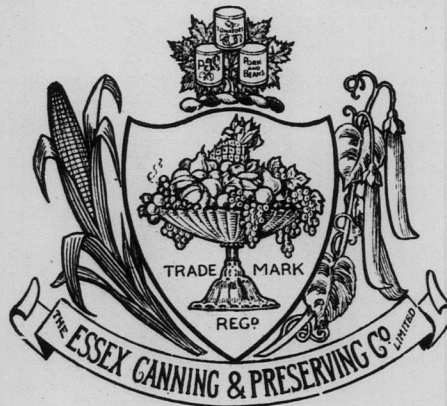
Montreal

The buying of

JAPAN TEAS

is always a pleasure to judges of tea. There is something so rich, sweet, clean and delicious about Japan Teas that it is a positive relief to the buyer to get away from the woody, rank, harsh and astringent teas of other countries. Argument stronger than the above is hard to find.

"ESSEX" PORK AND BEANS



The growing demand for properly prepared Pork and Beans has encouraged The Essex Canning & Preserving Company to add this product to their already large variety of fruits and vegetables. The Essex factory, being located in the most favored agricultural section of Ontario and being new, is equipped with every modern facility for doing things right.

The "Essex" Pork and Beans are prepared by a special process that entirely eliminates that strong taste found in other brands. Every bean used is hand-picked from selected stock and is thoroughly washed and cleansed before being cooked.

On opening a can of Essex brand of Pork and Beans (the very perfection of the Essex process is shown in this) it will be found that every bean is entirely whole, thoroughly cooked, mellow, amber-colored and porous, pleasing to the eye and appetising, a distinct advance over anything attempted in Canada heretofore.

Moreover, when we added to the Pork and Beans our **Special Brand of Tomato Sauce**, made from fresh ripe tomatoes and purest of spices under a special process, we are confident that when you have once tried them you will, like Oliver Twist, "still ask for more."

Put up in neat packages with attractive labels, 1½s, 2s and 3s.

Write for samples and prices.

The Essex Canning and Preserving Co.,
8 Wellington St. E., Toronto Limited

NOW ON THE MARKET

BALMORAL

Orange Marmalade
Grape Fruit "
Table Delicacies

GUARANTEED ABSOLUTELY PURE

Our Brokers now all have samples. Any inquiries direct to us will be answered promptly.

EVERY GROCER SHOULD CARRY THIS LINE.

J. W. WINDSOR, - - Montreal

PICKLES

Your **1907** business



in **Pickles and Olives**
will be large and profitable
if it's

ROWAT'S

you sell—

Prices: Right.
Quality: Satisfactory.
Profit: Good.

ORDER FROM YOUR JOBBER

 **Money** 

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

**YOU CAN ONLY SECURE
SUCH A POLICY WHILE YOU
ARE IN GOOD HEALTH.**

Pamphlets and Full Particulars regarding the
New Accumulation Endowment Policy
sent on application.

Confederation Life
ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Vinegar

The only vinegar to buy is the one that keeps the trade, not
the cheapest, nor widest advertised, nor best labelled, but the one that brings
your customers back for more.

It's the Repeat Orders You Want

White, Cottell's Delicious Natural Malt Vinegar
exactly suits the popular taste—for pickling or for table use. Try a sample lot.

White, Cottell & Co.,

WARNER RD., CAMBERWELL,
LONDON, ENGLAND

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96



THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE
AND
MARINE**

Head Office	Capital	-	\$ 1,500,000.00
Toronto,	Assets, over	-	3,460,000.00
Ont.	Income for 1905, over		3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE METROPOLITAN BANK

Capital Paid Up,	-	-	\$1,000,000
Reserve Fund,	-	-	\$1,000,000
Undivided Profits,	-	-	\$ 133,133

GENERAL BANKING BUSINESS

We
Solicit
Your
Account

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit
of one dollar and upwards.

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUDE

This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

WINTER RESORT

QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto. 465 Temple Building, Montreal.

TOWER HOTEL

GEORGETOWN
DEMERARA

BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stalling, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

To Manufacturers' Agents

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address, BUSINESS MANAGER,
CANADIAN GROCER,
Montreal and Toronto.

WOODSIDE BOARDING HOUSE

Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. OOTYAM.

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

EXPERIENCED ADVERTISEMENT WRITERS

who are open for a situation are requested to register their names with the MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

VICTORIA LODGE

HAMILTON, BERMUDE

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board \$12 to \$14 per week.
Open Nov. 1 Closes in May.

HALIFAX HOTEL

HALIFAX, N.S.

HOTEL IMPERIAL

Large Sample Rooms
Steam Heated and Gas Lit

GEO. W. WEBSTER, Prop., Swift Current, Sask.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

SEE PRICES BELOW

Pure Fruit
Marmalade

1-lb. net, 2 doz. to case.
SEVILLE ORANGE
\$1.50 doz.
BLOOD ORANGE
\$1.50 doz.
LEMON
\$1.50 doz.
GRAPE FRUIT
\$1.80 doz.
Ass't. case 4 kinds, \$1.50 doz.



Pure Fruit
Jam

1-lb. net, 2 doz. to case.
RASPBERRY
\$2.00 doz.
STRAWBERRY
\$2.00 doz.
PEACH
\$1.80 doz.
PLUM
\$1.80 doz.
BLACKBERRY
\$2.00 doz. Ass't. case, \$1.90 doz.
CRAB APPLE JELLY
\$1.50 doz.
GRAPE JELLY
\$1.50 doz. Ass't. case, \$1.50 doz.

Above cut represents exact style of our 1-lb jar

Why pay fancy prices for imported goods of inferior quality? If our Diamond Brand is not the best in the market return them at our expense.



Nut'y Creams



Mint Buttons



Fruity Creams

The above are three rapid sellers. Cost to retailer 12 cents per lb., \$2.00 per pail of 17 lbs. Covers are hinged with colored show card. These are attractive and high grade, and are trade winners.

Your Jobber's Traveller will give you prices.

Sugars Limited,

DIAMOND BRAND MAPLE SYRUP

True to Nature, the Syrup
with the real smack of
new sap goods
about it.



PRICES

	Per case
WINE MEASURE TINS.	
Gallons, 6 to case	\$4 50
Half Gallons, 12 to case	4 80
Quarts, 24 to case	4 80
Pints, 24 to case	2 50

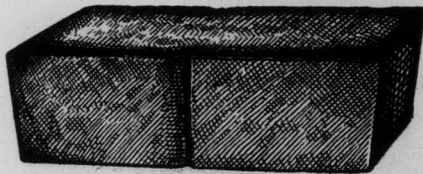
IMPERIAL MEASURE.

Five Gallon Tins, 1 to case	\$4 00
In 5 case lots (25 gals.) per case	3 90

PLANTATION BRAND NEW ORLEANS MOLASSES

Put up in 2s, 3s, 6s, and 10s at same price as you are paying for blackstrap.

TWIN BLOCK PURE MAPLE SUGAR



See that our name and guarantee is printed on the box.
None other is genuine. Sells for 10 cents each.
Cost to retailer \$3.00 per case of 40 blocks.

MAPLE CREAM HEARTS

Don't forget this delicious, fast-selling specialty. They will please
your most fastidious customer. Sells for 20 cents lb.
Cost to retailer 12 cents lb., \$2.16 per pail of 18 lbs.



BUTTER BEANS

A new line of confectionery in pails,
immense seller. Sells for 20 cents lb.
Cost to retailer 12 cents lb., \$1.50
per pail of 12½ lbs.



*Freight prepaid direct to retailer in lots of 5
packages or more. No charge for pails.*

Sold by jobbers everywhere

Montreal

There's more to enjoy in our
**Hams, Breakfast Bacon,
 Skinned Backs and
 Short Rolls**

than the meat—There is a richness and flavor about our meats, due to the method and care exercised in the curing, possessed by no other similar goods, that make

"HORSE SHOE" Brands

of **HAMS** and **BACON**

a treat for your customers—Try an order for

EASTER

Write or 'phone at our expense—Prompt shipment.

JOHN DUFF & SON
 HAMILTON, ONT.



Pure Food is Essential
 to Good Health

Grocers Buy

**Wagstaffe's Fine
 Old English**

Pure Orange Marmalade, Jams, Jellies, Sealed Fruits, etc., your jobber has them in stock, every pound guaranteed pure.

Wagstaffe, Limited

PURE FRUIT PRESERVERS
 HAMILTON, ONT.

Agents:
 DINGLE & STEWART, Winnipeg, Man.
 L. T. MEWBURN & CO., Ltd., Calgary, Alta.
 STANDARD BROKERAGE CO., Ltd., Vancouver, B.C.



Get a First-Class Waggon

You cannot afford to spend much money on advertising. It is essential that your waggon should advertise your business. It pays to invest a reasonable amount in a good waggon. Abbott's waggons please because they are durable as well as artistic. Let's send particulars.

Prompt shipment

H. G. Abbott & Co. London, Ont.

REMOVING

WILLIAM GALBRAITH & SON

As we have to remove our stock between the 1st and 10th April to our warehouse, 80 and 82 St. Peter street, we are prepared to give our customers interesting prices.

WRITE FOR QUOTATIONS

Splendid values in *Ceylons*, *Green* and *Black*; also *Japans* of every grade.

William Galbraith & Son

WHOLESALE GROCERS
 68 McGill Street, Montreal



"Mr. Grocer,—Do you know that SAVOY BRAND is the only high-grade Baked Bean packed in Canada?"

"Do you realize how important it is in these days of Pure Food agitation that you should offer your customers only the best?"

Savoy Brand Pork and Beans

are prepared according to the original Boston recipe—of carefully selected, hand picked, Canadian Beans and tender Canadian pork. They are as different from other beans as day is from night.

HERE'S WHERE YOU COME IN

We ask you to stock Savoy Pork and Beans for two reasons—

First. The excellence of this product will strengthen your reputation for handling the "highest quality" food products.

Second. YOU CAN MAKE MORE MONEY ON THEM THAN ON ANY OTHER BRAND. There is strong conviction in this argument. Think it over.

TWO DOZEN TINS FREE

EXTRA PROFIT IN ADVANCE

We will give you one case of 2 dozen No. 2 tins of Savoy Pork and Beans free with every five cases of No. 1, No. 2, or No. 3 purchased. This offer also applies to assorted orders for five case lots of these sizes.

* Savoy Beans are packed in four sizes, No. 1/2, No. 1, No. 2, and No. 3, both plain and in Tomato Sauce.

Send your order to your jobber or direct to us. In the latter case, don't fail to mention the wholesaler through whom you prefer the goods to be shipped.

Send in a trial order for five cases. The Beans sell themselves.

"Made in Canada"

Canadian Factory,
77 Front St. E.

By
ARMOUR LIMITED
Toronto

VINEGAR

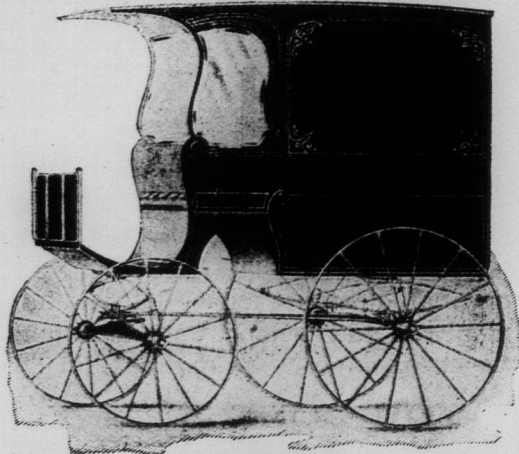
Our sales of "Imperial" are steadily growing. Why?

THE DAVIDSON & HAY, LIMITED

Wholesale Grocers, TORONTO

SUCCESS COMES EASIER

to the grocer who owns an
A1 High-Grade Wagon



Because a neat, graceful wagon is the next best thing to an advertising appropriation. **EWART'S** wagons are "silent salesmen." They look the part, and are durable besides.

Write for prices

Phone 1188

J. A. EWART, 257-9 Queen St. E.
TORONTO



The Finest
Family Polish
on the Market.

BLACK JACK

AT YOUR JOBBERS'

TO MANUFACTURERS' AGENTS :

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address

Business Manager

CANADIAN GROCER
Montreal and Toronto.



INGERSOLL, CANADA-FACTORY

AN EASY ONE.

Added to our splendid assortment of
GOLD MEDALS.

ST. CHARLES EVAPORATED CREAM

given Highest Award at World's Fair St. Louis, Mo., 1904. Proven the purest and best and for many purposes **PREFERABLE TO FRESH MILK.** Can be purchased through any wholesale house.

St. Charles Condensing Co.

BLUE

This is a line which usually brings the retailer about fifty per cent. profit.

To clear out a standard line, we offer the retailer

50% PROFIT

and the same size package as any 5c. line on the market, but at a price that will allow it to be sold two 3-oz. packages for 5c.

Our travellers have full particulars.

If they don't call, phone us.

James Turner & Co., Limited, Hamilton, Ont.

OLIVE OIL — THE PUREST

*Cultivate your trade by stocking the best
The only Castile Laundry Soap on the market
A distinctly Olive Oil Soap*

Mnfd. by **The CANADIAN CASTILE SOAP CO., Limited**
Berlin, - Canada

THE
BEST

LAUNDRY SOAP

Do You Want to Buy

**A BOILER, ENGINE
OR MACHINERY?**

If you are a subscriber of
CANADIAN GROCER, you can
insert a notice free in

CANADIAN MACHINERY

TORONTO MONTREAL

TENTS

Made from the celebrated "Gourock Tent Duck" cannot be excelled.

All sizes and styles in stock. Immediate delivery.

Special Discount to the Trade.

The Gourock Ropework Export Co., Limited
28 St. Peter Street, Montreal

Warminton's Clutch Nails

YOU KNOW THEM. IF NOT, TRY THEM

For repairing and strengthening boxes and cases. They should be in every shipping room. Let me send you a sample box of two sizes.

J. N. WARMINTON

43 Scott St., Toronto

207 St. James St., Montreal

SOME HOURS BETWEEN TRAINS WITH THE TRADE IN COOKSTOWN

(By a Canadian Grocer Staff Correspondent.)

We are enabled this week, through an unexpected incident, to devote some space to a town whose name has not found its way into The Canadian Grocer columns as often as it deserves. A representative of The Grocer, being sidetracked through an error in the railway time-table, found himself landed at Cookstown, with several hours on his hands and apparently no outlet to his energies. The prospect, at first, looked anything but engaging, and the G.R. started to ransack his vocabulary for words suitable to the occasion. Finding nothing adequate, he suddenly bethought himself that he was greatly an hungred, and with the end of satisfying his appetite with such delicacies as Cookstown offered, turned his steps in the direction of the nearest hotel. Here again, however, Fate pursued him, for he found himself forestalled by countless hosts of farmers, who with the capacity of their kind, were occupying to advantage, every inch of seating material in the dining-room. The reason of this extraordinary influx was speedily discovered in the person of Mr.—the energetic Cookstown agent of the Massey-Harris Co., who explained that the company made only one delivery per year, and that this day was always a great occasion among the neighboring farmers. The Grocer discovered later what the modesty of the agent had forbidden him to mention; namely, that the dinner and liquids were supplied gratis by the Massey-Harris people. There seemed to be no chance of a meal for an indefinite period, however, and The Grocer decided to spend the time which must elapse before he could obtain nourishment in visiting the grocers and general stores in the town, two or three of which he had observed on his way to the hotel.

Right Type of Clerk.

His first objective point was the corner of King and Queen Sts., for his attention had been immediately attracted by the large painted letters on the north side of the building, proclaiming it to be the store of A. Wilcox. Mr. Wilcox was unfortunately out, but his business being of a size to warrant his employing an assistant, The Grocer was agreeably entertained by the latter gentleman pending the arrival of Mr. Wilcox himself. The assistant, whose name did not transpire, struck The Grocer rather forcibly as being of the sort most valuable to their employers. He was courteous and affable, not only to the writer, but to every customer, and they were many, that entered the store during the conversation, no matter whether a sale was effected or not. He manifested a keen and intelligent interest in window-dressing and general store display, and lamented the lack of opportunity for learning the art in his present position, complaining that his ignorance of the fundamental principles prevented his ad-

vancing beyond a certain point. The Grocer had the pleasure of introducing him to two or three novel ideas which he himself had gleaned from the competitors in the window-dressing competition, his pupil showing a grasp and appreciation of arrangement and grouping, most unusual in a beginner. The store itself was large, but all the floor space was being used to advantage, and the shelves exhibited a varied line of canned fruits and vegetables. The whole interior had an air of cleanliness and attraction that was most inviting—and The Grocer was not surprised to learn that Mr. Wilcox does one of the largest businesses in town.

Wrestled With the Credit System.

A little higher up on King St. The Grocer noticed the name of W. J. Broley, baker and groceries, and went inside to make his acquaintance. Mr. Broley, it transpired, has been in Cookstown for the last 6 years, and two years ago started in business for himself. He made a vow at that time that he would do a cash business and nothing but a cash business, and for the first month or so, stuck manfully to his resolution. But in the end, he had to give in. Other grocers, he said, gave credit, and if he had attempted to refuse it he might just as well have gone out of business at once. It was impossible, he asserted, when other men in the same line of trade opposed it, to insist on cash payments. He tried now to confine the privilege of running an account to a few of his best and wealthiest customers, but here again was constantly being confronted with the delicate problem of favoring some and black-listing others. It amounted to too nice a distinction altogether when one was called upon to discriminate between A's high standing in the community and utter impecuniosity, and B's well-known intemperance and general bad character in combination with his undoubted ability to meet his liabilities. If one gave credit to the former and refused it to the latter, B's anger was immediately aroused, while if one reversed the situation, A was reduced to the last stage of offended pride and wounded self-respect. If credit was refused to both of them impartially, A was practically excluded from doing any purchasing at all, which was perhaps a good thing, but B was insulted and took his custom elsewhere—while if credit was allowed to each of them the quantity of trade gained from B was almost offset by the amount lost through A's failure to meet his payments when they fell due.

Going More to Baking.

Altogether it was a vexed question, and Mr. Broley confessed that all his thought and calculations had brought him no nearer to a solution of the difficulty. He reported a ready sale of

canned goods in the district, and was expecting to realize a nice little sum on several dozen cases of salmon which he had bought last year for \$1.67 a case, and which were now worth \$1.85. He finds confectionery a fine side-line and pushes it hard in the summer time, but he is gradually excluding both candy and groceries from his shelves in order to allow more time and concentration for the development of his baking, for which he sees a splendid opening in Cookstown.

Merchant and Banker.

V. S. Willoughby, whose general store next claimed The Grocer's attention, was out of town. Not content with possessing one of the most comprehensive establishments in Cookstown, he some time ago accepted the position of manager of the Sterling Bank at Lefroy, and thither he journeys daily, dividing his time and attention between his commercial interests in one town and financial responsibilities in another. The Grocer was pleased to learn that he was an old friend of the paper, having taken it and Hardware and Metal for some time past. Half of his store appeared to be devoted to groceries, and half to hardware, and he seemed to be doing a thriving trade in each. The Grocer left with a hearty invitation to call again and greet Mr. Willoughby in person, an invitation of which he intends to take advantage at the first opportunity.

Strong for Organization.

A large sign across the road proclaimed that H. Couse sold groceries and confectionery and dealt in flour and feed. To Mr. Couse's store, therefore, The Grocer adjourned, and was hospitably welcomed by the proprietor himself, with whom he was soon deep in conversation. Mr. Couse, being a member of the town council, had ideas on many things, and, among others, advanced several exceedingly strong arguments in support of a movement of which The Canadian Grocer has long been one of the staunchest advocates—that of retail organization. Both he and Mr. Wilcox, with whom The Grocer was fortunate enough to secure an interview later, appeared to feel very strongly on the question, and it was a pleasure to discuss the subject with men of such sound conviction and loyal sympathy. "Much of the opposition," said Mr. Wilcox, "arises solely through ignorance, and ignorance, in these days of trade newspapers and numerous other sources of information, for which there is no excuse. The other day I overheard a small retail merchant, in discussing the matter with a friend, make a statement displaying a lack of knowledge which would be laughable if it were not so deplorable. He accused the wholesalers of being a wholly useless and unnecessary organization, 'interfering middlemen' were the words he used—and claimed that the retailers would be better off without them. If he had stopped to consider," added Mr. Wilcox, "the

(Continued on page 55.)

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WINDOWS AS ADVERTISEMENTS

Surprising Lack of Interest in Window Dressing—Some Reform in Sight — A Few Pointers Which Will Aid in Making Displays.

Few grocers realize what a valuable asset they have in their window. They do not stop to consider what an advertising medium it is, nor do they recognize its tremendous drawing power if properly looked after.

It is a pity that such a state of affairs should exist. Every grocer knows that there is not sufficient profit in food-stuffs to warrant the neglect of any means which will tend to increase trade and consequently enlarge profits.

There are certainly a great many retail grocers who do appreciate a window at its true value, and they are up-to-date in other respects, too, it will be noticed. But when their number is considered and compared with the number of grocers in this Dominion it will be seen that the opening statement is justified.

Why Lack of Interest?

Why do not the grocers give more attention to their windows and to window dressing? In the Old Country it is considered very important and necessary that the store front should always be utilized to advertise the interior. Here in Canada dry goods merchants frequently change their windows. Cigar stores, many of them, have a new display each week. Why not the grocers?

Lack of interest and the non-realization of the window as a valuable asset account for the grocers' stand on this matter.

Happily there are signs of reform in this direction. The Canadian Grocer has conducted window-dressing competitions in the past and will continue to do so. This has stimulated interest on the part of grocers throughout the Dominion, and they are every year using more and more their store windows for display purposes.

Window Too Small.

A great many complain they have not large enough windows to make a decent display. Perhaps you are in this class. Do not let that discourage you. Go right ahead and make the best of the window. Where there's a window there's a way to dress it. Some of the prettiest and most effective displays seen by the writer were made in narrow windows with ugly corners and poor light effects. The dresser brought his ingenuity into play and got over these difficulties.

What kind of a display you can make depends upon what you wish to advertise, the kind of a window at your disposal, and the ideas you have for dressing it.

There are certain things which should be observed in connection with all window dressing.

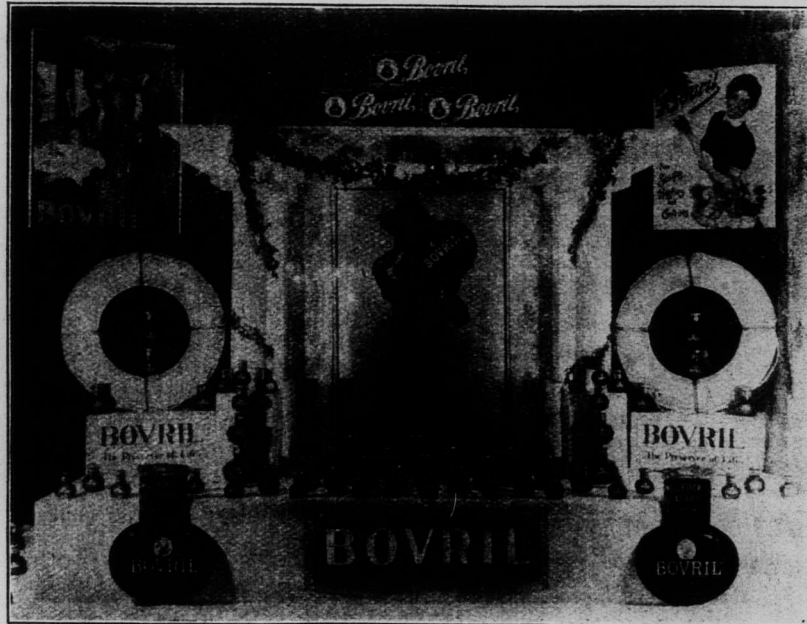
General Facts to Observe.

See that the window is clean. A sheet of glass which is not quite clean detracts considerably from the beauty of the display. If there are any mirrors be careful that they are all shining, and see to it that the floor of the window is spotless. In the Mother Country the progressive grocers have tiled window bottoms, making it possible to keep the

window white as snow at all times. Favoring the tiling of windows also is the fact that it is never necessary to use papers to conceal the flooring. In this respect Canadians might emulate the Old Country grocers.

Overcrowding.

Very often what otherwise would be an excellent window is marred in effect by overcrowding. Too much merchandise is placed on display at once. Remember that simplicity is a great charm in window dressing. Better impress strongly upon the observer's mind the name and merit of one article than create but a fleeting impression of several lines. On the other hand, do not leave the window bare. Your own good judgment should guide you in this matter.



"Bovril" Window of A. Hagmeier, Hespeler, who won First Prize in District No. 2.

A Little of Everything.

In this connection mention might be made of the foolish habit of some in trying to put into a window a little bit of everything they carry. The writer recalls one window which came under his observation in a thriving Ontario town. Therein might be seen three or four finnan haddies on a platter, containing also a couple of pound prints of creamery butter; a cup of beans and a saucer holding rice; oranges, lemons, soda biscuits, raisins and boot laces were shown in front, while package tea formed a background, a few bottles of patent medicines and a couple of brushes and a broom completing this window. Imagine the impression created upon the mind of the passerby, or a prospective customer! Of course, this was an extreme. It may seem ridiculous, but it's a fact. The window was the laughing stock of the town, and eventually the grocer realized this and reformed.

One Line at a Time.

If you will let the public know what you have in stock, go about it gradually. Make a display of one or two lines at a time and change your window frequently. In these days it is found most satisfactory to specialize in this matter, as in many others. If you decide to make a tea window, let it be a tea window. See that the window is dressed in such a manner as to make a lasting impression upon those who look at it. The same applies in the case of soap, or breakfast food, or any other line.

Strive to obtain harmonious effect as far as possible. For instance in displaying package goods it is frequently possible by a little extra care to attain an effect very pleasing to the eye.

Light Effects.

See that your light effects are as good as possible. Never so arrange your electric globes that they shine out upon the pavement. Direct their glare upon the goods contained in the window.

And finally, do not plaster the plate glass with signs calling attention to

this line or that bargain. It looks very bad, and besides, hides the window display. Cards are all right in the display itself, bearing prices and catchy phrases, but they don't do stuck upon the window itself.

BOVRIL'S WINDOW DRESSING COMPETITION.

Prizes have lately been awarded by the Bovril Company to the fortunate winners in the window dressing competition inaugurated by this company last fall.

The eastern portion of Canada was divided into eight districts: 1. Western Ontario, (Sault Ste. Marie and east to Berlin); 2. Central Ontario, (Berlin and east to Peterborough, exclusive of Toronto); 3. Eastern Ontario, (Peterborough and all east); 4. Toronto; 5. Montreal; 6. Province of Quebec, (exclusive

CANADIAN APPLE TRADE

MAKES STRIDES IN ENGLAND

By J. B. Jackson, Canadian Commercial Agent at Leeds and Hull.

of Montreal); 7, New Brunswick and Prince Edward Island; 8, Nova Scotia.

In each district 15 prizes were offered, a first of \$50; a second of \$25; three of \$10 each, and ten of \$5 each, making a total of \$1,250 given in prizes.

Grocers and druggists displayed great interest in the competition; hundreds entering in the hope of winning a prize for the attractive dressing of their windows with this widely known food preparation, and from the photographs sent in, it is evident that many of the competitors spent a good deal of time and thought on the arrangement of their displays. As an instance, might be mentioned J. Blood, 419 Yonge St., Toronto, whose window was awarded the first prize in that district. This was a very good display, bringing into prominence the Yonge street bridge idea, which is a local question of great interest; and at the same time making a strong showing of "Bovril." A Hagmeier, Hespeler, whose window is reproduced here, won the first prize in district No. 2. The artistic arrangement of this window is its strong point; but the idea of the bottles in the life preservers, portraying "Bovril" as a preserver of life, is very good. The first prize in district No. 1 went to John Diprose, London, for a very strong and effective window, showing "Bovril" as a "Tower of Strength." Strong & Strong came first in Montreal, No. 5 district; and J. Savard, Quebec, in district No. 6.

Owing to the fact that they were late in getting started, districts Nos. 7 and 8, did not compete. frosted windows making it impossible to obtain good photographs. They will, however, enter the competition which Bovril Limited are arranging for the coming fall, for the western portion of the country, from Port Arthur to the coast.

The judges in the competition just closed were: O. S. Perrault, advertising manager, American Tobacco Co.; W. J. Carrique, manager, the Canadian Street Car Advertising Co.; A. B. Ware, the Ware Company, outdoor advertisers.

HAMILTON GROCERY BROKERS.

Among the number of up-to-date and front-rank grocery brokers of Hamilton is the firm of McFarlane & Field. Hamilton is now and always has been recognized as one of Canada's leading grocery distributing centres and it goes without saying that to cater to the jobbers in a city of this sort men of experience and knowledge of goods are required. McFarlane & Field, although only established as a brokerage firm some six or seven years, are to-day right in line with the old-timers. Mr. McFarlane stands out as an authority in tins and this branch has been a study and hobby with him for a quarter of a century or more. Mr. Field's connection with the Hamilton jobbing trade is a long one, although still a young man. Among the agencies controlled by McFarlane & Field are: Harrisons & Crosfield, London; Crosfield, Lampard & Co., Colombo; Lampard, Clark & Co., Calcutta, for Ceylon and India teas; Hellyer & Co., Japan, Japan teas; Rosenberg Bros. & Co., San Francisco, dried fruits; Delyanna Bros., Patras, Greece, currants, etc. They are also extensive brokers in domestic evaporated fruits. In all lines they enjoy the confidence of their principals and support of the jobbing trade.

During the past season the predominant feature has been the large quantities of Canadian apples which have been received by local buyers, direct from Canadian packers. At least 50,000 barrels have been shipped into this district.

This is but the beginning of a direct trade, which will increase with larger volume during each succeeding year. The apples received direct have also been much better packed and graded than those that have been bought by local men at the auction rooms at the ports.

Good Condition of Apples.

The apples received here this year, with very few exceptions, have been excellent, both in quality, packing and grading; in fact, the apples opened out here in as fine a condition and with as perfect a flavor as when picked in the Canadian orchards. Slacks were entirely eliminated, and consequently no bruised or disfigured fruit.

To inspect Canadian apples in the warehouse, or in the merchants' stalls, alongside of the miserably-packed fruit from the United States, was an inspiration to a Canadian, and proved conclusively that the Canadian packer has at last fully grasped the vast possibilities of this market, when catered for in the proper manner.

Most Desirable Fruit.

Canadian exporters to this district are to be congratulated upon the efficient and business-like manner in which they have placed Canadian apples, not only as the best flavored and most desirable fruit of its kind on the English market, but as the only apples entering England in large quantities, where the packing and grading is of the best.

Good prices have been obtained by the Canadian exporter to the inland cities, better than at the ports; whilst the different dealers are jubilant at the prices realized, the saving of the middleman's commission and traveling expenses, and with the vision of larger trade and profits during the next season are ready at the earliest moment to make full and complete arrangements for next season.

Boxes in Favor in Leeds.

I have often in the past stated as my opinion that the finest of Canadian apples would be very acceptable here if packed in boxes, as especially at this time of the year, many people are rather chary at buying a whole barrel. On account of my suggestions, an Ontario packer has shipped here direct some 300 boxes of "Baldwins"; and as I was rather interested in seeing the outcome of this venture, I inspected the fruit at the fruit market in this city. I found a most presentable looking box, in fact, I think a little better than was necessary, measuring about two feet long by one foot wide, and weighing about 50 lbs., containing on an average about 125 apples. The boxes were filled with the finest "Baldwins" I have seen this season, and arrived here in perfect condition. Each box was nicely stencilled and inside a large card the same size as the box, attractively got up, represented the contents as "Choicest Canadian apples," with the name and address of the shipper. The prices being received are from 6s. to 6s. 6d. per box.

This innovation is intended to meet a long-felt want in supplying shopkeepers who have a better class of customers in the principal suburbs surrounding this city. This shipper deserves to be congratulated for having placed on the market the best Canadian-boxed apples which have ever appeared in this district.

The New Zealand apples always arrive in boxes and are most carefully and tastefully packed. But one of the large wholesale men said to me to-day:—

"In the neatness of the Canadian boxes, quality of apples, and style of packing, Canada has far outdone New Zealand."

CASTILE SOAPS.

It is not generally known that the manufacture of castile soaps has been successfully begun in Canada, nor is it generally known of what castile soaps are made. Olive oil, in its pure state, is the principal ingredient, and as olive oil has become recognized for its healing and curative properties, due to the natural sulphur it contains, as well as its antiseptic value, castile soap is looked upon as the purest and best form in which soap can be produced.

A Canadian company, with an entirely new process, has been engaged for some months in manufacturing both toilet and laundry castile soaps, and wherever their goods have been introduced have met with very encouraging results. By their new process their goods can be put out at a price within the reach of all, being put up to sell at the popular prices, five and ten cents per cake.

The castile laundry soap, known as "Olive Oil" laundry soap, is something entirely new on the Canadian market, being the only soap of its kind, and enables everyone who appreciates a good soap to procure a castile soap at the same price as ordinary soaps, for all their laundry and household purposes. This soap is green in color, the same as the olive oil, due to the natural sulphur the oil contains.

The Canadian Castile Soap Company Limited, Berlin, Ont., are to be congratulated on their efforts in this direction, marking an advance in the soap industry of this country.

CROWN BRAND SYRUP ADVANCED

Crown brand corn syrup has been advanced, new prices going into effect March 14. New quotations are: 2 lb. tins, case, \$2; 5 lb. tins, case, \$2.45; 10 lb. tins, case, \$2.40; 20 lb. tins, case, \$2.35; barrels, 27³/₈ lb.; half barrels, 36 lb.; quarter barrels, 31³/₈ lb.; pails, 38¹/₂ lbs., each \$1.50; pails, each 25 lbs., \$1.10. It will be seen that 2 lb., 5 lb., and 10 lb. tins have been advanced 5c. 20 lb. tins and 25 lb. and 38 lb. pails have been advanced 10c.

NEW GOLD STANDARD QUARTERS

Splendid Warehouse Erected in Winnipeg by the Codville Georgeson Co. — Palatial Offices—Large Manufacturing Department.

Winnipeg, the capital city of the Prairie province, has recently acquired another fine commercial structure in the mammoth wholesale grocery warehouse just completed for the Codville Georgeson Co. The building is situated at the foot of Portage Avenue East on Victoria street, and is seven stories in height, with the front of dressed native stone.

The plans were prepared by Architect D. Smith, and the construction placed in the capable hands of the Kelly Bros. & Mitchell Co. It is built upon what is known as the solid mill, or slow burning construction, the footings being of solid cement from nine to twelve feet wide and four to six feet thick, while solid blocks of hewn stone set twelve feet apart are embedded in cement, and on these rest the great pillars which support the structure. Each pillar is capable of sustaining a weight of seventy tons. The floors are of six inch fir, set on edge, with a top dressing of grooved maple. The plastering is laid on steel lath, the windows are of wire glass, and the entrances to the elevator shafts are protected by steel curtain fire doors. A sprinkler system, supplied from a 15,000 gallon tank on the roof, completes the fireproof arrangements.

On the north side of the building there is a driveway which gives accommodation for ten dray teams, and under the driveway, in the basement, provision has been made for the preservation by cold storage of immense shipments of produce in perfect condition. The Johnson system of heat regulation has been adopted, and a powerful rider double-cylinder engine forces the water from an artesian well, 200 feet deep, to all parts of the building.

The shipping department is on the first floor, and two huge electric freight elevators, with a capacity of 5,000 pounds each, convey goods from the floors above to this department, where they are in turn conveyed to the freight cars or drays. Three large shipping doors on the north side facilitate loading, while a like number on the south open on to the spur track which skirts this side of the building.

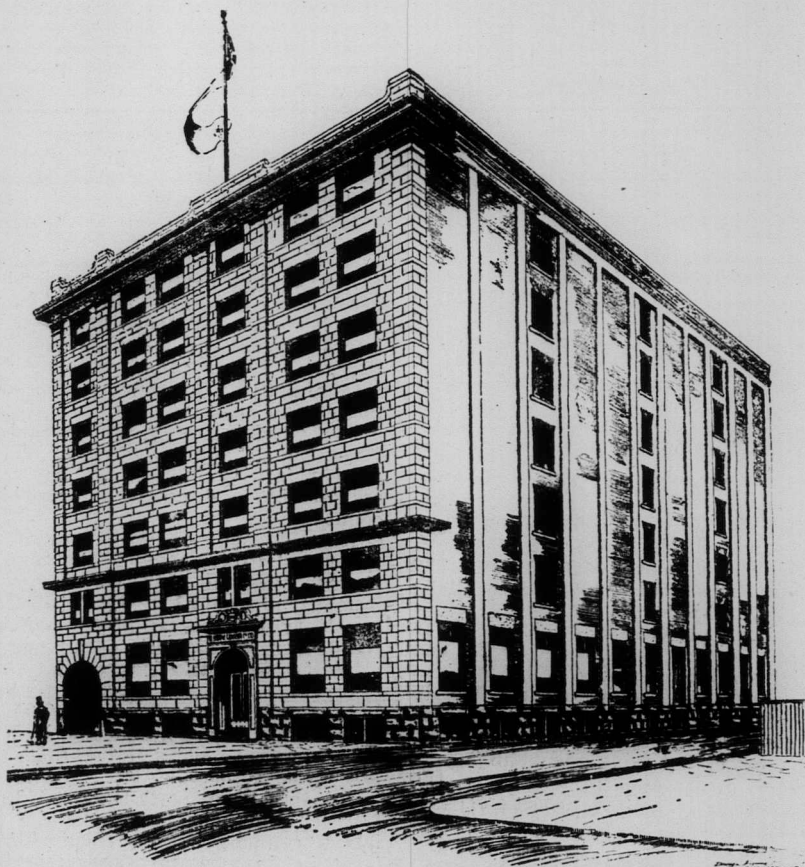
The main offices occupy the front half of the ground floor and are handsomely finished in quartered oak, with massive fluted pillars, solid oak counters and office furniture. The offices of the executive members of the firm, together with the sample room, are also located on this floor, the latter, with its handsome oak fixtures and neatly arrayed display of high class groceries, seeming to tempt the visiting retailer. One is impressed, too, with the care exercised for the individual comfort of the large staff, with the airy dressing rooms for the office employees and the spacious room set apart for the firm's travelers.

Ascending to the floors above, one

finds seven flats piled from floor to roof with canned goods, evaporated fruits, cereals, syrups, teas, coffees, dried and canned fish and all other standard grocery lines, while on the third floor is located the tea room, with its mechanical appliances for the blending, weighing, packing and labeling. So precise is this machinery that the tea does not come in contact with workmen's hands, the different appliances handling this product with automatic precision. The sixth floor is entirely devoted to the firm's Gold Standard products, which are manufactured in their factory adjoining the new grocery premises.

mentioned Gold Standard jelly powders, cake icings, icing sugars, quick puddings, ice cream powders, liquid blue, herbs, cream tartar, etc. The firm, as a fact, manufactures and sells, under an absolute guarantee, one of the most comprehensive lines of grocers' specialties in western Canada, and their output is daily increasing.

The Codville Georgeson Co., Ltd., maintain a branch at Brandon, while the Codville Smith Co., Ltd., of Calgary, Alta., look after the firm's western interests. The gigantic warehouse just completed reflects the enterprising and progressive spirit of the west, to the maintenance and advancement of which the builders may sincerely be said to have contributed their full share.



Mammoth New Warehouse of The Codville-Georgeson Co., Winnipeg, Man.
Total cost (with realty) \$260,000; height, seven stories and basement; length 135 feet; breadth, 97 feet;
Total capacity, 400 carloads; floor space, 2 1/2 acres.

Here green coffees, direct from the plantation, are graded, cleansed, roasted, ground by machinery, and packed with a precision which, to the uninitiated, is amazing. The firm's coffee department has a capacity of 8,500 pounds daily and is kept constantly in operation.

Each day immense quantities of baking powder are manufactured and packed, and the spice department, with its large daily capacity, is kept in continual motion. The flavoring extract department turns out thirty varieties of flavors, and among the other popular lines manufactured and packed may be

DEATH OF LONDON MERCHANT.

Stewart Harris, dealer in dairy produce, and well known in London and the surrounding country, dropped dead on March 19, almost immediately after rising. Mr. Harris had reached an advanced age and had lately been suffering from heart disease. He was an old resident of the city and a member of St. James' Presbyterian church. Two sons and three daughters survive him.

White & Co., Toronto, to date this winter have handled 35 cars of California celery.

FROM GROCER CORRESPONDENTS

HAMILTON.

Jas. Turner & Co. report good demand for canned fruits of all kinds. Evaporated apples also are selling well at advanced prices. Indications point to still higher prices.

Balfour, Smye & Co. have made some heavy shipments of evaporated apples and dried fruits lately to the Northwest.

Wagstaffe & Co. this week sent off three carloads of their English marmalade to the Northwest, and two cars to British Columbia.

UXBRIDGE.

A business change of some interest occurred here last week, when H. E. Maddock & Company sold their interests to Chaney & Alexander. The latter firm will take possession about the end of March. Mr. Alexander has for some time been associated with Gordon, McKay & Co., and has seen many years on the road. He is, in fact, one of the veteran travelers of Canada. Mr. Chaney until recently was with one of the largest dry goods stores in Toronto. Both gentlemen will shortly move their families and effects to their new homes, and great success is prophesied for the partnership by their respective friends.

Both J. F. Brownscombe & Co., and Broddy & Porter are reported to be offering their businesses for sale.

VICTORIA, B.C.

"After the 1st of March the undersigned grocers will discontinue giving discounts. The advanced cost of goods and the extra expense of conducting our business makes this step imperative."

The above notice has been placed in the daily papers of Victoria, B.C., and signed by all the leading retail grocers of the city, who, having decided to do away with the custom of giving a 5 per cent. discount on monthly accounts, take this means of notifying the public.

Without doubt this is a step in the right direction, and the grocers of Victoria are to be congratulated upon this movement.

Why should a grocer give a discount? or what is more to the point, why should a customer running a monthly account expect a discount? for without doubt the cost of doing business with this class of customers is greater than that of any other, no matter how promptly the bills may be paid; for it necessitates employing bookkeepers, and purchasing office supplies, postage, etc., not over-looking the fact that in spite of the utmost vigilance, bad debts will accumulate, and all these add greatly to the cost of doing business.

Some grocers may contend that by offering a discount on all accounts paid on or before a certain day in the month, it encourages prompt payment. No grocer should encourage accounts which are not paid promptly. Thirty days is quite long enough to carry any account (unless a longer time has been arranged) at the end of that time there should be a prompt settlement, satisfactory to

all parties concerned. It is poor business policy to allow customers to think that because they are allowed to run an account, they may expect 5 per cent. for that privilege.

Now every grocer has customers who drop in from day to day and from week to week, each time spending a few cents or dollars as occasion demands, probably amounting to twenty, thirty or forty dollars a month. Now this customer does not get 5 per cent. discount, yet it has cost the grocer far less to do business in this way, for there has been no expense in bookkeeping, and no bad debts.

Now, supposing your cash customer has a friend who is running a monthly account and getting 5 per cent. They compare notes. In future Mr. Cash Customer wishes to run an account and be paid two or three dollars a month for the privilege of doing so. And Mr. Grocer is out the discount, plus the cost of bookkeeping, etc., etc.

Then there is the farmer to consider; he comes to town and buys a wagon-load of groceries, probably paying cash for what his butter and eggs do not pay for. It has cost still less to handle this business, for there has been no delivery expense, no wear and tear on the grocer's horses and wagons, for the farmer delivers his own goods, and yet he gets no discount.

The careful grocer will consider all these things, and be convinced that it is neither fair to himself nor his customers to give a discount on monthly accounts.

There is still one other point. Does the retail grocer get 5 per cent. from the wholesaler? And are the retailer's accounts promptly paid? These are questions which every grocer will be able to answer for himself.

Hot-house lettuce is coming in very freely at \$1.75 a crate; also rhubarb at 12½c. per lb., and cucumbers at 25c. each.

California asparagus is on the market, but is scarce, and holding at 18c. per lb.; cabbage, 3c. per lb.

Potatoes are very high at present, \$30 per ton being the price for No. 1 island grown; Fraser river, \$25. The frost in January is responsible for the shortage.

There is no supply of Eocene and Elaine coal oil to be had at present. This is unfortunate, as the demand for good oil is heavy at present, this being incubator season. The car shortage is responsible for this.

BROCKVILLE.

A meeting of the Retail Merchants' Association was held on Thursday of last week, with the president in the chair.

The by-law relating to hawkers and peddlers was brought before the members present and thoroughly discussed, and a committee appointed to present it to the town council and have it adopted in the by-laws of the town.

The subject of holding an annual celebration on the 1st of July was also talked of and it was decided to call a citizens' meeting, to be held on the

night of March 26. The following committee was appointed to look into the matter and report: H. Y. Farr, F. R. Curry, C. J. Delany, C. H. Burl, W. H. Kyle. It was pointed out that the citizens generally were in favor of holding the celebration, and that it was intended to make this a huge success and to advertise it throughout the surrounding country.

The secretary reported that the petition in reference to the Criminal Code and the Proprietary Medicines Act was signed and forwarded to the provincial secretary.

Now that the winter sports are over, there should be larger attendances at the meetings of the retail merchants to discuss matters and bring things before the association, for debate. Make up your minds, now, that you will attend the meetings and make things interesting. Your officers expect you to be present and it is only right that you should be.

In the absence of Jas. H. Gilmour, president of the Local Board of Trade, the vice-president, H. A. Stewart, called the first regular annual meeting of the body to order, at 8.30 p.m., March 14th. The secretary read the minutes of the previous meetings of its council, which were adopted. After the reading of the minutes a very lively discussion took place on the subject of systematic advertising of the town and also electric power for manufacturing, after which the following motion was made and seconded by W. C. McLaren and A. T. Wilgress: "That the Board of Trade express its willingness to take over the advertising of Brockville, if it should meet with the approval of the town council." The acting president then stated that by authority given to him by the Board of Trade Council, he had sent out 20 circulars to users of power in town, and had received favorable replies from 12 of them. A motion was then made and seconded, that Mr. Stewart be empowered to proceed further in the matter.

The following matters were brought up for consideration, viz.: Annual Dominion Day celebration; morning train from Ottawa to Brockville, Ont.; protection for railway crossings; better union passenger depot; local improvement; planting and care of shade trees, and the remedy of the dog nuisance. The meeting then adjourned, to be called again within the next five or six weeks.

MONTREAL.

Point grocers find that the early closing scheme works fine. It has been in operation since last November and all the grocers who close four nights a week are satisfied that the idea is a great one. Only two would not consent to close Monday, Tuesday, Wednesday and Thursday evenings at seven o'clock. The Pointers are closing right along, however, and are each of the evenings mentioned able to enjoy a little hard-earned rest.

William Urquhart has joined the sales staff of Fraser, Viger & Co., the St. James St. grocers. He's an Old Country man and a worker. Just now he is in charge of the window dressing among other things, and nobody can say he is not turning out the real article in this line.

J. B. Deslauriers, the East Craig St. grocer, is a hustler, who has made business come his way by keeping on the run. In fact, lately, so much has fallen

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THE CANADIAN GROCER

to his lot that he has found it necessary to enlarge the premises. The work is nearly completed and the store looks bright and clean—quite up-to-date. J. B. is spending some money to have things right. "Better to spend a little extra. It pays in the long run," he was telling The Grocer. New fixtures, a fine new counter and a store 33 feet by 30 feet will enable him to handle the trade much better than before.

Dan Wilson and Jim McCullough are two additions to the clerking force of Walter Paul, the West St. Catherine St. grocer.

George Lloyd, manager Scroggie's grocery department, is kept hustling these days. He says he's still selling Strathcona goods to beat the band. St. Charles cream and Suchard's cocoa are two lines being demonstrated in the grocery.

Horace Lefebvre is now working in his father's store on Dorchester St. east. Mr. Lefebvre is one of the busiest grocers in the East End.

Thomas Pleau, who has long owned the grocery store on Prefontaine street, has sold out to Savrier & Blain, in order to take up the agency in Montreal of Proteau & Carignan, Quebec brewers. He will open an office May 1.

E. Desroches, for years with Fraser, Viger & Co., is opening on his own account on St. Denis street, above Sherbrooke. He's secured a good location. His friends wish him any amount of luck. So does The Canadian Grocer.

Dionne & Dionne are keeping busy as ever. They are contemplating enlarging the butcher shop, run in connection with the grocery. D. Cloutier, formerly on one of the delivery vans, is going inside to clerk.

At the annual meeting of the Retail Merchants Association, W. U. Boivin was elected president. Other officers were elected as follows: 1st vice-president, J. G. A. Filion; 2nd vice-president, J. B. Lamoreux; treasurer, J. A. Maynard; secretary, J. A. Beaudry; auditors, Messrs. Laniel and Dabreuil.

SPRINGHILL, N.S.

This city is just recovering from the smallpox scare. Business received something of a set-back, but merchants are quite hopeful now that the town is free.

Rogers & Soley have just moved into their new quarters, one of the best laid out stores in the province. They do a large business.

Bauid Bros. & Co., wholesale groceries, etc., have opened a warehouse in this city, in charge of C. Hanna, who has represented them in this section for several years. The increase in business compelled the firm to carry a stock here. Mr. Hanna will continue to represent them on the road and will have an assistant, who will attend to the shipping of orders.

B. L. Chrysler, Brantford, Ont., representing the Wm. Paterson Co., manufacturers of biscuits, etc., was in the city a few days ago, and booked some good orders.

A. M. Creelman, representing Flack & Co., Truro, was here on his regular monthly trip. He is a very popular visitor among the grocery trade and always leaves with his full share of orders.

The estate of A. E. Fraser, who is retiring from business, is being wound up. This is one of the oldest businesses in town and was successfully conducted by Mr. Fraser for a long term of years.

Among the recent visitors, after several years absence was T. T. Cartwright, the genial representative of Magic baking powder. His many friends in the trade were glad to welcome him back. Mr. Cartwright is back again with his old love the E. W. Gillett Co., of Toronto. T. T. C., looks none the worse for his long sojourn in the Ancient Colony. May his shadow never grow less, and his order book always be filled to overflowing, is the wish of all his old friends.

Mr. Dunlap, representing Harris & Co., Moncton, was a visitor the past week. He does a nice business whenever he comes this way.

Geo. Dishart, the tea man, was another visitor in town. George is one of the most popular men on the road, and it is safe to say no one sells any more tea than he does.

The Barkers will move into their new store in Amherst this month. This firm's business is representative of the growth in Amherst, which is rapidly becoming the manufacturing centre of Nova Scotia.

Springhill has a weekly half-holiday, all the stores closing at noon Wednesdays.

The Geo. E. Barbour Co., of St. John, N.B., do a good business in this part of Nova Scotia. Their traveler, J. Huntley, is one of the most popular men on the road.

C. Scott, of Hamilton, Ont., is putting in a lot of his goods in this territory.

J. Smith, representing Ralston Co., shoe polishes, etc., is a new man in this territory.

W. Wetmore, representing Vassie & Co., St. John, has been busy taking orders in the Parrsboro territory.

Frank P. Hickey, travelling representative of a large Quebec house, will locate in Amherst.

PETERBOROUGH.

Fred Walker, who was manager of A. Rountree's grocery store, has accepted a position with Jas. R. Bell, and is now serving the public over Jimmy's counter. The change took place when Mr. Rountree disposed of his grocery stock to Mr. McFarland Wilson, of the China Hall, who is selling it off.

Last week one of the leading grocers was called upon to answer a charge of violating one of the town's by-laws. He also had to contribute \$5 towards the city's treasury. The funny part of it is that this grocer was in the city council when the by-law prohibiting merchants piling goods on the sidewalk in front of their places of business was passed. He fought against it for two years, but it was finally carried. He was the first one to be fined, although three other firms have since been fined. The effect of the by-law since it was enforced is that the streets are no longer blockaded with big boxes, barrels, sacks, etc.

The grocers as well as all other merchants in the city are up in arms against the council for passing and attempting to enforce an anti-sign by-law. Many years ago a similar by-law was passed but it has been a dead letter and made no difference in the appearance of the street. That by-law prohibited any sign being hung if it projected over the sidewalk. This year the council passed another by-law which allows only illuminated signs to be hung

in front of business places. These must be erected under the supervision of the city engineer and the owner must pay a license of \$2 per year to pay for regular inspection. At the present time there are almost 20 illuminated signs and as they cost all the way from \$10 to \$200 in addition to the electric lights the merchants are rebelling. If, however, all the stores, or a larger portion of them, use the illuminated signs, the appearance of the streets will be greatly improved, and that is the object of the council.

Eggs on the local market took a decided drop on Saturday. The farmers' hens have been getting out in the yard where they scratched for themselves, while the mild weather and bright sunshine wakened them from their long winter's rest. There is every indication that the price of eggs will continue on the decline until they sell at 14c. and 15c. per dozen. Last week they brought 23c. and 24c., but on Saturday they dropped to 18c. and 20c. and there was a large supply.

KINGSTON.

Prospects for Kingston's future look bright. Promoters of cheaper power for light and other purposes are in town urging the aldermen on.

New wharves are being built and a large summer hotel is contemplated. Streets are going to have new beds of asphalt, cement, or macadam. The harbor is going to be deepened.

Yes, Kingston is going to be redeemed and it has sterling members in E. J. B. Pense, M.P.P., in the Ontario House, and Wm. Harty, M.P., in the Dominion Cabinet.

The wholesale grocers report good business, but methinks they would do twenty per cent. more if they advertised more in trade papers.

Herb. Dunlop, for many years head clerk in James Redden & Co.'s grocery, has severed his connections and may go into business for himself.

The angel of death has been busy in Kingston lately and many of our leading citizens will be seen no more on our streets. John Mills, our active auctioneer, hustling along on our main street, advertising and getting ready for spring sales, heard the dread summons and fell dead a few doors from his father-in-law's confectionery store. His familiar going-going-gone will be heard no more.

Holbrook's sauce is being demonstrated this week in Redden & Co.'s grocery.

Mr. Rea, of the Blue Ribbon Tea Co., and the Senator met in Jim's grocery store. They are both genial, fat and stout, and whether you buy or not they shake hands when they come in and when they go out. Travelers ought to take a lesson from this. Be pleasant under all circumstances, even in a train wreck.

John McVeen, traveler for White & Co., placed several carloads of California oranges at Smiths Falls, Carleton Place, and Kingston. John is a hustler and is doing good work for his firm.

Complaints are still coming in about wholesalers selling to consumers. A great deal of it is done through employees, who supply their friends and they in turn divide up, and so the chain of destruction is lengthened and the retailer suffers. It has got to be stopped, or there will be a big exposition shortly.

CHATHAM.

There is some talk in the press of the appointment of N. H. Stevens, president of the Canada Flour Mills Co., to the seat in the Dominion senate left vacant by the death of Senator Casgrain, of Windsor. The suggestion meets with widespread favor throughout the western peninsula. The great and flourishing industry of which he is the head, is a monument to Mr. Stevens' energy and ability; and as a clear-headed man of affairs, capable of expressing himself, his many friends here feel that he would make a valuable addition to the Upper House.

George and Richard Zakoor, of Windsor, have bought out the fruit business of J. M. Thompson next the Rankin House.

A well attended meeting of the Retail Merchants' Association was held on the 11th, when quite a few matters of interest were discussed. President Cowan suggested that the merchants unite in advertising one particular day each week as bargain day, and make a combined effort to divide Saturday business between two days, probably Saturday and Wednesday. A committee comprising Messrs. Anderson, Mills, Hodges and Austin was appointed to investigate report. The association passed a resolution vigorously protesting against the action of the G.T.R. in hindering the extension of the C. W. & L. E. electric road to the south. The idea of a Dominion Day celebration this year was heartily approved.

INGERSOLL.

The advisability of establishing a cold storage warehouse here under the conditions mentioned in the recent Dominion legislation is a matter that is receiving the earnest attention of grocers, exporters, and in fact all who are interested in the progress of the town. Thus far the scheme has enlisted enthusiastic support from the grocers, who readily recognize that a warehouse here would offer them many advantages. As is well known, Ingersoll is one of the few towns in Ontario in which there is usually a scarcity of butter and eggs, and quite frequently poultry. The scarcity of the butter is explained by the fact that Oxford county is noted for its numerous cheese factories, which consume the greater portion of the milk to be had, consequently the farmers give very little attention to butter-making. In regard to eggs, many buyers are constantly on the roads during the summer and autumn and the supply is invariably "cornered" by the large exporters. With a cold storage warehouse the local dealers would be able to lay up a large supply at a price that would give them a good return on their investment later on and still it would not be necessary to charge exorbitant prices.

Of course the primary object of establishing a cold-storage warehouse is not for the benefit of local merchants and consumers, but principally for the export trade, in which connection we state with pardonable pride that Ingersoll is the fifth centre in the Dominion. The project has been very energetically taken up by the Board of Trade; open meetings, which were representative in their

attendance, have been held; a committee has visited the Lindsay plant, and while their report was not as encouraging as it might have been, the scheme is still being very actively taken up.

Fire in the grocery store of Jacques & McPherson at an early hour Tuesday morning caused damage to their stock to the extent of \$2,000. The fire was discovered shortly after one o'clock and although the firemen were prompt in arriving on the scene and worked heroically, two hours elapsed before the flames were subdued. The blaze originated from the furnace and had apparently been smoldering for some time before discovered. The building was filled with volumes of smoke, which almost suffocated the firemen, and retarded their efforts to a great extent, although during their long fight they never lost heart. The bulk of the damage was caused by smoke and water. There was \$3,000 insurance on the stock. It is the intention of the firm, from what your correspondent could learn, to reopen in their old premises as soon as possible.

McLeod & McBain, who recently purchased the grocery business of I. W. Kingswood, have taken possession and have "struck out" in a manner that indicates that they are "after" trade. Both these gentlemen have had wide experience in the grocery business and with a wide acquaintance in Ingersoll and vicinity they will doubtless make a success of their new venture.

To your correspondent, I. W. Kingswood stated that he would in all probability remove to London. As to what his occupation would be, Mr. Kingswood declined to make any definite statement.

ST. CATHARINES.

That popular hotel, known as the Russell house, has been in the hands of the painters and paper-hangers for some days, making a good many improvements. Mr. John Quinn, the owner and manager, has spent large sums of money to make this one of the most popular and convenient hotels in the district.

Mr. William Merriman, one of our pushing wholesale grocers, has, from time to time, been enlarging his premises to comply with his ever-increasing business, and has just completed the erection of a set of offices, public and private, which are up-to-date in every respect.

St. Catharines may lose one of its oldest established manufactories, situated on Thorold street—the Whitman and Barnes—better known as the "Knife Works," which employs several hundred skilled workmen, who get good wages. This is a branch of the firm's main factory, which is located in Akron, Ohio. The reason given for this proposed removal is want of railway facilities, as the outlay for carriage of raw material to and finished goods to any railway station is something like two miles. The cost of teaming the goods runs into the thousands of dollars annually. The Mayor and aldermen are anxious to find ways and means to retain this enterprise and possibly may succeed in inducing the electric railway company to construct a line to these works. The company have manufactured many millions of dollars worth of goods since they located their works here.

LONDON.

The petition gotten up by the local grocers re the telephone question was

presented at a meeting of the city council finance committee, and C. H. Lee and E. J. Ryan, representatives of the grocers' deputation to Buffalo, N.Y., where they investigated the working of the independent telephone service, were present in support of the petition. The petition declared that the prices charged in the city for 'phones are excessive; that the cost of putting in long-distance and desk phones is not materially greater than the price of installing less serviceable instruments; that it is impossible to procure the best class of telephones now in use at a reduction from present rates, and that the petitioners believe that the best system of telephoning is procurable in other places in Ontario at a rate as low or lower than is asked here, namely, a business phone for \$35 a year. In addressing the committee, Mr. Lee declared the Bell Company was not treating its subscribers fairly, but is compelling them to use obsolete instruments unless an increased rate of \$5 a year is paid for a long-distance instrument. He also stated that in Buffalo he and the other delegates had seen things which impressed them with the advantages of telephone competition. As to the talk of the absorption of independent companies of New York state by the Bell Company, Mr. Lee had heard nothing of it while in Buffalo. It was augured that if there were two companies in London, a business man could have an independent phone in his office at the rate offered by the company (\$32.50 per year) and a limited Bell phone at \$15 a year. The Bell instrument could be used for incoming calls and the independent for outgoing calls. Thus a big saving could be effected. Special stress was laid on the fact that when a Blake transmitter is complained of, the Bell people will coolly inform the subscriber that the phone is obsolete, and will endeavor to boost rates by putting in a new phone instead of making the old one work. "I complained time and time again of my Blake transmitter," said Mr. Ryan, "and at last an employe of the company came to me and informed me that my phone was obsolete, and that for \$5 a year more he could give me a phone I could hear on. He never offered to have the Blake phone fixed." The effect of the grocers' representations was that instead of recommending to the council the acceptance of the Bell Company's offer, as was contemplated, the committee decided to delay action until a deputation of aldermen has visited Buffalo and seen and heard for themselves what there is in the independent proposition.

Local retailers report business rather quiet. A drop in the price of butter and eggs last week created a brisk demand for those commodities.

For several weeks past retailers have been unable to procure finnan haddies for love or money. The wholesaler refers you to the broker, and the latter informs you that the haddie famine is due to unusually rough weather on the Atlantic, and a consequent light catch. These fish are an exceedingly popular article of diet during Lent, but as that season is drawing to a close, it is quite probable the religious community will be able to live it out without their favorite fish.

(Continued on page 47.)

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THE CANADIAN GROCER

Established 1886

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Limited.

JOHN BAYNE MACLEAN - - - *President*

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TWO VIEWS OF ORGANIZATION.

Two correspondents in this issue discuss retail grocery organization, one from Peterborough and the other from Ottawa. The expression of opinion in Peterborough concludes, "As far as joining with the wholesale men or accepting any assistance from them, other than mere suggestions, the merchants here would strongly oppose it." This independence is highly commendable. The Retail Grocers' Association of Canada, when it is formed, should be a self-sustaining, independent, self respecting organization. At the same time, the Peterborough friends should remember that the interests of the retailer and wholesaler, so far at least as the building up of the foodstuff trade is concerned, are identical. But about the middle of the letter this phrase occurs: "aside from any relationship with the wholesale houses which, of course, would be one of the main features." This shows that the Peterborough trade have the right idea, sure enough. Their position of financial independence so far as the wholesalers are concerned, is good,

safe ground. One of the problems which the great National Retail Grocers' Association of the United States is wrestling with to-day is how to secure just this independence. There is nothing like starting right.

The Ottawa correspondent is one of the brightest grocers in the Capital, and one who has proved the value of organization. He advocates the claim of the Retail Merchants' Association to be the organization the grocers desire. We would like every retailer to read his letter carefully and give it serious consideration. There are a goodly number of towns in Ontario and Quebec where there is or has been a grocers' section of the Retail Merchants' Association. We would like to hear from as many of the grocers in these places as possible, giving their experience and their views. This is a serious question. There are a number

MAKE A START NOW

To the Editor of The Canadian Grocer: The straightforward letter in your issue of last week from H. C. Beckett, the president of the Wholesale Grocers' Guild, has the right ring about it and shows that he is ready to get right down to business and I think now is the time for every grocer to show his hand. It has just occurred to me that it might be a good idea for every grocer who reads this week's copy of your paper, (which will contain, no doubt, something new in regard to organization) to at once take a post card and write his opinion and his willingness to join the movement and address it either to H. C. Beckett, Hamilton, or to the editor of The Grocer. A start now is what is needed and should be boosted along by everyone who wants to make a success of the movement.

Believer in Organization.

of towns that have an independent grocers' organization. We would like to hear from members of these organizations also. Our own opinion now is that the foodstuff trade and its problems are so different from all others that association in a single organization would be a source of weakness rather than strength. For the purpose of securing general legislation affecting all branches of trade, we believe, of course, in the co-operation of all retailers; but when it comes to solving the problems of the foodstuff trade we believe the best results will be obtained through independent, self-contained organization. Such an organization would have better chances of success because the grocers would take more interest in it. If the purposes of grocery organization were to be fulfilled by securing general trade legislation, and by a debt-collecting system and slow-pay schedule appendage we would take quite another

view, but we believe that the greatest results of organization will be achieved through personal association and education and in relation to the great questions, questions of national and world-wide import, involved to-day in the foodstuff trade, we feel that the retail grocers, as the men next to the consumers, should be, through a national organization, a progressive and dominant influence.

MISINFORMED.

The Hamilton Herald is worried over the delay in proceeding with the case against the Grocers' Guild, and as usual it is badly misinformed. It says: "The evidence taken at the preliminary hearing in the grocers' case was similar in general character to the evidence taken at the trial of the plumbers." In the case of the plumbers it was shown that by agreement between the plumbers and supply men, any one not a member of the organization was prevented from getting material. The Guild only aimed to draw the line between wholesaler and retailer. Some very important wholesalers are not in the Guild and there was no suggestion that they were hindered in securing supplies. What the Guild proposed was simply that a man be either a retailer or wholesaler exclusively. In the voluminous evidence taken in the Guild case there was not a jot or tittle to show that prices had been unduly increased. In the plumbers' case it was proven that after pooling their tenders and averaging them, they loaded them with I.O.U.'s to the members who did not get the work. The Herald has every right to worry, but before undertaking to enlighten the public it should inform itself.

RAILWAY NERVE.

The Grand Trunk Railway in Port Hope passes between the larger portion of the town and the lake front. The business section lies in a somewhat deep valley, and this valley the railway crosses on a high viaduct. The company, without consulting the town, have taken steps to fill in this viaduct and plan to have but two or three narrow archways as a means of communication with the harbor. Canadians everywhere have had ample opportunity to acquaint themselves with the highhandedness of railway corporations, but this is about the limit. Here is one of the prettiest towns in the Dominion—the prettiest, in the belief of every Port Hoper—and the Grand Trunk sets itself unceremoniously to erect an earth wall with a hole in it between the town and the lake. No wonder the town is in arms. It is up to the Railway Commission to stop the depredation.

MANITOBA MARKETS

(Market quotations corrected by telegraph up to 12 a.m. Thursday, March 21, 1907.)

Price changes this week are few and unimportant. Business is very active and less difficulty is reported now in making deliveries at country points.

CANNED GOODS.—Except for some slight advances in lunch tongue and similar lines there are no changes this week in the canned goods list. We quote :

Table containing market quotations for FRUITS, VEGETABLES, MEATS, and other goods. Includes items like Apples, Cherries, Currants, Peaches, Beans, Corn, Peas, and various meats.

FISH.

Table listing fish market prices for Salmon, Lobsters, and other species.

SUGAR.—The sugar market is reported very firm and further advances are expected by the trade. We quote :

Table listing sugar market prices for Montreal granulated, Wallenburg, Berlin, and other sugar products.

SYRUPS AND MOLASSES—

Table listing prices for various syrups and molasses, including Crown Brand and Barbados molasses.

COFFEE—

Table listing coffee market prices for Whole green Rio, Imperial Java, and other coffee types.

MINCE MEAT—

Table listing prices for Mince meat, per lb.

PICKLES.—Local brands are quoted as follows since the recent advance :

Table listing prices for various pickles, including 1 gal. pail and 3 gal. pail.

Table listing prices for Chow, including 1 gal. pail and 3 gal. pail.

Table listing prices for Sweet, including 1 gal. pails and 3 gal. pails.

Table listing prices for Onion, including 1 gal. pails and 3 gal. pails.

FOREIGN DRIED FRUITS — Still quoted as follows:

Table listing prices for foreign dried fruits, including Sultana raisins, Table raisins, and other types.

Table listing various raisins and figs, including Valencia raisins, California raisins, and other products.

Table listing evaporated and dried apples, including various grades and quantities.

Table listing candied peels, including Lemon, Orange, and Citron.

Table listing honey products, including Ontario honey, California honey, and other grades.

Table listing rice products, including Japan rice, Rangoon rice, and other types.

Table listing nuts, including Almonds, Filberts, Pecans, and other varieties.

Table listing oatmeal and cornmeal products, including Rolled oats and Standard cornmeal.

Table listing various spices, including Pepper, Cayenne pepper, Cloves, and other ground spices.

GRECIAN CURRANT RETENTION LAW AND THE PRESENT SITUATION

The Grecian currant retention law, a measure adopted a couple of years ago with a view to maintaining the price of the staple crop of the country and saving the national industry from the effects of over-production, is not yet very well understood by the world at large. The results of the measure are now becoming apparent, however, and the past season has put it to the test of very exceptional circumstances. C. L. Marshall, manager of the agency department of the MacLaren Imperial Cheese Co., Toronto, who are agents for Meyer & Co., Patras, has been making some enquiry, and contributes to The Canadian Grocer the following very interesting letter:—

The Greek currant retention law is so complicated, that some confusion in the minds of those who are not conversant with its various clauses, in regard to the application of the law, is only natural. It must be remembered that the

The crop of 1906 was a large one, and under the law 35 per cent, of the crop is being passed over to the chartered company for retention. Roughly stated, the modus operandi of retention is this: If a dealer or exporter buys from the grower one hundred tons of currants, delivery is made to him of 65 tons only, and a certificate, (or bill of retention) is given to him certifying that 35 tons have been delivered to the retention warehouse, the dealer paying for the full quantity (or 100 tons) at the market price.

Now to enhance or maintain the price of currants, the chartered company is under obligation by the terms of their agreement with the Government to accept any fruit offered to them at a fixed minimum price of 115 drachmes per 1,000 ven. lbs., and with the option of getting this price from the company, no dealer would or could sell at a lower figure, for export.

The present season being an exceptional one, with raisins, sultanas and figs away above normal in price, the consumption of currants increased enormously the world over, and with a strong probability that the 65 per cent. of the crop originally-available for export will be exhausted long before the new crop is ready for the market, prices have been forced up nine shillings per cwt. higher than the price paid by the chartered company.

However, attention must here be called to a paragraph of the law which has some bearing upon prices and tends to modify conditions by increasing the supply available for export, viz., as soon as 200,000,000 ven. lbs., or in other figures, about 100,000 tons, have been exported, then, instead of accepting bills of retention (certificates) for 35 per cent. of his purchase, the dealer takes delivery of the full quantity and pays in cash to the Government 35 per cent. of his purchase, but, and this is the important point, not at the market valua-

tion, but at the fixed minimum price at which the chartered company would accept the currants, that is, 115 drachmes, (which at the present time is about 7 shillings per cwt. less than the market price).

In other words, previous to the exports from Greece having reached 100,000 tons, the dealer is obliged to hand over to the Government 35 tons out of every hundred in fruit, the market price of which is at present 180 drachmes per 1,000 ven. lbs., whereas after the exports have reached 100,000 tons, he pays in cash at the equivalent of 115 drachmes per 1,000 ven. lbs.

It is supposed that by April 1st the exports will have reached the 100,000-ton mark, and currants will then cost the dealer in Greece just 1s. 6d. per cwt. less than previously. The fact therefore, that cables have been received from Greece quoting lower prices for April shipments, does not indicate any weakness in the market, on the contrary, the statistical position is stronger than ever, and higher prices are almost certain before July 1st.

Regarding the retention, currants themselves, the fruit actually held in Greece under the retention law, according to an article of the convention between the chartered company and the Government, the former will be obliged to sell to the Greek exporters the retained currants at a fixed price whenever the stocks otherwise held in Greece are so small that the demand from abroad cannot be met. This, however, supposing all other supplies are exhausted, cannot possibly affect prices downward, as the prices are already fixed on as high a basis as to-day's quotations. Moreover the chartered company are not allowed to sell direct to the trade abroad, but only to dealers and exporters in Greece.

Taking everything into consideration we predict higher prices, and as better quality is obtainable now than will be the case when the retention currants are being drawn upon for export, our advice to the trade is to anticipate their requirements.



WM. H. DODGE
Inventor of the Dodge Metallic Cap.

present season has been an exceptional one—as a fact unprecedented—and that the framers of the law have provided for any emergency that could possibly arise, speaks volumes for their far-sightedness.

The object, of course, of the retention law is, primarily, to regulate the supply of currants in accordance with the demand, and as Greece is in the happy position of being the only producer, it is not as difficult a matter, as at first sight it would appear. A fairly accurate estimate of the world's consumption can be obtained, and the Government's agents very accurately determine the probable size of the crop. Such being the case, to whatever extent the crop is estimated to exceed the world's consumption—this surplus quantity is retained in Greece and eventually put to other than the ordinary uses—for instance, the manufacture of wine, alcohol, etc. If, for instance, the crop is estimated to exceed the world's consumption by 26 per cent., then under the retention law, 25 per cent. of the crop is retained in the country.

PORK PACKING SITUATION

The Province of New Brunswick, despite the fact that it has made rapid strides in agriculture and stock raising in recent years, does not raise a sufficient number of hogs to supply the local demands for pork and pork products. At the present time not one of the five pork packing factories in the province can get hogs here, and they are being brought from Ontario.

E. W. Slipp, of Slipp & Flewelling, St. John, who have a large local trade in pork products, told The Grocer's correspondent a few days ago, that at the present time they could not buy stock anywhere in the province. Everything has been bought up. It is understood that there is some stock in Prince Edward Island, but owing to navigation being closed, it is not available.

The class of hogs being brought from Ontario is heavy stock, which is suitable for the local trade and it is costing the packers, delivered here about

IN NEW BRUNSWICK

\$9 a cwt. Fancy stock couldn't be bought here for that figure and it is doubtful if it could be sold to advantage if it was.

The five packing houses in the province at the present time are: Slipp & Flewelling, The F. E. Williams Pork Packing Co., Limited, and John Hopkins, St. John; the Sussex Packing Co., Sussex; and the Imperial Packing Co., Woodstock. These factories are all using Ontario stock at the present time.

The packers state they have had about the usual amount of stock from this province, or perhaps a little more than usual on account of the F. B. Dunn Packing Co.'s factory at Fairville not being operated this year.

The output of these factories is for consumption in the Maritime Provinces alone, not a pound being shipped for export, and yet they cannot supply the demand, as large quantities of hams, bacon, lard, etc., are sent down here from the Ontario packers.

Dried Fruits

Most lines of dried fruits are high, but we have some that we are offering at prices that should interest all whose stocks are low.

Choice California Seeded Raisins, 16-oz.	-	.9$\frac{3}{4}$
Choice Malaga Seeded Raisins, 16-oz.	-	.9
Maple Leaf Select Valencia Raisins	-	.8$\frac{1}{2}$
Fard Dates, 60s.	- - - -	.5$\frac{3}{4}$
Sair Dates,	- - - -	.3$\frac{1}{2}$
2-in. 4 Crown Choice Eleme Figs, 10s.	-	.8
2$\frac{1}{2}$-in. 6 Crown Choice Eleme Figs, 20s.	-	.9$\frac{1}{2}$
Glove Boxes, Choice Eleme Figs	-	.7
Comadre Figs, in Serons	- - -	.3$\frac{1}{2}$

Heinz

An assortment of Heinz goods is a big lift to business. People are looking for just such things as Heinz puts up. They will help your business as they have already helped thousands of others. Keep Heinz goods to the front and you will be surprised at the result.

A Few General Lines

Japan Rice, per lb.	- - - -	.05
Royal Club Canned Haddie, per case	- -	3.60
Lyle's Sugar Syrup, 2-lb. tins, per tin	-	.14
Peerless Rolled Oats, per bag	- - -	-2.10

H. P. ECKARDT & CO.

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CONDENSED OR "WANT" ADVERTISEMENTS

Advertisements under this heading, 1c. a word each insertion.
 Contractions count as one word, but five figures (as \$1,000) are allowed as one word.
 Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.
 Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

YEARLY CONTRACT RATES.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months.....	17 00
" " " " 3 months.....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months.....	10 00
25 " " " " 1 year.....	10

FOR SALE.

THE stock of Broddy & Porter, Uxbridge, is for sale.

SITUATION VACANT.

BRIGHT, intelligent boy wanted in every town and village in Canada; good pay, besides a gift of a watch for good work. Apply the MacLean Publishing Company, 10 Front St. E., Toronto.

TRAVELLER WANTED

WANTED—By a leading wholesale house in Calgary, an experienced grocery traveller; only those who are capable of earning a good salary need apply; references required. Address Box Z, Calgary.

WANTED—Traveller calling on grocery and drug trade in Maritime Provinces; also one for Manitoba and Northwest. Address Box Q, CANADIAN GROCER, Toronto.

WANTED—Wholesale tea traveller; must have good connection and understand teas thoroughly; best references required. Minto Bros., 55 Front St. E., Toronto.

SITUATION WANTED.

ENERGETIC, capable English grocer (36) married, desires situation in the Northwest or British Columbia; sailing May 3. W. G., 411 Market Place, Waste, Manchester, England.

The Eby, Blain Co., have recovered damages against the Grand Trunk Railway Co., to the extent of \$131.45, this being the amount claimed by them for the loss of ten barrels of sugar, which the Robert Simpson Co. purchased from them and shipped by the G.T.R. The judge, in giving his decision, referred to the railway company as being common carriers, and therefore liable for goods entrusted to them.

COMMON SENSE

KILLS { Roaches and Bed-Bugs
Rats and Mice

All Dealers and 381 Queen St. W. TORONTO, ONT.

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

Expert Bookkeeping

Investigation and auditing of all classes of accounts undertaken. Trading, profit and loss accounts and balance sheets prepared. Sets of books opened and office systems devised in an up-to-date manner. Collection of accounts a specialty.

Davenport, Pickup & Co.

622 McIntyre Block and 422 Ashdown Block WINNIPEG, MAN.

Square your accounts

BOY WANTED

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



YOU can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

THE MACLEAN PUBLISHING CO.
10 Front St. E., TORONTO



Gold Standard BAKING POWDER

"GUARANTEED THE BEST"

GENEROUS SPECIAL OFFER

We are making a special offer on this pure, wholesome and quick-selling commodity which will interest every retail grocer. Fill out and mail form below and we will forward full particulars.

The Codville-Georgeson Co., Ltd.
Winnipeg, Man.

Kindly mail me full particulars of your special deal on Gold Standard Baking Powder.
My Name is _____

My Address is _____

Canadian Grocer



Capstan Brand

PURE JAVA AND MOCHA GROUND

COFFEE

Put up in ½ and 1 lb. tins, with a very attractive label, and is giving perfect satisfaction.

It is a well known fact, that our trade mark sells the goods, and is recognized by wide awake business men.

The CAPSTAN MFG. CO., - Toronto, Ont.

Before buying

SALT

Write us for quotations and we can save you money

Mason & Hickey

108 Princess Street, WINNIPEG, Man.

EASTER TRADE

In anticipation of the Easter Trade requirements we have prepared this season a Choice Stock of Mild Cured

Smoked Hams
Breakfast Bacon
Skinned Backs

Made from Selected Young Pea Fed Hogs

To avoid disappointment in shipping, would advise Immediate Booking of your order. Write us to-day,

THE PARK, BLACKWELL CO.
PORK AND BEEF PACKERS. LIMITED
TORONTO

FOR EASTER

HAMS BACON LARD

We shall be glad to have your orders for "Star Brand" Hams, English Breakfast Bacon and Pure Lard. Orders are now coming in for the Easter Trade. Kindly let us have yours as early as possible.

F. W. FEARMAN CO.,
HAMILTON LIMITED

EASTER

Send us your order early and you will get carefully

SELECTED STOCK



CORONA Brand
HAMS, BACON, WINDSORS
BEEF, LAMB, MUTTON, PORK, Etc.

The Montreal Packing Co.
LIMITED
MONTREAL, P.Q.

The man who is out to corner a paying trade in the grocery business is mighty careful about the brand of provisions he carries. He certainly does study popular taste. To make sure he always orders the Ryan



Cheese, Butter, Eggs, Ham and Bacon,
Sausage, Bologna and Lard.

because the Ryan provisions are sure guarantees of the come-again customer, an increasing trade and a lasting reputation. Think it over. Is it worth while to feature any other brand of provisions?



The WM. RYAN CO., Limited

70-72 Front St. E.
TORONTO, ONT.

Since rep...
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Dairy Produce and Provisions

CHEESE AND BUTTER BULLETIN.

Since report of last week two or three cheese factories have opened and are turning out new goods. The few that have commenced are situated in Western Ontario, in the Brockville and Belleville districts. It will be some time, however, before the turnout of these people will be ready for shipment. It is true, there are offered on the market a few more foddors, but the quantity is certainly limited.

Another week, or a fortnight, will probably witness the opening of activities for the spring season. Should favorable weather continue and March go out more like a lamb than a lion, makers will be enabled to get well under way in good time.

As already stated, it is likely that many will be attracted by high prices ruling to make their output solely cheese. It is not thought that present prices will fall very far before at least May 1.

Concerning business being transacted in cheese held at present, little can be said, since stocks are very light, the greater percentage of what is visible in Montreal being for English account. The few small lots in stock are quoted at steady prices.

Locally dealers report a very good trade with the retail trade at prices which are strong.

Only 86 boxes of cheese were received week ending March 16. This makes total receipts since May 1, 1906, 2,349,791 boxes.

Butter continues very high, prices being upward in tendency. Receipts of fresh made are not large, and the market is none too well supplied as a consequence. On the other hand there is a brisk demand for all lines, particularly creamery. Prices for this variety are higher than last week and still climbing. Owing to the fact that the English market is very low for the Canadian creamery, lots of this line are still being received on this side. This season, had it not been for the receipts of creamery from England, the market would have been sky high, for the make was not sufficient to take care of the demand. At it is many reckon the price quite high enough—when they are buyers—but it may comfort them to know that the price is reasonable enough considering conditions, and is low compared to what it would be if no English creamery had been received.

Butter factories will soon be opening, a few having already started. The make will be small at first because of the temptation to make cheese and obtain the high prices ruling for that article, and also owing to the fact that milk is selling for good figures in the city

and much that would other seasons be sold to the creameries is now being shipped to the city.

A delegation representing the produce trade interviewed the Government in connection with the customs duty on returned butter and were given a very satisfactory hearing. It is thought that

nothing further will be done in this matter, but in the future returned butter—or any line of goods for that matter—will be subject to the duty mentioned in the tariff unless shipped direct to the original exporter.

Up to the end of last week, receipts of butter since May 1, 1906, totalled up to 610,637 packages, 880 packages being received during the week.

PROVISION SITUATION

Some improvement in the Old Country market is encouraging the Canadian packer to expect soon to be breaking even on the export trade and to hope that April business may show him a little profit. There would be some chance of it if he could get the price of hogs down, but the farmer still holds the whip. Prices this week are even firmer and while the big packers are still paying \$6.65 f.o.b., country, which means \$7.25 at the factory, smaller houses are paying \$6.75 f.o.b., country. The roads are very bad, however, and deliveries are likely to be light. Last week they were about normal.

The end of Lent is expected to give a filip to the trade, both in Great Britain and in Canada. Last week the Old Country market improved 2s. February is traditionally a bad month in England and this year the trade has quite lived up to its reputation; but there has been one special cause for the unusually bad markets. The Danes produced 35 per cent. more hogs than a year ago. Instead of killing 25,000 to 28,000 hogs a week they killed 30,000 to 34,000. The Danes put all their stuff into Wiltshire, the same as Canadian and Irish. Irish and Canadian were near enough normal to make the extra Danish an over supply, so that prices went low for all Wiltshire cuts. One result was that American products were averaging as good a price as Canadian. For the last two months Danish has averaged 55 to 58s; Irish about the same; Canadian 54 to 56s. and American about the same. Ordinarily American brings 2s. or 3s. under Canadian. For some months now the course of prices for hogs in Canada has not had much relation to the price of the products in England, and bacon in London has been selling from 4s. to 6s. a cwt. (112 lbs.) less than cost.

The Canadian farmer watches the Chicago market when prices there are higher than here, which they are about one year in ten, and have been recently. This was probably due to the fact that from November to February receipts in the States were a million hogs less than a year ago. That shortage has now been reduced to 700,000. The increase for the past two weeks was 55,-

000. The American packers export on an average 25 per cent. of their product; the Canadians are just the other way about and export 75 per cent. The American uses the Old Country trade as a safety valve for the domestic trade. Their hogs are fat and yield more lard; their sausage trade is bigger and their waste products sell better, so that they can afford, if necessary, to sacrifice the small proportion of their products that goes abroad.

Packers a while ago were talking of a sharp rise in products in Canada when navigation opened, but they say now that prices will remain steady. They think that prices are now about as high as the consumption will stand. Enquiries are now being made for the north and northwest for the opening of navigation and considerable supplies have been going forward to the west by rail. The trade, indeed, has been unusual on account of the high price of American products. About all the west will pay more for Canadian than American is 1-4c and it is only very occasionally that the prices, even after paying the duty on American, come so near together.

CANADA BACON WANTED.

J. B. Jackson, Canadian commercial agent at Leeds, Eng., writes in the Government's Weekly Report:

Canadian brands of bacon and hams are much more in evidence in this district than American. Especially is this the case with regard to hams for boiling. You find them in almost every shop, and are now known as "Canadian," and are never referred to as "American." The wholesale merchants are looking for very large shipments from Canada during the next few months, and although on account of the supplies of Canadian bacon and hams being so plentiful, prices are slightly lower as compared with the American; still I am of the opinion that it is good business for our Canadian packers to sell at reasonable prices as they apparently are doing, and by this means they are gradually capturing a very large share of the trade from the American shippers.

BUTTER, CHEESE, EGGS
 If you have Butter, Cheese or Eggs to sell write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.
B. H. POWER
 218 ARGYLE STREET, HALIFAX, N.S.

WINDSOR SALT
 TABLE, DAIRY and CHEESE SALT
 FINE and COARSE SALT
 Write for prices
Toronto Salt Works
 Agents for
WINDSOR SALT

BUTTER and EGGS
 —WE ARE—
BUYERS and SELLERS
 Correspondence solicited from **ONTARIO, MANITOBA and LOWER PROVINCES.**
Rutherford, Marshall & Co.
 Wholesale Produce Merchants,
TORONTO.

ORDER NOW
Butter
Tubs
Boxes and Paper
 Best Goods, Prompt Shipment
 Prices Right
WALTER WOODS & CO.
 Hamilton and Winnipeg

The Grocer who is after Trade with Canned Meats such as are offered under the brand of

Wm. Clark

will have a safe, sure and satisfactory business.

PROVISION AND DAIRY MARKETS.

MONTREAL MARKETS.

PROVISIONS—Packers are busy shipping Easter orders, which have been very good this year. Some orders, late in arriving, are now being booked for the holiday trade. Pure lard is higher this week. The high prices asked for pure lard have had the effect of curtailing the demand somewhat, many consumers taking compound instead of it. Hams and bacon are moving out freely at firm prices. Higher figures are anticipated in these lines in the near future.

Lard, pure tierces	0 11 1/2	0 12 1/2
" " 56-lb. tubs	0 12 1/2	0 12 1/2
" " 20-lb. pails, wood	0 12 1/2	0 13
" " cases, 10-lb. tins, 60 lbs. in case	0 12 1/2	0 13
" " 5-lb.	0 12 1/2	0 13 1/2
" " 3-lb.	0 12 1/2	0 13 1/2
Lard, compound tierces, per lb.	0 0 9 1/2	0 10
" " tubs	0 10	0 10 1/2
" " 20-lb. pails, wood	2 05	2 10
" " cases, 10-lb. tins, 60 lbs. in case	1 95	2 00
" " 5-lb.	0 10 1/2	0 10 1/2
" " 3-lb.	0 10 1/2	0 11
Wood net, tin packages, gross weight—		
Canadian short cut mess pork	22 00	22 50
American short cut clear	23 00	24 50
American fat back	24 25	24 75
Breakfast bacon, per lb.	0 15	0 15 1/2
Hams	0 14	0 16
Hams, extra large	0 13	0 13
Extra plate beef, per bbl.	12 50	13 00

BUTTER—There has not been much change in the butter situation since last week. Ruling prices do not show any change compared with those quoted last week. Little fresh butter is arriving. Much of the milk which would otherwise go to the creameries is being shipped to the city for sale at temptingly high figures, while the fancy prices obtainable

for cheese have been the means of enticing many into the cheese-making industry, to the detriment of butter making.

Choicest creamery, salt, 56 lb. boxes	0 26	0 27
pound prints	0 26	0 23
Medium creamery	0 26	0 24 1/2
Western dairy	0 23	0 22
Large roll	0 23	0 21 1/2
Dairy tubs	0 20	0 22

CHEESE—Little business is being transacted. Stocks are rapidly being cleaned up, only a few lots being held. For local trade, prices asked run between 14 1/2c. and 15c.

EGGS—Just now a speculative market rules in eggs. There is a big consumption, but receipts during the week from Ontario points were very heavy. Prices are slightly easier. For really nice Canadian new-laid 22c. is asked by some, while others go as high as 24c. American eggs are selling at figures pretty nearly on the same level, 22c. to 23c.

HONEY—Very little activity is reported in honey. Demand is quiet all round.

White clover comb honey	0 13	0 13 1/2
White clover, extracted tins	0 09	0 10
Buckwheat	0 03	0 09

TORONTO.

PROVISIONS.—Renewed enquiry from the west and north and east gives notice that the spring revival is at hand. Packers assert that at present high prices they don't much more than break even. It is admitted, however, that prices are about as high as they can be without limiting consumption, therefore not much further advance, if any, is likely. Another fact is that the poor market for some time in Great Britain has encouraged packers to accumulate for the busy domestic period at hand.

Long clear bacon, per lb.	0 11 1/2	0 11 1/2
Smoked breakfast bacon, per lb.	0 15 1/2	0 16
Roll bacon, per lb.	0 11	0 11 1/2
Small hams, per lb.	0 15 1/2	0 16
Medium hams, per lb.	0 14 1/2	0 15 1/2
Large hams, per lb.	0 14 1/2	0 15
Shoulder hams, per lb.	0 11	0 11 1/2
Backs, plain, per lb.	0 16	0 16 1/2
" pea meal	0 17	0 18
Heavy mess pork, per bbl.	20 00	20 00
Short cut, per bbl.	22 50	24 00
Lard, tierces, per lb.	0 12	0 12 1/2
" tubs	0 12 1/2	0 12 1/2
" pails	0 12 1/2	0 12 1/2
" compounds, per lb.	0 10 1/2	0 10 1/2
Plate beef, per 200-lb. bbl.	11 00	12 01
Beef, hind quarters	8 50	9 50
" front quarters	5 00	6 00
" choice carcasses	7 00	8 07
" common	4 50	5 50
Mutton	0 08	0 10
Lamb	0 11 1/2	0 13 1/2
Hogs, street lots	9 00	9 50
Veal	0 09	0 11 1/2

EXPORT TRADE DEPARTMENT

Firms Abroad Open for Canadian Business

JAMES METHVEN, SON & CO.
 St. George's House
 EASTCHEAP, LONDON, ENG.
 Large connection amongst best Wholesale Grocers and Bakers in Great Britain. We also ship several British lines to United States and Canada. Correspondence invited.

A. C. DOUGHTY & CO.
 Head Office, 39 Eastcheap, LONDON.
 PROVISION IMPORTERS
 Invite consignments of Bacon, Hams, Butter, Cheese and Poultry. Telegraphic Address: Avouching, LONDON.
 Codes: A. B. C. 4th and 5th editions, A1, Western Union. Highest References

HENRY COLBECK
 NEWCASTLE-upon-TYNE.
 Invite consignments of green and dried fruits. Newcastle is the centre of one of the largest mining and industrial districts in the United Kingdom, with a population of upwards of 2,000,000 within a 20-mile radius.

DAVID SCOTT & CO.
 Established 1878. 10 North John St.
 LIVERPOOL, ENGLAND.
 Splendid connections and references. Try us with a shipment of **CANNED GOODS.**
 T. A.—Scottish, Liverpool.

JAMES MARSHALL
 ABERDEEN, SCOTLAND,
 invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A. B. C. 4th and 5th Eds.

W. C. GREGSON & CO.,
PROVISIONS **CEREALS** **POULTRY**
 LIVERPOOL, Produce Exchange

BUTTER.—A steady market is expected for a fortnight or three weeks yet. The demand is excellent. As yet there is no marked change in supply.

Creamery prints.....	0 18	0 29
" solids.....	0 25	0 26
Dairy prints, choice.....	0 25	0 26
" ordinary.....	0 21	0 23
" rolls, large choice.....	0 23	0 24
" tubs, choice.....	0 21	0 22
Baker's butter.....	0 18	0 21

EGGS.—The hens are pretty nearly going their limit now and it is just a question of marketing the product. The bad roads at present are a factor.

Eggs (strictly new laid).....	0 22
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CHEESE.—Prices are firm and unchanged.

Cheese, large.....	0 14½	14½
" twins.....	0 14	14

HONEY.—Prices are firm.

Honey, strained, 60 lb tins.....	0 11
" " 10 lb tins.....	0 12
" " 5 lb tins.....	0 12
" in the comb, per doz.....	2 00
Buckwheat honey, per lb.....	0 5
" in comb, per doz.....	1 50

POULTRY.—There is very little demand. Prices are unchanged.

Live Weight.	
Old fowl.....	0 10
Ducks.....	0 17
Young chickens.....	0 12

Dressed weight.	
Old fowl.....	0 11
Ducks.....	0 14
Young chickens.....	0 13
Geese.....	0 10
Tom Turkeys.....	0 14
Hen.....	0 18

FROM GROCER CORRESPONDENCE

(Continued from page 34.)

TORONTO.

An early closing movement has been on foot for some time past in the northwest section of the city and culminated a few weeks ago in a small organization of those grocers who were favorable to the change. They are: Stewart Scott, Jno. Shipman, and A. H. Moore, on Bloor St. West; Robt. Lawson, T. W. Brumby, Wm. B. Geddes, on Symington Ave.; J. T. Deacon, W. Wilkinson and J. S. McCann, on Emerson St.; L. Henderson, on Lansdowne Ave.; Jno. Jeffers, on Royce Ave.; and Mrs. Horton, F. Hopper, J. Cake and Mrs. E. Christian on Dufferin St. They have had cards printed which are prominently displayed in their windows and inside the store, with the resolution and names of all concerned inscribed thereon. They agree to close at 7 p.m. every night, excepting Fridays and Saturdays, and evenings preceding holidays. Mr. Lawson, who is largely responsible for the movement, said to The Grocer: "Early closing is the only way to keep 'dead beats' out of the store; no fellow is going to come in and ask for credit in front of a store full of customers, and since the change has come into force I have been scarcely bothered with applications of this sort at all. Formerly as many as half a dozen would come in in the evening after 7 or 8 o'clock, until the thing got to be a positive nuisance."

Most of the grocers in this district are cutting out the coupon system altogether, complaining that the method causes more bother than convenience. Jno. Jeffers has a notice in his window to the effect that after a certain date no coupons will be given out, and that all those at present holding coupons

should bring them in at once, when they will either be redeemed in cash or will be allowed as 4 per cent. discount off cash purchases.

Robert Lawson is building another store with a floor space of 36 x 19, opposite his present location on Symington Avenue. Mr. Lawson runs a grocery and butcher business all under one roof, and is being crowded out by a rapidly growing trade. It is his intention to work up a good butcher business in the new store and then offer it for sale. He remarked incidentally that the man who occupied his present store before he took it over did a strictly cash business and only lost ten dollars in five years.

C. Rowntree has closed his store at 6 p.m. regularly for some time past, and does one of the biggest trades in the west end notwithstanding.

J. C. Bedser, at present with A. H. Moore, is shortly going to start up for himself in the store lately vacated by the Minton Barber Co. He will be in partnership with Arthur Seaman.

G. F. Wrigley has almost completed the fitting up of his new store on the corner of Markham and Bloor St. We hope to give a fuller account of this in an early issue, for Mr. Wrigley may safely be congratulated on possessing an interior of a neatness and attraction seldom encountered in so small a space.

TORONTO PURE FOOD SHOW.

Opened on Monday by the Mayor—
Large Attendance Daily.

Another annual Pure Food Show was opened in Massey Hall, Toronto, on Monday, under the auspices of the Retail Merchants' Association and gives promise of being the greatest achievement of its kind Toronto has seen. The exhibits are as numerous and as varied as ever and more attractive than ever. The entertainment department is far in advance of other years and the attendance to date has been unparalleled.

The show was opened on Monday afternoon by Mayor Coatsworth. With His Worship on the platform were Geo. Good, chairman; F. T. Higgins, vice-chairman; M. Moyer, treasurer; E. M. Trowern, secretary; Ald. Bengough, Ald. Lytle and Controller Harrison, Ald. J. J. Graham and G. St. Leger.

Mr. Higgins, who is president of the Retail Merchants' Association, was the principal speaker and advocated a law fixing the number of pounds to a bag of potatoes and the repeal of the law which will not permit business men getting together and adjusting fair and reasonable prices.

The opening ceremonies were enlivened by a select programme of music, a feature of which was the remarkable cornetist performance by Paris Chambers. The 48th Highlanders' band will be in attendance each evening during the fair.

One of the most interesting and educative features of the show is a series of demonstrations and lectures in the basement by Miss Pattinson and pupils of the Lillian Massey School of Domestic Science. These from the first have proved great attractions to ladies of all ages and have been very largely attended.

Many of the booths and exhibits are exceedingly attractive, but lack of space prevents a detailed description in this

issue. One of the finest is the Red Rose corner, where a tea party is always in progress, but of that more anon. The show is open every afternoon and evening and will continue until the evening of Good Friday.

BRANCHING OUT.

Nicholson & Bain, wholesale commission merchants, Winnipeg, have established a branch in Edmonton.

OFF FOR EUROPE.

H. Laporte, of Laporte, Martin & Co., Montreal, has left for Europe, accompanied by Mrs. Laporte. They will sail by the Empress of Ireland, and intend to spend three months on the continent.

PERSONALS.

J. L. Watt, of Watt & Scott, was in Montreal this week.

R. Greig, D. McDougall & Co., Glasgow, manufacturers of clay pipes, was in Montreal recently.

J. Mitchell Jones, Andrews, Gillespie & Co., Montreal, has returned from a trip to the Old Country.

Mr. Ashworth, representative in Toronto of the N. K. Fairbank Co., has moved to 164 Bleecker St.

J. M. Thom, who has been clerking for Gibbons Bros., Queen St. east, Toronto, has left to take a position with D. W. Clarke on Avenue Road. Mr. Thom has done some first rate window-dressing. His work won first place in the Canadian Grocer 1905 Christmas window and has just been awarded second place in the Bovril competition for Toronto.

TRADE NOTES.

Jacques Farladeau, baker, of Quebec, is dead.

Charles Smith, miller, of Campbellford, is dead.

Alphonse Quesnel, grocer, Montreal, has assigned.

George Baks, grocer, of Edmondville, has sold out.

A. E. Thompson, of Hamilton, grocer, is selling out.

Napoleon Bigouette, grocer, Stadacona, is dead.

R. W. Byers & Co., grocers, of Truro, have assigned.

Joseph Richardson, of Sebringville, grocer, is selling out.

Large, golden-ripe bananas are being offered by Joseph Brown & Sons, Montreal, for the eastern trade. The fruit is first-class and is selling at \$2 a bunch.

The Ocean Mills Company, of Montreal, are making a vigorous advertising campaign in Hamilton, distributing no less than 14,000 samples of their "Chinese starch," each sample being a neat miniature of their large carton. They have appointed Arthur E. Bowron as their representative in Hamilton.

TRAVELLER

Must have first-class connection in Western Ontario and thoroughly understand groceries; salary fifteen hundred; communications confidential.

MAYELL & CO., Toronto.

CRY IS FOR ELEVATORS ON THE PACIFIC COAST

(Special Correspondence of The Canadian Grocer)

Vancouver, B.C., March 14.

The return of R. M. Palmer, British Columbia Commissioner to England, in connection with the province's fruit exhibits at different large horticultural exhibitions there, revives interest in the success of the fruit sent from the Pacific Province. It is now over two months since word was received that many gold and silver medals and diplomas had been awarded to exhibits of fruit from different parts of the province. In some classes the awards were the highest given, surpassing all other exhibits.

Mr. Palmer, interviewed on his recent return, is strong in the belief that a large market in the Old Country awaits fruit from this province, in addition to the unlimited market of our own Canadian Northwest provinces. The fruit exhibited was in commercial packages, so that after the exhibitions, auctions of the fruit were held at Edinburgh, Birmingham, Liverpool and other places. Keen bidding and satisfactory, even high, prices, resulted in every case. From this Mr. Palmer concludes that the fruit from this province would find ready sale, and his study of the market in the Old Country would also affirm the conclusion as well as assuring good prices. The varieties of apples suitable for the Old Country market, he considers, are pippins, Spitzenberg, and similar sorts. Mr. Palmer brought home with him the splendid collection of medals won by the different fruit-growers who sent exhibits.

* * *

Vancouver's first flour mill is nearing completion, the Hall Elevator and Mill Co. being now engaged in installing the plant in their new building, erected alongside their elevator, which, too, was the first in Vancouver. The new mill building has been erected to accommodate machinery for 500 barrels per day capacity, but at present the installation is for just half that amount. As the trade develops the plant will be extended. From all present indications the extension will soon be required.

Were the wheat still in store in Alberta from last year's crop, there would be no difficulty in shipping at least a million bushels to the Orient this spring. But owing to lack of elevator accommodation the Alberta crop was largely shipped east last fall. The inquiry for wheat from the prairie for shipment to the Orient has only lately begun to be active and will influence next fall's shipments very materially. There is wheat yet in store in Saskatchewan, where shipment was much hampered last fall, but the distance west-bound is too great and freight rates too high at present to ship that wheat via B.C. ports.

The new Hall flour mill in Vancouver is likely to be operated day and night from the moment it is completed, as orders and inquiries for flour for Oriental shipment are so numerous. The only problem now seems to be to get sufficiently large quantities of wheat to keep the mill going.

* * *

With the anticipated completion of the Great Northern Railway's V.V. & E. line, from Midway into the southern part of the Similkameen district the fruit-growers of Keremeos have organized an exchange, on similar lines to those established in the various towns

and settlements of the Okanagan and Kootenay and on the coast. As this district, though far from market by reason of lack of transportation, has long been developed in fruit and vegetable raising, there are a number of fine orchards already in bearing and many others coming in. The growers anticipate having a large crop to market this season, and the exchange will handle it for all. The surplus or any part of the crop not readily marketable is to be taken care of by a small cannery it is proposed to establish along similar co-operative lines to the exchange, though the function of the latter is principally to market the crop of the district. This will add a new fruit-shipping district to the many now in the field, but the demand market of the Northwest has never been met and that of Manitoba is still supplied from south of the border.

* * *

Market conditions are lively at the present moment. Trade is brisk and some changes are noted. Sugar prices have been advanced by the local refinery 10c. all round. Base quotations now are: Powdered, icing and bar, \$6.70 per cwt.; granulated, \$5.30; extra C., \$4.70; fancy yellow, \$4.55; yellow, \$4.45; dark yellow, \$4.35. Syrup, finest golden, 2½c. per lb. in bbls., 2¾c. in 10-gal. kegs; \$5.-25 in cases of twenty half-gallons.

Some slight changes are noted in canned goods. Peas have advanced to \$1.15; Bartlett pears are less, having dropped ten cents to \$2, while other varieties are \$1.87½, instead of \$2, as previously. In dried fruits, California white figs are quoted at 6½c.; other lines are unchanged at firm prices.

* * *

In flour some higher quotations from the Enderby and Armstrong mills are noted, 50c. per bbl. being asked on Hungarian, making the quotation now, \$5.30 and \$5, respectively. Bran is \$1 higher, being now \$24 per ton.

* * *

Eggs have slumped badly and the market is demoralized, owing to the arrival of considerable shipments from Oregon and the heavy local marketing. Fresh eggs are now down to 23c. per dozen, and mild, fine weather, such as prevails, will keep the supply up so that the price will stay down. In butter there is no great increase of stocks, as supplies are largely local. This supply is increasing, but price remains at 35c. wholesale for fresh local creamery, and 30c. for good local dairy. The steamer Aorangi, due to-day, from Australia, brings the last consignment of Australian butter for this season. It will likely not be quoted less than 30c. and 31c.

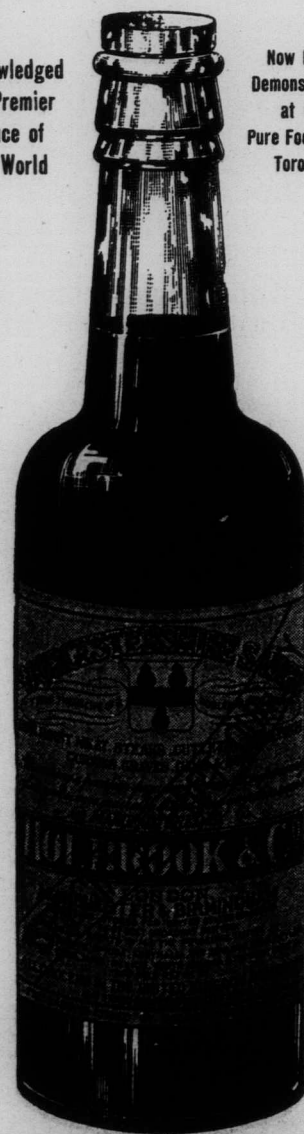
* * *

The potato market is unusually speculative, prices for Ashcrofts having gone to \$40 per ton, and none offering. Even lower Fraser river potatoes are over \$25 on Vancouver market, though at New Westminster the weekly farmers' market last Friday did not quote them as high as that. Cabbages are now quoted 3½c. per lb.; local onions, \$1.50 per sack; Victoria hot-house lettuce is still \$1.75 per crate. California cucumbers are \$3 per doz.; cauliflower, \$2 per doz.; asparagus, 25c. per lb.

The Genuine
HOLBROOK'S
WORCESTERSHIRE
SAUCE

Acknowledged
the Premier
Sauce of
the World

Now being
Demonstrated
at the
Pure Food Show,
Toronto.



Holbrooks Limited

Canadian Branch:

25 FRONT ST. E., TORONTO

Canadian Manager, - H. GILBERT NOBBS

Something Hot and Tasty

Trade-bringers, profit-builders, lines that will satisfy your most exacting customers, goods you stock frequently and largely after the first trial.

HERE THEY ARE WITH PRICES :

SMITH'S KIPPERED HERRINGS

Cases, 4 doz., oval tins, per doz. **\$1.65**

SMITH'S HERRINGS IN TOMATO SAUCE

Cases, 4 doz., oval tins, per doz., **\$1.65**

BAIRD'S WORCESTERSHIRE SAUCE

Cases, 3 doz., ½-pint bottles, per doz., **75c.**

BAIRD'S 40-oz. SQUARE MIXED PICKLES

Cases, 1 doz., per case, **\$2.40**

BAIRD'S 40-oz SQUARE WHITE ONIONS

Cases, 1 doz., per case, **\$2.40**

BAIRD'S 40-oz SQUARE CHOW CHOW

Cases, 1 doz., per case, **\$2.40**

If you have never stocked these goods you've lost a big bunch of opportunity in the profit-making line ; but it is never too late to make money.

So order right away. These are great lines for spring.

Hudon, Hebert & Co.

LIMITED

Wholesale Grocers and Importers

MONTREAL

"THE MOST LIBERALLY MANAGED FIRM IN CANADA"

GUELPH GROCER'S ANNUAL BANQUET TO HIS STAFF

Grocery Traveler Talks on Salesmanship.

Alderman J. A. McCrea, the proprietor of Guelph's "Noted T Store," gave his annual dinner to the employes of that establishment on the evening of Thursday, March 7, at his own residence. Since Mr. McCrea started in business he has been thoroughly alive to the value of creating sociable and friendly interests between his subordinates and himself, and the good time enjoyed by everyone on this occasion is a tangible proof of the established popularity of what, several years ago, was merely an experiment.

The feature of the evening, aside from the dinner, was the very instructive and entertaining address of J. W. Charles, a representative of H. P. Eckardt & Co., Toronto, who chose as his subject, "Scientific Salesmanship," treating it in such a lucid, interesting and, withal, so practical a manner, that no one of his listeners could fail to be benefited. A comprehensive report of Mr. Charles' remarks is given lower down.

The guests were received by Mrs. Elliott, whose hospitable welcome made everyone feel at home immediately, and by 7.30 all the members of the staff and their friends were seated round the banquet table, with Ald. McCrea at the head and Mr. Charles, as the guest of honor, at his right hand. Mrs. McCrea, assisted by Miss Clark and Miss Adams presided over the tempting viands. In their appreciation of these most of the guests erred rather on the side of repletion than moderation. When everyone had satisfied the cravings of the inner man, or woman, Ald. McCrea arose, and after a few well chosen remarks expressive of his pleasure and satisfaction at the sight of such a number of his employes enjoying themselves so heartily, he proposed the toast to the King, which was responded to with a roar of applause, amid which could be distinguished indistinct strains of the National Anthem.

Then followed Mr. Harris' toast to "Our Guest," prefaced by many complimentary allusions to Mr. Charles, to which that gentleman replied in a spirit of suitable modesty, which, if not altogether natural, was at least well feigned.

The lady members of the staff then sprang a surprise on the party by rendering a selection written especially for the occasion, entitled "The Poor, Lone Girls of the Noted T Store." The authorship of this effort did not transpire, so no lives were lost, but there was a noticeable feeling of uneasiness among some of the staff as of an impending earthquake. Every fresh verse carried a barbed witticism aimed at some member present, and the host and Mr. Charles, so far from being exempt, received their full share and accepted it in the spirit in which it was given.

Scientific Salesmanship.

Mr. Charles was then called upon to say a few words on the duties and aims of the salesman and on rising made a preliminary expression of the extreme pleasure he felt at being present. His address was to be entitled "Scientific Salesmanship," and the subject would

be treated along entirely new lines, his motto being, "There is no Royal Road to Success, but There are a few Short Cuts."

The business world, Mr. Charles said, was made up of the business and professional units, of which the former were a great deal more numerous. But, no matter in what situation in life a man might be placed, whether he be a doctor, a lawyer, or a member of any other profession, or whether he be occupied in any business career, he was in a certain fundamental sense, a salesman; a salesman in that he was trying to get the highest market price for his services.

The business man, however, Mr. Charles continued, was handicapped in that he had no textbook for guidance, as have members of other professions, and therefore an elementary basis must be arrived at. But what was this basis? Most business men had found it to



JOHN W. CHARLES

be upheld by four pillars—endurance, ability, reliability and efficiency—each depending upon the other and all necessary to success. These qualities all clerks must endeavor to cultivate if they would succeed, and all could be acquired by an earnest endeavor on the part of the aspirant.

Be Positive.

The successful business man could not follow in the footsteps of his predecessors, but he must carve a way for himself. Every clerk must either be a "positive" or a "negative," and the former only could be successful. To be a "positive" a clerk must be faithful and diligent. He or she must have ambition and not simply work for the weekly stipend. "The value of a clerk is determined by the greater or lesser amount of supervision he or she requires."

Mr. Charles then turned from the scientific side of salesmanship to the practical side. The great problem, he said, was the surest and easiest way to get orders. To this question there were four phases—the customer, the salesman, the sale and the article—of which the "sale" was the most important. The clerk should endeavor to cultivate the practice of holding an interesting conversation with the prospective buyer explaining the merits of the article for sale without boring the customer. An endeavor should be made to make the customers commit themselves, and then they should never be allowed to leave the store until the deal is closed.

Another point that Mr. Charles emphasized was that a clerk should not grumble but make his complaint to the manager. Every clerk should have the ambition to obtain a higher position than his present one. He should endeavor to "reach the top of the ladder and then call for more ladder." He should also practice frugality and put his savings where they might be called upon at short notice when a business opportunity availed.

Host's Respects to Staff.

Mr. Charles' inspiring talk was followed by a piano solo by Miss Bott, and it in turn by the toast to "The Staff," proposed by Ald. McCrea, who paid the clerks a high compliment on their very satisfactory services, especially during his illness at Christmas tide, when "the mice had not played while the cat was away." The toast was responded to by Messrs. Harris, Vass, Shortill, Stuart, Fonger, Hack, Edwards and Dougherty; and Misses Dougherty, Bott, Felker, Long and Weathers-ton; Mr. Dougherty's contribution was a song.

A piano and mandolin duet was rendered by Mrs. McCrea and Miss Dougherty, and solos by R. McCrea and Mr. Charles.

The toast to the ladies was proposed by R. McCrea, and responded to by Mr. Charles, and it is scarcely necessary to add that the fair sex met with nothing but compliments at their hands. Mr. Charles proposed the toast to the charming waitresses, to which Miss Adams replied briefly, and Miss Clark responded with a piano solo. The press also met with due honors.

Last, but not least important, and none the less heartily honored, was the toast to the host, hostess, and companion hostess, which Mr. Charles proposed on behalf of those present, and which was followed with "For they are jolly good fellows," and "See him smiling." A most delightful evening was brought to a close with "Auld Lang Syne."

R. B. WISEMAN & CO. MOVE.

R. B. Wiseman & Co., Winnipeg, have moved to the big warehouse just vacated by the Marshall Wells Hardware Co. A rapid increase in the volume of their business made it absolutely necessary that larger quarters be secured, and R. B. Wiseman & Co. are fortunate in securing such a commodious warehouse. The building has four storeys and a basement, the total floor space being about 25,000 square feet. With their larger headquarters R. B. Wiseman & Co. could now handle one or two additional grocery lines. They have always had an excellent organization for reaching the wholesale trade and now they have the storage room for larger business.

STAPLE AS GOLD

Grocers are wise to sell more Royal Baking Powder, because in the end it yields a greater profit than the low-priced powders, many of which contain alum, which is injurious to health.

Royal Baking Powder is always worth one hundred cents on the dollar, and no grocer need hesitate to carry a large amount of it in stock.

Royal Baking Powder retains its full strength in all climates all the time.

Varying atmospheres do not lessen its leavening qualities. You have no spoiled stock.

It is absolutely pure and healthful and always sure in results.

It never fails to satisfy the consumer.

It is sold the world over and is as staple as gold.

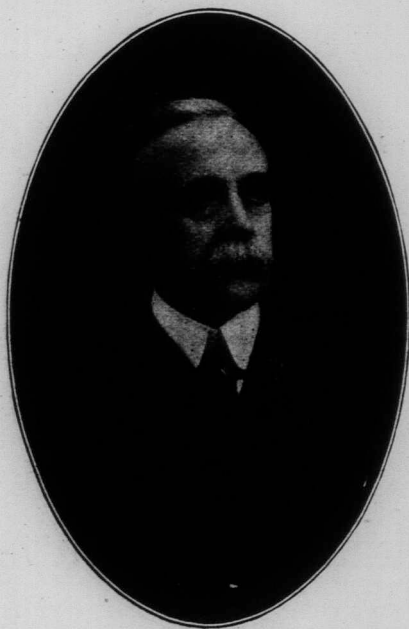
ROYAL BAKING POWDER CO., NEW YORK

**BUSINESS MEN IN
PUBLIC LIFE**

No. 15

ALEX. ORSALI.

Persistent effort, working hard day after day, week after week, year after year, with a goal to be attained; this with business ability and integrity placed Alex. Orsali where he now is, partner of one of the most important wholesale grocery firms in Montreal, Hudon & Orsali. No exceptional advantages were his when he started business life, unless good health, ambition and the courage to stick to a thing and see it through may be counted out of the ordinary possessions of youth. Long



ALEX. ORSALI,

Recently elected a member of the Montreal Board of Trade Executive.

was the road over which he traveled, and it was certainly rough in places, but in traversing it he kept his eyes open, accumulating experience and learning how to deal with men and events. As a consequence his fellow wholesalers know he is a man to be depended upon at all times and are willing to display their confidence in him in substantial manner as witness his election to the council of that powerful body, the Montreal Board of Trade. This council is composed of the most sagacious and experienced business men of the city, one man to represent each class forming the Board of Trade. As the one who will look after the interests of the grocery trade Mr. Orsali will give satisfaction to all.

Born in Montreal, Mr. Orsali received his education in the city of his birth and first earned his stipend as a clerk in the Harbor Commissioner's office, then, in 1861, under the presidency of Alderman John Young. Mr. Orsali was at that time but 16 years of age. Later he obtained a position in the provision busi-

ness with Morin & Co., who were down on Youville Square. Here he worked for a long time, having as associates such men as A. A. Ayer, F. X. St. Charles and other leaders in the commercial life of to-day. Leaving this firm he entered the employ of the old house of D. Masson & Co., at the time they were carrying on business on the site of the present Board of Trade building. He was rapidly accruing knowledge that was to be of the greatest value to him later in life, and, joining the staff of Boyer, Hudon & Co., a provision and grocery house, he was given there a responsible position.

Here he worked until 1873 when, with the late Firmin Hudon, he started business under the style of Hudon & Orsali, wholesale grocers. Starting in a small back room, the business gradually grew until it assumed its present proportions. The firm now occupies a splendid five-storey building on St. Paul street, which was entered in 1905.

In 1897 Mr. Hudon died, but a couple of months later his son, Albert, was taken into the business as a partner.

Besides being a member of the Board of Trade and representing the grocers on the council of that institution, Mr. Orsali is in his second term as president of the Montreal Wholesale Grocers' Guild, and is an active member of the Chambre de Commerce.

TAX ON TRAVELERS OFF.

By the passage of a bill brought into the British Columbia Legislature last week, the Government of that province voted to repeal the law imposing a tax on commercial travelers representing business houses in other provinces of Canada. Under the new law the only travelers who will still be taxed are those representing liquor or tobacco firms who have no branch house in the province. Such travelers will still be required to pay a license fee of \$100 every six months. Travelers representing other lines of business, and not being residents of the province have, heretofore been required to pay \$50 every six months. Henceforth these latter travelers will be exempt from taxation.

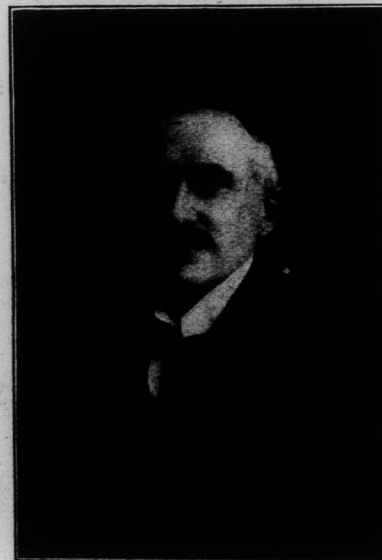
EXHIBITION OF GROCERIES.

Activity in Montreal in Connection With Great Food Show.

As the time for opening of Montreal's exhibition of groceries approaches, interest in the great fair increases. The retail trade are anticipating indirect benefits from the affair in that many food products which are now stocked by them will receive such demonstration as will increase their popularity with the consumer, and at the same time help their sales along. Again, many special lines of groceries in use to-day are not appreciated at their true worth owing to improper cooking, and with a band of demonstrators showing just how best results are obtained from different articles, there is sure to be absorbed much knowledge by the housewife attending the fair, and she will discover hitherto unknown excellencies in the groceries every day used in her house.

Committee members are enthusiastic over Hospital Day. Recently was presented in these columns the likeness of Albert Hebert, of Hudon, Hebert & Co., who is one of the workers on the committee and very much interested in the benefit day for the hospitals. This week is shown the face of S. J. Mathewson, also on the committee, and like Mr. Hebert, hot and heavy, if the words may be permitted, for Hospital Day. Mr. Mathewson is a member of the firm of Mathewson's Sons, wholesale grocers, Montreal, and is greatly interested in all questions appertaining to the grocery trade. He is a hard worker and his experience in the grocery business will be of great value on the committee of the exhibition of groceries. Mr. Mathewson explained to the Canadian Grocer that the button seen on his coat lapel is adorned with the words, "Shoo Fly." This, of course, is just an aside.

It will not be long before work will be started towards erecting the booths at the arena. The plan to be followed

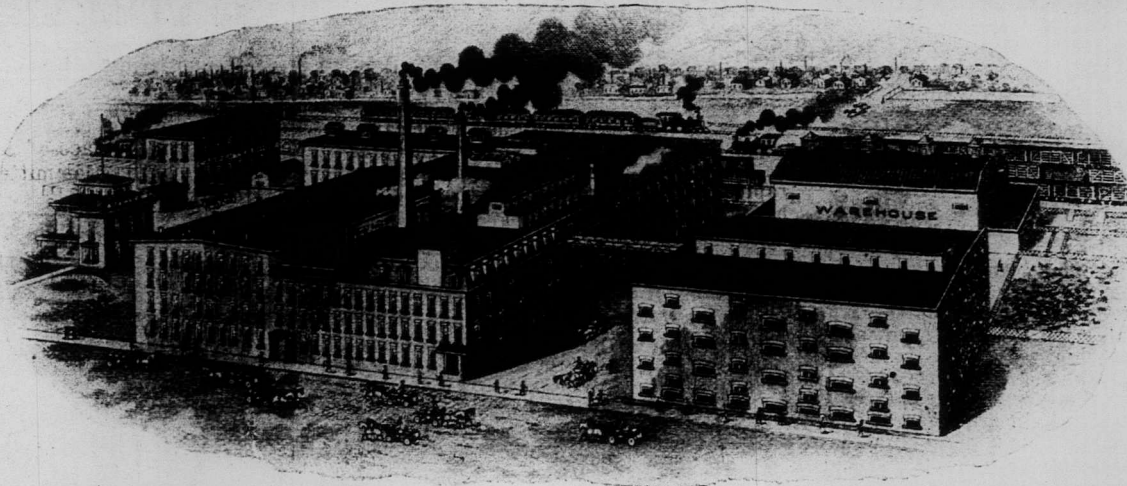


S. J. MATHEWSON, MONTREAL.

should give satisfaction to the exhibitors. There will be booths along the sides and along each end, also two rows in the centre, that is, one row backing another. Frequent cross aisles will make it possible for the people to move about quite freely. The booths will all be of a uniform size, no projections being allowed, the committee desiring to have the effect as harmonious as possible. It is proposed to install a telephone system, another up-to-date stroke. Such a move should certainly meet with the approval of exhibitors, since for the outlay of a very small expense they would be in a position to communicate at all times with their booth.

EMIL C. BOECKH BEREAVED.

The only daughter of Emil C. Boeckh, of the United Factories, died at Colorado Springs, Col., on Thursday, Feb. 28. The sympathy of a wide circle of business friends and acquaintances is extended to Mr. Boeckh in his bereavement.



Beaver Brand Sugar Cured Special Hams and English Breakfast Bacon

are sure to be in good demand for Easter. We would like to have your orders early to give them best despatch.



Watch this space every week for short talks about **Beaver Brand** goods. We wish to interest you in the brand of pork products that stands for absolute purity in manufacture and scrupulous care in selection and preparation in **Canada's most sanitary Packing House.**

Ingersoll Packing Company, Limited, Ingersoll, Canada

Pork Packers and Cheese Exporters



Unsweetened



JERSEY Sterilized CREAM

is pure Milk condensed to the consistency of cream and thoroughly sterilized.

Nothing is removed from the Milk but water and nothing whatever is added to it.

Preserved by Sterilization
PURE MILK

Truro Condensed Milk Co., Limited, Truro, N.S.

TO RETAILERS—

We have just made our season's pack of **BONELESS CHICKEN** and can assure you that it is **A. 1.**

Best Goods **First Class Cooking**
Perfect Sterilization

Give your orders for our Chicken **AT ONCE**—every tin guaranteed to consist of prime Chicken only—and **DON'T** forget to include some of our **CORNED** and **ROAST BEEF.**

The Manitoba Canning Co.

SELLING AGENTS: LTD.

NICHOLSON & BAIN

Winnipeg, Calgary and Edmonton

CEREALS AND CONFECTIONERY

Large Increase in Flour Trade With South Africa—Freight Congestion Severe on Small Millers—An Example of Grocers Handling Confectionery.

The unusual movement of Canadian flour to the Orient has been attracting considerable attention of late, but there is another increased outlet for the product of Canadian mills of which little has been said as yet, but which will develop in the official returns later on. This movement is to South Africa. Figures are not available but there has been a notable increase of shipments to that market this year. The trade was developed from the African end, too. One Canadian miller who has had a considerable share in this export business explained it thus: "Canadian hard wheat flour has become the world's standard and when the South Africans found they could get it at as low a price as American flour they naturally took it. This year Canadian flour is lower than American. Then we have a direct steamship service to South Africa which also enables Canadians to meet United States competition."

The grain markets are very quiet. The freight congestion is still an embargo on business. Cars of merchandise of all kinds are scattered up and down the railways from Halifax to Vancouver. They may have been loaded where they stand, but more likely they were sidetracked weeks ago because of stress of weather or for other reasons that seemed good to the operating departments of the railways.

Cereal markets are quiet, but prices are firm. There is still talk of a corner in oats in Winnipeg, but so far prices of products, at any rate, are not affected.

Confectionery.

Just another word, an example this time, in regard to the grocer handling confectionery. Michie & Co., Toronto, among the large retail grocery firms in Canada, and with a patronage of the most desirable class, have a small display window at the very centre of the business section of Toronto. To increase its utility it is fitted with a movable partition faced on both sides with mirrors. Just now a good half of the window is given up to a display of Easter confectionery novelties. About half the Michie frontage on King St. is used for the liquor store, which goes back but a little way. This means that the grocery is narrow at the front and widens out a little way back. This narrow front section is the firm's candy department. It is presided over by a comely young lady and sometimes two. The counter and shelves behind it are laden with high-class staple confectionery and the opposite wall has glassed-in shelves that contain an array of novelties. In this connection it is worth while remarking that most of the highest class confectioners in the city are near neighbors of Michie & Co.

MONTREAL.

FLOUR—Locally trade is good. Not much business is being done in an export way. Prices have not changed since last report.

Winter wheat patents.....	4 40	4 70
Straight rollers.....	4 00	4 30
Extra.....	4 10	4 40

Straight rollers, bags, 90 per cent.....	1 75	2 00
Royal Household.....	4 10	
Glenora.....	4 60	

ROLLED OATS—Business is quiet at prices which are unchanged.

Manitoba spring wheat patents.....	4 60
" strong bakers.....	4 10
Buckwheat flour.....	2 25 2 30
Five Roses.....	4 60

FEED—Feed is as scarce as ever and demand as strong. There have been no price changes during the week, but the market is firm.

Fine oatmeal, bags.....	2 45
Standard oatmeal, bags.....	2 45
Granulated.....	2 45
Gold dust cornmeal, 98 lb bags.....	1 75
Rolled oats, 90-lb. bags.....	2 15 2 30
" 80-lb. bags.....	1 90 2 05
" bbls.....	4 70 4 85

TORONTO.

FLOUR—Trade is steady; prices are unchanged.

Manitoba Wheat.		
60 per cent. patents.....	4 40	4 60
85.....	4 10	
Strong bakers.....	3 80	3 90

Winter Wheat.		
Straight roller.....	3 60	3 70
Patents.....	3 80	4 00
Blended.....	4 60	

CEREALS—The railway car shortage, lack of motive power and freight congestion this winter has crowded the smaller millers pretty severely. The larger producers seem to have had and still have ample stocks of oats on hand to carry them through. Prices are still unchanged though the millers are claiming that there should be an upward movement. Ontario oats are costing 40c. at the mills and the western oats 44c. to 45c. It is reported that some western operators are hold-

NAP. G. KIROUAC & CO., QUEBEC

Receivers and Shippers of Oats.

Western Dealers will find it to their benefit to make us offers

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Are You Content?

with the flour you are handling?

If not, get a shipment of

Anchor Brand Flours

and see how pleased your trade will be

For prices and information write to

LEITCH BROS. FLOUR MILLS

Oak Lake, Man., Canada

Keep Posted on Sugar

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the large concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, No. 38 Front Street, NEW YORK.

GRAHAM FLOUR

Made from carefully selected wheat.
Send for trial lot

A. A. McFALL

BOLTON, ONT.

BE CAREFUL!

Most grocers are because they feature our

ROLLED OATS

First in quality, and then there is a comfortable profit. Strict attention to all orders.

THE WOODSTOCK CEREAL CO., Ltd., Woodstock, Ont.

ing large quantities of oats and their operations may take on the nature of a corner. On that account possible higher prices are talked of. At present prices the oats may be exported. As the season advances, demand for oat products will fall off and this movement is already noticeable.

Rolled wheat in barrels, 100 lbs.....	2 40	2 50
Rolled oats, in wood, per bbl.....	4 50	4 75
" " in bags, per bag 90 lbs.....	2 25	2 40
Oatmeal, standard and granulated, per bbl.....	5 00	5 20
" " " in bags 98 lbs.....	2 40	2 60

SOME HOURS BETWEEN TRAINS.

(Continued from page 28.)
enormously increased cost to the retailer, and, as a consequence, to the consumer, which would result if the manufacturers had to retain their own force of salesmen, his views might have undergone a change. As it is, he will continue to spread the seed of dissension and opposition among others as ignorant as himself. The wholesalers have offered to help the retailers to organize, but it would be better if they would first educate some of the latter to the aims and advantages of the system against which they kick so strenuously."

Cookstown Half and Half.

In Fisher's store, which is almost opposite that of Mr. Couse, The Grocer found yet another combination. This time it was dry goods and groceries, and from the generous space allowed to each, and the size of the stock on hand, it seemed to be a most successful partnership. Mr. Fisher's enthusiastic remarks confirmed this estimate, though business was sufficiently quiet for the moment to allow The Grocer almost an hour's pleasant chat. Mr. Fisher drew the writer's attention to the fact that Cookstown occupied a somewhat unique position among Canadian towns, as it was situated in four townships, of which Innisfil and Essa enjoyed local option, while West Gwillimbury and Tecumseh were prohibition—and at that, local option carried the last election by only 8 votes. So that within the next few years we may expect to see a model Cookstown rise from the ashes of a liquored past, and settling down to a blameless life of incorruptible temperance, shake off for ever the suggestive cognomen of "half-and-half."

MAPLE SYRUP

Packed by
Canada Maple Exchange

SMALL'S SELECTED

By experts has been given first place world over. It is oldest registered brand in British Empire and highest priced brand in the world. Scientifically packed in kiln-dry cases, each tin wrapped in tissue. Fourteen years to all climates without complaint. Will you experiment with new brands?

ALL JOBBERS

SMALL'S CREMO FROSTING should be in every shop.



EPPS'S GRATEFUL COMFORTING

IN 1/4-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal
In Nova Scotia, E. D. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

THE MOST NUTRITIOUS

COCOA

TASTY

CRISP **McLAUCHLAN'S** APPETIZING
Cream Soda Biscuits

Send for trial order

McLAUCHLAN & SONS CO. Limited,

OWEN SOUND, ONT.

Words are Good—If Backed up by Deeds.

The claims we make for

Perfection Cream Sodas

would be puerile and foolish if we didn't back them up by the proofs. Better Biscuits than



are not marketed to-day for the simple reason they are not baked.

Perfection Creams

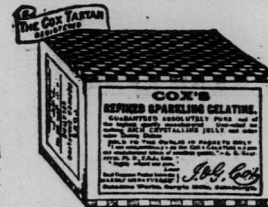
are immensely satisfactory. They are the best biscuits made and they retain their goodness—all of it.

We have something particular to tell you.

THE Mooney Biscuit & Candy Company, LIMITED.

Stratford, - Canada

Sixty Years of Popularity



COX'S GELATINE

should be used in every Canadian household, because:

- (1). It is **STRONG.**
- (2). It is **CLEAR.**
- (3). It is **PURE.**

Canadian Agents:

C. E. Colson & Son, Montreal
D. Masson & Co., "
. P. Tippet & Co. "

J. & G. COX

Ltd
Gorgie Mills,
EDINBURGH

ORGANIZATION MOVEMENT IS HOT IN PETERBOROUGH

Peterborough just now is ripe for the organization of a retail grocers' association. It has been felt by the grocers for a long time that such a move should be made. The men catering to the necessities and luxuries of the inner man are not ignorant of the great benefit an association would be to them. They are perfectly aware of all that, and so far not a man has said he would not join in the undertaking. On the contrary, nearly everyone has said that he would gladly do all he could to help it along.

Since the agitation has been started by The Canadian Grocer the merchants have renewed their interest in the movement. They have read the letters in The Grocer from H. C. Beckett and from the other correspondents. They fully appreciate the weakness of individualism in trade and the strength of unity. They agree with many of the suggestions thrown out and have several others to offer which would be applicable to the whole Dominion.

The trouble here is who will take the lead? A grocer in business, catering to the public every day cannot take up the organization without great loss to his own business. At the same time it is felt by many that the organizer should be a man who understands the grocery business.

One suggestion is that an outside man,

that is, a local man not in the grocery business, be engaged to call on every grocer in the city; explain to him the object of the association in detail, then ask him to sign a paper agreeing to become a member and to help the movement along. After this work had been completed and the great majority of the grocers had signed, a meeting could be called and the organization proceeded with. None of the members would be injured by those who stayed away and for the simple reason that the majority would control the trade.

One great object of the association, aside from any relationship with the wholesale houses which, of course, would be one of the main features, is to establish a "slow pay and dead beat system." Hundreds of dollars are lost every year, in fact thousands of dollars, by the professional "dead beats," and this city as well as every other city is full of them. With an organization the permanent secretary would be authorized to go over the books of each grocer every month and pick out the "slow pay and dead beat" accounts. These names he would keep alphabetically in a book, and whenever a merchant desired any information about a person desiring credit all he would have to do would be to call up the secretary and walk down to see him. A complete list of such accounts could be kept

and the merchants saved hundreds of dollars.

Another object is to establish and maintain throughout the entire city a one price system. The executive would be empowered to watch the market and regulate the local prices so that the customers would get the full benefit of any reduction and still the merchant would do business at a profit. It would abolish the system of cutting prices, selling at and below cost and every man would be on an equal footing.

As far as joining in with the wholesale men or accepting any assistance from them, other than mere suggestions, the merchants here would strongly oppose it.

SALADA'S INCREASE.

The Salada Tea Co. report that their increase during the first eleven weeks of this year amounted to 163,306 pounds over the corresponding eleven weeks of 1906. This is an average increase of 14,846 pounds for each week of the eleven. In the Toronto branch alone, the report states, the increase for the first eleven weeks of this year amounted to 87,597 pounds. This means that over 43 tons more Salada has been sold in Ontario and Western Canada so far this year than in the first eleven weeks of 1906. The Montreal branch also reports a large increase every week this year. They sell no tea but Salada in packets in either Canada or the United States.

Write for

Free Tasting Samples

LUCERNA

Swiss Milk

CHOCOLATE

No Grocer, Druggist, or Confectioner should be without this most profitable and delicious confection.

Prices on application to the general agents for Ontario.

MacLaren Imperial Cheese Co.

TORONTO

Dominion Agents:
JOHN BEARNS, LTD.
Winnipeg, Man.

CANADA FLAKES



25 Cent Household Package

Each package contains a beautiful china plate or dish.

Every article in this china selection is worth at least 10c.

This free china is part of our advertising expenditure. We thus pay your customers, Mr. Grocer, to talk Canada Flakes. And we frankly state that this method pays us far better than putting the same amount of money into newspapers. The Housewife is the buyer. She receives the full value of the food and the advertising expense as well. She is so pleased that she will buy again.

Try a case of Household Canada Flakes and note the result.

THE CANADIAN GROCER

SEND IN YOUR ORDERS EARLY FOR

LEA and PERRINS' SAUCE



THE ONLY ORIGINAL AND GENUINE WORCESTERSHIRE
"70 YEARS REPUTATION BEHIND IT" NO STOCK COMPLETE WITHOUT IT!

J. M. DOUGLAS & CO., (Est. 1857) Canadian Agents MONTREAL



THIS IS THE BRAND
THAT SIGNIFIES THE
BEST BREAD FLOUR
IN THE WORLD.



Made entirely from the very choicest selected Manitoba Hard Wheat in the most modern and best equipped milling plant in the Great Dominion.

PURITY FLOUR

is the perfect standard of Patent Flour for Bakers' and Household use.

Western Canada Flour Mills Co., LIMITED



Mills at
WINNIPEG, GODERICH
and BRANDON
Toronto Office



Long Distance Phone Main 6060

Phone in your Orders at our expense.

There Is Danger In Delay

It's dangerous to delay putting in a stock of the best flour your money can buy, for people will judge your store by the quality of the flour you sell. We want to show you our brands made in the "Wheat City" from the best wheat grown in Canada.

"Premier Hungarian"
"White Rose" and
"Royal Patent" Brands

Put up in 24½-lb. and 49-lb. Sacks specially for the Grocery Trade.

Order direct or from our nearest agent.

THE ALEXANDER MILLING CO.
BRANDON, MAN. LIMITED

Agent Quebec and Maritime Provinces
O. N. FRECHETTE, 45 Bonsecours Street, MONTREAL
Agent Province of Ontario
ALEX. BUTLER, Board of Trade Building, TORONTO
Agent Alberta and British Columbia
WILL HILL, 1645 9th Avenue West, VANCOUVER, B.C.

DO YOU CONSIGN?

GIVE WATSON, BOYD & CO. A TRIAL
TRINIDAD, B.W.I.

Best Results Obtained

Enquiries Solicited

Cable Address: BOYD, TRINIDAD

Prompt Returns

All Codes Used

LONDON AND NEW YORK: FRAME & CO.

Cailler's

GENUINE
SWISS MILK
CHOCOLATE

(Pronounced Ka-lay)

Real Swiss Chocolate like Cailler's is not only a confection but also A FOOD—

As a **food** Cailler's is Pure, Rich and Palatable—

As a **confection** Cailler's is Delicious and Wholesome—

If your trade wants the **Best** Chocolate there is only one thing to do : hand out

Cailler's

General Agent for Canada

William H. Dunn, - MONTREAL

394-396 St. Paul Street

CANADA :
No better
Country



MOTT'S:
No better
Chocolate

Keeping in the right path is a good motto for business as well as private life

Mott's

"Diamond" and
"Elite" brands of

Chocolate

have kept housekeepers and merchants in the "right path" for good work and profit.

All jobbers sell them

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

SELLING AGENTS:

J. A. Taylor
Montreal

R. S. McIndoe
Toronto

Jos. E. Huxley
Winnipeg

Arthur Nelson
Vancouver

COWAN'S COCOA

Maple Leaf Label Our Trade Mark

**Cowan's Chocolate,
Cake Icings,
Cream Bars, and
Cowan's famous Milk
Chocolate**

are absolutely pure goods

THE COWAN CO., LIMITED

TORONTO

A LINE THAT WILL PLEASE YOUR CUSTOMERS



LAMONT, CORLISS & CO., Sole Importers
27 COMMON ST., MONTREAL



Good Business

demands that all live grocers stock

Nicholson's Mince Meat

and that they do it now. Why? Because of its sterling quality and the demand of the people.

We also recommend

N. & B. Jelly Powder, N. & B. Icing Powder, N. & B. Pudding, N. & B. Veri-quick Tapioca, Brock's Bird Seed, etc.

NICHOLSON & BROCK, 9 Jarvis St., Toronto, Ont.

Just as

The which new pr Foste Buffa Nipis Huds \$110. At th force h C. P. Huds £120. Cana \$520. We a years in In tl temptat new fo on pap the mar and the istence vested stocks a ty put t bought mining : who ca proposit No o doubt t evident. termine conducts tive mar to see : chase m er will mine un ore in s The 1 at prese for prop only a s Prizes alone. have bec tained. ments. A wag could ha of C. P. of stock suming t he woul of \$900 may be istratio the nine in divide Consid Bank fo In 181 shares f saved \$1 the new paid out worth \$2 in the n Take the mini

COBALT COMPARISONS.

Just as Good Prizes in Legitimate Investments as in Mines.

From The Financial Post.

The luring mining advertisement which early last autumn heralded some new promotion had usually this to say:

Foster was 80 cents, now \$3.50.

Buffalo was \$1, now \$3.95.

Nipissing was \$5, now \$30.

Hudson Bay (mine) was \$1, now \$110.

At that time one might with greater force have said:

C. P. R. was \$48, now (about) \$200.

Hudson Bay (the real) was £20, now £120. (An advance of 500 points.)

Canada Northwest Land was \$2, now \$520.

We are going back at the most nine years in the low quotations.

In the excitement over Cobalt the temptation to share in some of the new found fortunes, many of them yet on paper, is keen. The small investor, the man who has a few savings put by and the widow who depends for her existence on her income from a well invested capital, should leave mining stocks alone. As one American authority put the case, mining stocks should be bought only by the men who have made mining a business or the rich individuals who can afford the hazard a mining proposition inevitably entails.

No one who has seen Cobalt can doubt the mineral wealth that is self-evident. Its extent has yet to be determined. The successful mine-buyer conducts his purchases in a conservative manner. The big men usually want to see a large percentage of the purchase money in sight. The discreet buyer will not pay a million dollars for a mine unless he sees \$750,000 worth of ore in sight.

The public in the stock craze are at present paying on a basis of millions for properties that can show the expert only a small fraction of the capital.

Prizes are not confined to mining alone. Almost equally as good results have been obtained, and may yet be obtained, out of absolutely sound investments.

A wage-earner who had \$300 laid by could have bought in 1897 six shares of C. P. R. With the additional issues of stock in 1902, 1904 and 1906, assuming that he had put by \$100 yearly, he would now possess for a total outlay of \$900 12 shares. Those market prices may be placed (for the purposes of illustration in any event) at \$2,400. In the nine years he has, besides, received in dividends nearly \$50 more.

Consider even a bank stock, Imperial Bank for a good example.

In 1897 he could have bought two shares for \$360. In 1906, if he had saved \$100 per year and invested it in the new stock issues, he would have paid out \$1,300 and own eight shares worth \$2,000, and would have received in the meantime \$300 in dividends.

Take Hudson's Bay Company (not the mining concern). It is true there

is something remarkable about the name of Hudson Bay in the stock market. In 1905 he could have bought one share for \$250. In less than eight months he could have sold it for \$625. Dividend meantime was \$20.

In 1897 he could have bought one share for \$100.

Canada Northwest Land could have been bought in 1907 on the basis of \$2 a share. That share can now be sold for \$520.

The legitimate investments required a little longer time, but they will last a little longer in all human probability.

Cobalt has produced up to the end of the year something over \$5,500,000, a remarkable record for a new camp, but when compared with the extent of flotations, which run about \$250,000,000, quite out of keeping.

The production has been as follows:

Government Report, 1904 . . .	\$ 136,218
Government Report, 1905 . . .	1,468,524
Government Report, 1906, nine months	1,750,344

\$3,355,086

In October, shipments were 1,201 tons. November was less, with 725 tons. December values are higher, but the \$5,500,000 mark can hardly be passed.

The unsafest guides as to stock proposals are the men who live in the camp. Cobalt is so exceptional in surface showings and in the ease with which ore is quarried, rather than mined, that one can readily understand the optimism of the man on the spot.

To quote an instance, the City of Cobalt prospect is one of the most highly regarded prospects in the camp. This claim is situated in the town itself. It lies largely under the houses. The company formed for its exploitation secured the mining rights by giving agreements for stock to the owners.

The promoters considered the claim was conservatively capitalized at \$500,000, in shares of \$1 each. No certificates were issued. Trading in the camp soon began in agreements for the stock when delivered. The spectacle was immediately presented of men buying pieces of paper, some of them written in lead pencil. The sales began about \$1.50, then \$2, then \$3. In early November it was a favor to secure a prospective share at this price. By the end of the month transfers were being made at \$6, even at \$8. No work had been done beyond the stripping of a vein. The bulls claimed that every vein in the camp ran into the city of Cobalt.

The fact was, that the Buffalo vein had been uncovered. Thus the merest prospect was being traded in on a basis of millions, and not even a certificate issued or any development work done. Any consideration of the difficulty of mining on this particular property was lightly brushed aside.

Cases like these should be better warnings than any sermon.

A milk company has been incorporated at Hamilton with \$150,000 capital.



At the Buffalo Convention

The Dodge One-Piece Metallic Cap for the Hermetic Sealing of glass packages

WON IT'S GREATEST VICTORY

It received the enthusiastic endorsement of every packer present. Those who had used it were outspoken in its praise. All who saw its practical demonstration on the Dodge new Self-Adjusting Capping Machine were surprised at its perfect seal and adaptability in meeting the requirements of the Pure Food Law.

As a closure to be used in processing it has no competitor. Its mechanical simplicity and being assembled and ready to place give it extraordinary economical advantages in both time and money to the packer.

Its handy and easy detachment without instruments or printed directions forces the public to prefer the package sealed by it, as damaged forks, twisted knife blades, broken glass, hard struggles and torn or cut fingers are entirely obviated by its use.

Its clean, neat and handsome appearance always remain, making dirty, rusty, sticky, leaky and consequently unsalable goods on grocers' shelves a thing of the past.

Besides the regular Dodge closure used extensively by the pickling and jam trade, other forms of value to the packer are, namely:

The Dodge Cork-lined Ketchup and Bottle Cap for crown finish bottles; will not blow off before, during or after the processing.

The Dodge Jelly Tumbler Cap with narrow rim, sealing neatly on a rounded rim of a tumbler.

The Dodge Replacable Mustard Cap with spoon accommodation.

The Dodge Process Cap for light syrup, fruits, requiring the bath; allows of venting the package while processing. A replacable seal on the lever principle that can be used over and over again.

The Dodge principle of closing receptacles of all kinds is undoubtedly the most perfect system ever invented, and of immense value to the Canning and Preserving industry.

Samples sent upon application.

The Dodge Metallic Cap Co.,
110 Label St.,
Montclair, N.J.

FRUITS, VEGETABLES AND FISH

Fruit Trade Very Active—Oranges Higher—Refrigeration Charges Will Soon Be Put on—Unusual Demand for Lemons and a Scarcity Possible.

Fruit is more interesting this week than either vegetables or fish, neither of the latter being particularly active or showing any noticeable fluctuations in price. A new theory with regard to the car shortage in California has come to hand. It is that the railways intend spreading the service over the whole season, being afraid that if they now place all their available rolling stock at the convenience of the shippers, it will have the effect of rushing the goods out of the market. The phenomenal growth of the country has evidently exceeded the railroads' expectations. All California stuff will very shortly be coming in under refrigeration, and this expense will add about 25 cents additional to every box.

The western strawberries are no good and the southwestern only fair. The Florida berries are excellent, but there has been a scarcity of them for the last fortnight. Heavy rains in the south have made the stock soft and unfit for traveling. Better shipments and lower prices may be anticipated shortly. Pineapples, both Havanas and Floridas, are late this year, but Havana advices indicate that the quantity will be fully up to last season's average, though the stock will be small and there will be fewer cases packed. High prices will rule for the larger sizes. Lemons have been in exceptional demand in Toronto for the last two or three months, and some dealers look for a temporary famine until the Montreal deliveries begin to come to hand in May. Foreign merchants say that lemons command a fancy price in Northern Europe and Russia.

About a third of the navel oranges in the Redlands district of California have been shipped, but there is danger of decay in transit because of the longer time consumed in hauling fruit to eastern points of distribution. All the packing houses are filled with fruit in anticipation of a car supply, but no loss has yet resulted.

All the new southern vegetables are coming to hand in good shape and enjoy ready sales. The potato market in Ontario is a little easier than last week, with a moderate demand for eastern stock.

Fish is again in fair demand, with prospects of a roaring trade for the close of Lent. Finnan haddie are starting to come in again from Nova Scotia, where the rough weather has lately prevented fishing operations.

MONTREAL.

GREEN FRUITS.—A little more business is being done in fruits this week, demand being stronger than for some time. Bananas are higher, prices asked being \$1.65 to \$2. Demand for this line quite exceeds the supply. Florida grape fruits and one or two other lines are higher locally owing to advanced prices in New York, which were caused by the scarcity of these lines:

New dates, per lb	0 05	0 07
Bananas, fine stalk	1 65	1 75
" jumbos	2 00	2 00
Cocoanuts, per bag	3 50	3 50
Pineapples, crate	5 50	5 50
Tangerines, half box	3 00	3 25
Apples, bbl	3 00	3 00

Lemons	2 75	3 50
Mexican oranges, box	2 40	2 40
Cal form oranges, new navels	3 00	3 25
Jamaica oranges, per bbl	4 75	4 75
Jamaica oranges, per box	2 65	2 65
Florida oranges, box	3 25	4 00
New figs, per lb	0 08	0 12 1/2
Cranberries, Cape Cod, per bbl	8 00	11 00
" Canadian, bbl	7 50	8 50
" frozen, bbl	4 00	5 00
Florida grape fruit, box	6 00	6 00
Jamaica grape fruit, box	3 00	3 25
Almeria grapes, per bbl	10 00	10 50

VEGETABLES.—Business being transacted is not very large, although there is the usual consumptive demand which improves as Easter comes on. Rhubarb is up 25c., as high as \$1 a dozen bunches now being asked. Tomatoes are higher and cucumbers are a little lower, selling at \$2.50.

Parsley, per doz. bunches	0 75
Sage, per doz.	0 60
Savory, per doz.	0 60
Montreal cabbage, per doz.	0 50
American cabbage, bbl	1 75
Florida tomatoes, crate	5 50
Turnips, bag	0 75
Water cross, large bun hes, per doz	0 75
Lettuce, per doz.	0 40
Boston lettuce, per doz	1 00
California celery, crate	6 00
Radi-hes, doz.	6 50
Spinach, per bbl	4 50
Cucumbers, per doz	2 50
Celery, per doz	0 25
Potatoes, per bag	1 00
New potatoes, lb	0 07
" bbl	9 50
Jersey sweet potatoes basket	2 50
Spanish onions, crate	2 50
56 lb cases	0 95
Red onions, bbl	4 00
bag	1 75
Beets bag	1 00
Carrots, bag	1 25
Mushrooms, lb	0 90
Horseradish, lb	0 60
Rhubarb, doz. bunches	1 00
New Orleans shallots, doz	0 60

TORONTO.

FRUIT.—Valencia oranges have advanced a shilling to one and sixpence in the European market, and prices here have risen in sympathy. Californias have gone up 50c. a box at the coast, and about the same locally. All oranges are running in very large sizes, and the demand is greater at present than at the same time last year. Palermo bloods in 1/2 boxes will arrive in Toronto this week. Grape fruit is steadily going up, with the demand brisk. Lemons are very firm with an advance looked for. Apples are plentiful. Pineapples are scarce and high at \$5.50 a case. Cranberries are practically exhausted.

Oranges, Tangerines, Floridas, half box	3 00	3 25
" Ordinary Valencias, 420's	4 00	4 00
" large 420's	4 50	5 00
" Fancy navels, 96's, 126's	2 75	3 00
" 150's 176's	3 25	3 25
Bronco Brand, Victorias, extra fancy, 96's, 150's	3 00	3 50
176's, 200's, 250's	2 25	2 50
marmalade, 160's 200's, 210's, per box	4 50	5 00
Grape fruit, Floridas, 46's, 80's, 96's	4 50	5 00
" 48's, 64's	4 50	4 75
" 80's, 96's	5 00	5 00
" Bahamas, 51's, 61's	4 25	4 25
" 80's, 96's	3 75	3 75
Lemons, Home Guard Brand, 3 0's, 360's	3 00	3 00
Kicking Brand, 30's, 36's	2 75	2 75
St. Nicholas, 360's	5 50	5 75
Pineapples, Florida and Cuban, 30's and 24's	2 00	3 00
Apples, snows	3 25	4 25
Spies, No. 2 and fancy No. 1	3 00	3 00
Other varieties	2 50	2 50
Bananas, Jamaica firsts, per bunch	1 25	2 00
Bananas, jumbo bunches	2 00	2 25
Cranberries, per barrel	8 50	8 50
" crate	3 00	3 00
Strawberries, Floridas, per qt.	0 50	0 65

VEGETABLES.—Trade is quiet locally and prices remain about the same. One of the first cars of Florida celery was received the other day and the stock reported exceptionally good. Fresh supplies of new carrots, beets, spinach

Easter Fruits, Etc.

Do not forget that we will have full supply of early Fruits and Vegetables for Easter trade. Have also to arrive this week:

- 2 cars Extra Fancy Navels
- 1 car Extra Choice Navels
- 1 car Florida Celery
- 1 car Danish Cabbage
- 1 car Jumbo Bunches Bananas
- 1 car Spanish Onions
- 1 car Red Globe Onions

Also full stock of Nuts, Figs, Dates, Grape Fruit, etc.

Kindly let us have your orders early.

McWILLIAM

Mc. AND E.

EVERIST

25-27 Church St., TORONTO

NO

It's not the result of a

BRAINSTORM

that makes us praise

GOLDEN FLOWER

It's the result of what they are. Accounted for by:

- Superior Location of Groves
- Scientific Cultivation
- Experienced Sorters
- Experienced Packers
- Up-to-date Packing Houses

Grown and packed by

REDLANDS GOLDEN ORANGE ASSN.

Redlands, California

and asparagus are arriving daily, and are quickly disposed of. The Florida celery takes precedence over the California supply in point of quality.

Potatoes, De awaras, per bag	1 1/2	1 15
" Ontario	0 90	0 95
Sweet potatoes, per hamper	2 00	2 25
New potatoes, per bush		3 00
Onions, Spanish, per large case		3 50
" small case	1 25	
" Red Globe, per bag		2 00
" Yellow Danvers, per bag		2 00
Green onions, per doz		0 15
Cabbage, new Canadian, per bbl		5 00
Cabbage o.d. per bbl		2 50
Beets, new, per doz. bunches	0 85	1 00
Carrots, Canadian, per doz. bunches	0 85	1 00
Lettuce, Canadian leaf, per doz. bunches	0 35	0 40
Lettuce, Boston, large, per doz.	1 00	1 50
Radishes, Roseland, per doz.		0 50
Cucumbers, hot house, per doz., fancy Boston	2 25	2 75
Beans, white, prime, bush	1 40	1 50
" hand-picked, bush		1 50
" Lima, per lb.	0 06	0 06 1/2
Tomatoes, Cuba, per crate		5 00
Tomatoes Florida, per crate		5 00
Parsley, per doz.	0 20	0 25
Celery, California, per crate, 5 1/2, 7, 8 doz.		6 00
Florida, 4 and 6 doz., per case		3 50
Asparagus, fancy California large, per bunch		1 00
" jumbo bunches	0 50	0 75
Fancy Baltimore spinach, per hamper	1 25	1 50
Rhubarb, per doz. bunches	1 00	1 10

FISH.—Trade is not remarkable, but one or two lines show a slight rise. Halibut has advanced, and Finnan haddie, though receipts are a little more plentiful, is at a premium at 10c. a lb. There will be little else but frozen fish with which to supply the Good Friday demand, and consumers will have to content themselves with it until the middle of April.

Halibut, fresh caught, per lb.	0 18
Whitefish, fresh caught, per lb.	0 11
Trout, per lb.	0 10
Ciscoes, per basket	1 30
Home cured bloaters, per box of 50	1 25
Finnan haddie, per lb.—fresh cured	0 09
Oysters, per gal.	1 75
Labrador herring, per half bbl.	3 60
" bbl.	5 00
Red salmon, per lb., sea	0 13
Smelt's, No. 1, per lb.	0 09
" No. 2, per lb.	0 07
Gold eyes, per lb.	0 05 1/2
Cod, fresh caught, per lb.	0 10
Halibut	0 12
Mackerel	0 10
Yellow pickerel, fresh caught, per lb.	0 09
Kipper herring, Ocean brand	1 25
Tables, per lb.	0 07
Shredded cod, per doz.	0 08
Digby herrings, per lb., bbl.	0 60
Fetched cod, 100-lb. boxes	5 50

SHIP TO US

We pay highest market prices for

DRIED APPLES

and wish to do business with you. We will be pleased to mail you our weekly quotations. Drop us a card if same is desired.

THE W. A. GIBB CO.

Packers and Exporters

7 and 9 Market Street,
HAMILTON

DRIED APPLES

BRIGHT, DRY STOCK
WANTED

O. E. ROBINSON & CO.
INGERSOLL

ESTABLISHED 1886

Good Things for the Easter Trade

Extensive Preparations for the Holiday business

PINEAPPLES BANANAS ORANGES LEMONS

STRAWBERRIES

TOMATOES

CUCUMBERS

NEW POTATOES

In placing an order with us you do it at once with Headquarters, getting the best selection from the largest and best assorted stock money can procure. Place orders early as possible for Easter.

CELERY
GRAPE FRUIT
SPINACH
LETTUCE
ASPARAGUS

The Good Will Eat Fish Friday Next

FRESH CAUGHT

TROUT

WHITEFISH

PICKEREL

PIKE

We guarantee that every order placed with us for goods on our list will be shipped in Full, on Time and at the Right Price.

B.C. SALMON
HALIBUT
FINNAN HADDIE
OYSTERS
HERRINGS

FRESH CAUGHT COD, HADDOCK, ETC.

HAMILTON
Phone 1115

White & Co., Limited

TORONTO
Phone Main 4106

\$'S IN EVERY BOX \$'S

"St Nicholas"
"Home Guard"
"Kicking"
"Puck"

B. L. O. E.

Best Lemons on Earth

W. B. STRINGER & CO.

SOLE AGENTS

TORONTO

FLORIDA CELERY. Fine goods. \$3.50 per crate.

THE DAWSON COMMISSION CO., Limited, TORONTO

Cor. West Market and Colborne Sts.

We want your consignments of fresh killed Poultry, Butter, Eggs, Apples, Etc.

FRESH ARRIVALS THIS WEEK

Two Cars NAVEL ORANGES
Extra Fancy and Extra Choice.
Car Finest VALENCIA ORANGES
Regular and Large 420 size.

Car SEVILLE (MARMALADE) ORANGES
Car FANCY BANANAS
Jumbo Bunches.

Fancy California Celery, Haddies, Oysters, Etc., arriving every few days.

HUGH WALKER & SON GUELPH, ONT.

CELERY CELERY CELERY

Florida Celery surpasses all others because it is white, crisp, fine eating. Have 2 cars for Easter trade (Chase's packing) 4 to 6 doz. per crate, \$3.50. Place orders now.

MONTREAL FRUIT EXCHANGE

195 MCGILL STREET, MONTREAL

BANANAS

exclusively the year around.
Best fruit Properly crated Lowest prices

JOSEPH BROWN & SONS
29 and 31 Youville Square
Montreal



TRADE WINNERS.

Pop Corn Poppers,
Peanut Roasters and
Combination Machines,
MANY STYLES.

Satisfaction Guaranteed.
Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

The people still insist on our
Pure Apple Juice

because our precautions are a surety of purity. All grocers who know, push our

Jams and Jellies

because they know the people prefer them enough to walk an extra block to get 'em.

The Belleville Fruit and Vinegar Co., Ltd.
Belleville, Ont.

MID LENT FISH SALE

- No. 1 Labrador Salmon
- No. 1 Labrador Herring
- No. 1 Newfoundland Herring
- No. 1 Caspe Herring

Quality the very best.
All prices are reduced.

J. & R. McLEA

Wholesale Fish Dealers
23 Common St. MONTREAL

You can make money as well as oblige your customers if you handle our —

BASKETS

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE ONT.**



Good Jams and Jellies are not nearly so plentiful as one would suppose. Good is a sadly misused word, but when we qualify our Jams and Jellies by that adjective we mean that

**"E.D.S." BRAND
Jams and Jellies**

are much superior to any brand placed on the market by any or all of our competitors.

"E. D. S." Brand means Jams and Jellies so wholesome and pure that they are just as near perfection as human ingenuity, cleanliness and good fruit can make Jams and Jellies. Ask for the proofs.

Agents: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; W. A. Simonds, St. John, N.B.; A. & N. Smith, Halifax, N.S.

**E. D. SMITH'S FRUIT FARMS,
Winona, Ont.**

SALT

SALT

No trouble to give figures and information.

VERRET, STEWART & CO.
Limited
MONTREAL

SALT

SALT



A Two Cent Mistake

Don't amount to much in any business, but the striking point is that a clerk is just as liable to make a mistake of \$2.00 as he is of two cents, and a few mistakes like this would pay for enough of Allison's Coupon Books to last a year or more. With these books mistakes are impossible.

IF A MAN WANTS CREDIT

or \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. NO PASS BOOK. NO WRITING. NO TIME LOST. NO KICKING. There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

For Sale in Canada by
**THE EBY BLAIN CO., Limited, TORONTO.
C. O. BEAUCHEMIN & FILS, MONTREAL.
WM. T. SLOANE, WINNIPEG, MAN.**

ALLISON COUPON CO.,
Manufacturers
Indianapolis, Indiana.

We are now booking orders for 1907 pack lobsters. Golden Crown and Golden Key brands; choice goods fully guaranteed. Flats, 1/4, 1/2, 3/4 and 1-lb. tins; talls, 1/2, 3/4 and 1

Write for our quotations

W. S. LOGGIE CO., LIMITED
CHATHAM, N.B.

Packers and Exporters of Canned Lobsters
—Wholesale only

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

FISH.—Considerable business is still being done in fish, although the selling season is practically over as far as Lent is concerned. Small sturgeon have been advanced a cent since last report. Frozen cod are now quoted, 5c. being asked. New tomcods are lower, the price being down to \$1. Fresh haddock is now 6c. Frozen salmon and halibut are scarce and prices strong. Herrings, frozen, are no longer quoted. Oysters are in good demand. New skinless cod is selling freely at prices quoted. Haddies are scarce, but kippers and Yarmouth bloaters are in good supply.

Fresh and Frozen Fish.		
Halibut, express, per lb	0 10	
Grass pike, express	0 07	
Mackerel, small	0 05	
Frozen cod	0 08	
Dore	0 09	
Small sturgeon	0 10	
B. C. salmon	0 08	
Qual'a salmon	0 10	
Smelts	0 08	
New tomcods, bbl.	1 00	
Haddock, fresh, lb.	0 05	
Lake trout, lb.	0 11	
White fish, lb.	0 07	
Smoked and Salted—		
Kippered herring, half boxes	1 10	
Smoked herring, per small box	0 10	
Yarmouth bloaters, box	1 10	
Prepared and dried—		
Skinless cod, 100 lb. cases	5 50	
Boneless cod, 20 lb. boxes	0 06	
Boneless fish, 20-lb. boxes, bricks	0 05	
Boneless fish, 25-lb., boxes, per lb.	0 04	
New haddies, lb.	0 09	
Dry cod in bundles	6 50	
Oysters—		
Standards, bulk, per imp. gal	1 40	
Selects, bulk, per gal.	1 60	
Oyster pails, pints, per 100	1 00	
quarts,	1 25	
Pickled fish—		
No. 1 Labrador herring, per bbl.	5 25	
per half bbl.	3 00	
No. 1 N.S. herring, half bbls.	2 75	
No. 1 Lake Trout, 100 lb. kegs	5 00	
No. 1 Sea trout, kegs	5 75	
Labrador salmon in bbls.	12 00	
in 1/2 bbls.	9 50	
Large green cod, 200 lb. bbls.	9 00	
No. 1 green cod, in bbls. of 200 lbs.	7 50	
Small.	5 00	
No. 1 Mackerel, pail	1 75	
No. 1 Haddock, bbls. 200 lbs.	6 50	

CARP FOR MARKET.

New Company Formed—Recent Development in New York Fish Trade.

The Ojibwa Carp Company has been incorporated by Ontario charter, with headquarters in Windsor and a capital of \$40,000.

The Central Fish Company, of New York, is developing an entirely new branch of the fish business, and since it was inaugurated in September has met with gratifying results. Briefly

stated, the company, says the New York Journal of Commerce, has perfected an arrangement by which it receives weekly large shipments of live carp from Illinois and sells them at a considerable advance over the prices obtained heretofore for packed fish.

The carp is an especially hardy and prolific fish of the middle west. So prolific are they in some localities that they have practically crowded other food fish of better quality out of the rivers and become a nuisance. In some states legislation has been introduced to exterminate them in order that other fish might have a chance. But the carp are especially in demand by certain of the cheaper class of consumers, especially the Jews of New York, who have been ready purchasers of the packed, frozen and salted fish. Perhaps the chief reason was because they were sold at a materially less price than better fish. In few cases have they brought here more than three or four cents a pound at retail, and at wholesale were sold as low in some cases as 50 cents to a dollar for boxes of 150 pounds.

The Central Fish Company conceived the plan of constructing large tanks provided with gasoline engines and pumps to keep the water aerated and filtered, thus shipping the fish to market alive. Several cars were fitted up with machinery and tanks specially designed and patented here, while a large barge was similarly fitted and moved alongside the wharf at the foot of Fulton street. The first fish were shipped last September and none died on the way. Since then the business has gone steadily on, perhaps as high as 10,000 pounds per week being shipped to this market, with practically no mortality. The fish were sold at greatly enlarged prices, finding a ready sale among the Hebrews at eight, ten and twelve cents per pound. Dealers have had their markets fitted with similar tanks and aerating machinery, buy the fish at the dock, put them into tubs for transportation to their shops, and then transfer them to the tanks for retail trade. The business appears to be on the increase, and the problem of the western rivers is in a fair way toward solution.

The D. D. Wilson Co., Ltd., has been incorporated as dairy produce and commission dealers in connection with the business of warehousing and cold storage. Capital, \$100,000, and headquarters at Seaforth.

I offer for prompt shipment:
1000 Bags (112 lbs.) ZANTE Currants
1000 " (112 lbs.) PROVINCIAL Currants
 Prices and samples on application.
ANDREW WATSON
 PRODUCE BROKER
 91 Place d'Youville, MONTREAL
 Phone Main 4409



QUEEN QUALITY PICKLES
 Sweet—Mixed and Chow
 Bulk Pickles
 Tomato Catsup
 Worcester Sauce
 Buy and use the best Pickles
TAYLOR & PRINGLE CO., Limited
 OWEN SOUND

PURE BONELESS COD AND FISH

New Skinless Codfish in 100 lb. cases.
Labrador Herrings and Salmon in barrels and half barrels.
Fresh Fish, all kinds in season.
Bulk Oysters—"Standards" and "Selects."

Branches:
ST. JOHN, N.B.
GRAND RIVER
GASPE

LEONARD BROS.

Wholesale Fish Dealers

20, 22, 24 and 26 Youville Square, MONTREAL

P. O. BOX 639

LONG DISTANCE TELEPHONES

Your Easter Trade Requires the Finest

BANANAS!

We have them—Yellow as Gold—Fat Fruit, properly crated, and only **\$2.00** a bunch.

Order quickly to avoid disappointment.

Joseph Brown & Sons

"EXCLUSIVELY BANANAS WHOLE-SALE THE YEAR ROUND."

29 and 31 Youville Square, Montreal.

FAVORED BY THE BEST

If you want to reap largely increased sales in Western Canada, you should exhibit your lines at

Western Canada's First Pure Food Show

AT WINNIPEG, JULY 1st TO 13th, '07

We want to impress upon you the fact that the applications for space already in cover one-half the Hall—These applications are from firms who realize that as a

BUSINESS PRODUCER AND RESULT GETTER

This show has no equal.

Get in your application **now**—next week may be too late.

Address

W. A. COULSON, Secretary

Retail Merchants' Association of Western Canada,

53 SCOTT BLOCK, WINNIPEG, MAN.

HALIFAX QUOTATION SHORE CODFISH

February 7th

Ex Store. \$8.00 per 100 lb.

Supply Limited

SCOTIA BRAND

In 2-lb. boxes \$9.00 per 100 lb.
In 1-lb. tablets 8.00 per 100 lb.

Average weight Skin and Bones of a Codfish 30 per cent. of total. Balance in favor of Scotia Brand.

In 2-lb. boxes \$2.50 per 100 lb.
In 1-lb. tablets 3.50 per 100 lb.

plus all the labor of preparing for table.

Do you see the point, and is it not worth while to explain to your customers ?

MONTREAL—A. A. Perry, 6 St. Sacrament St. TORONTO—Anderson Pows & Co.
HAMILTON—Alfred Pows. LONDON—Wm. G. Coles & Co. OTTAWA—Frank Grierson.

Or write us direct. We can interest you

HALIFAX FISH CO.

LIMITED

1907

FISH

FISH

FISH

The Lenten Season is at hand, and you will need a supply of the famous "Brunswick Brand" of canned

SARDINES
KIPPERED HERRING
FINNAN HADDIES
PURE BONELESS FISH
PURE BONELESS COD

also Fresh Frozen Herrings, Cod, Haddock, Hake and Pollock in their season.

Correspondence cheerfully and promptly acknowledged

Connors Bros., Limited

Black's Harbour, N. B.

Shipments Now Arriving

NEW PACK

Horse Shoe Salmon



Secure Supplies

While Obtainable

J. H. Todd & Sons

Victoria, B.C.

PACKERS

Wholesale buyers can obtain quotations from
Geo. Stanway & Co., Toronto, for Ontario. C. F. Thompson, Winnipeg, Manitoba.
W. S. Goodhugh & Co., Montreal, Quebec. J. Hunter White, St. John, Lower Province.
Bedlington & Fisher, Edmonton and Calgary

EFFECTIVE ADVERTISING

HOW TO PRODUCE IT

Brief Talks Given
Occasionally
By T. Johnson Stewart

"Does the retail grocer need to advertise?" The representative of a considerable minority in the grocery business asked the question and he was positively certain that the average retailer had no more need for ordinary publicity than a monkey had for a dress suit. He said so, and I have come pretty near giving you the exact words of his burlesque and irrelevant comparison. Whether a monkey requires an even-suit or not is a debatable question, in the light of the late Mr. Darwin's revelation; but the fact remains that there is no monkey business about the grocery trade from your standpoint.

There may be, I know there are, men in the grocery business who are making good, even although they do not advertise. These men are not guilty of carrying on business according to twentieth century rules and regulations. Nay, when we begin to hunt out things we make the discovery that these grocers are living on portions of the earth's surface where the twentieth century has not arrived. More—a little judicious advertising would increase the volume of their business, in almost every case, at least fifty per cent. But—let us account for their seeming prosperity. We say seeming, because prosperity when applied to the ordinary retail business must be lasting to be real.

Lack of competition explains the seeming success of the grocer who does not advertise in one way or another. He will be successful just as long as a real live man keeps out of his locality. But—once a hustler jumps into his territory, a man thoroughly alive to twentieth century conditions and acquainted with twentieth century methods, there'll be something doing. I'm afraid the man who doesn't advertise will find more time on his hands for the game of checkers in the back store. Indeed, if his business means anything to him at all, he must load up with the same kind of ammunition as the other fellow—or use a brand equally effective. That would be the only way of preserving his trade—conserving his bank account.

Advertising bears the same relation to business as armament does to a battleship. Britain's mighty Dreadnaught, without her complement of guns, would not last five minutes within the range of the guns of a second-class cruiser bent on her destruction. You may hang on to a portion of your trade because of your, or your father's reputation; but that is a pathetic way of carrying on business—to call it by no other name. Reputation is a mighty delicate flower. It requires constant nourishment. And

unless we are doing something, daily, weekly, monthly, to augment our reputation, we're bound to drop out of the race. Our fellowmen are exceedingly practical. They do not ask us what our father's accomplished, or how much we accomplished last week, or last year; but they do ask us what we can accomplish to-day. Your reputation may be solid but it is not lasting unless you keep on adding to it. It will vanish entirely from the memory of your town's people if another grocer comes along and offers them better values. And even although his values are no better you can depend upon it that his

honesty of all grocers—the people will come to believe in him first, last, and all the time.

I'd rather conduct a street car than hunt through Canadian papers for a few effective ads. on the Grocery business. They are as scarce as snowballs in Morocco. One can find snowballs occasionally in the winter garden of the old world; but it would require a friend of Job's to look for them. There must be many able advertisers among the Grocers of Canada. And we certainly would like their assistance in making this occasional talk profitable as well as ornamental. Send along your ads., ads. which have meant more business to you. We'll be duly grateful if you send 'em along without any more coaxing.

I want you to take a good look at Jno. Kerr's ad. Because it's fifty times more effective than the most of grocery ads., and it isn't very effective after all. The main item is

"Kerr's Red Bell Tea."

That's what Mr. Kerr wanted to sell, and that's the only line about the ad. which ought to have been displayed. The repetition of "Tea" and the words "Red Bell Tea" helps to balance the ad. as Mr. Kerr conceives it; but it seems to me that that was no good reason for doing so. Don't pay for space you don't need. You would not buy a lot of land just for fun. When you buy land you want to make money out of it. When you buy space in a newspaper buy it on the same conditions. Fill it up with terse, meaty copy—the kind that sells goods. Mr. Kerr betrays far more real advertising ability than he uses. One gets glimpses of this ability all through this particular ad. If "Kerr's Red Bell Tea" had been brought out strong and only once as well as clear distinct price figures used I am sure the ad. would have been a good deal more effective. The copy is good. The arrangement far from being as good as it might be. If I were paying for that space I certainly would tell Mr. Printer to wake up. You might just as well have a few extra five spots out of your investment as not. You can and should annex all that is coming to you, Mr. Kerr, because you have mastered the main points of all good advertising.

I have an ad. of T. W. Robinson Co., Limited, of Moose Jaw, on my desk, and if we had the space I'd reproduce the whole thing. But the ad. would occupy

THE "BIG STORE," WINGHAM, ONT.

JOHN KERR

TEA TEA TEA TEA TEA

Red Bell Tea Red Bell Tea Red Bell Tea

That's the name of OUR OWN BLEND NEW PACKAGE TEA. In the future we're going to put up in 1-lb. and ½-lb. packages our own Special Blend of Tea to be known as

Kerr's Red Bell Tea

We will guarantee every package to be just as good as we say it's. And we say that it's the best Tea on the market for the money.

The regular price of this "Red Bell Tea" is 35c. and 50c. a lb., black or mixed. But to introduce it we are offering it for a time at 28c. and 40c. a lb.

If you're a lover of good Tea, try the "Red Bell Tea." Give it a good fair trial. If you do this, you'll always use

Kerr's Red Bell Tea

advertising will effectually smother all sorts of reputations—as long as he makes good. You are in business because of the wants of the people. Directly or indirectly the folks of your town are interested in your business, and the Grocer who takes his customers into his confidence is the Grocer who is making most money to-day. He's not telling them everything. He's just doing enough judicious advertising to make them believe that his values are the best in his territory, and if he keeps on saying so—apart from the inherent

The Wise Grocer

will induce his customers to buy the best soap in the market because by so doing he makes a sale that will give satisfaction.

It is the pleased and satisfied customers who build up a grocer's business.

Sunlight Soap

is the

Best Value in Soap

Sunlight Soap will please your customers and show you a handsome profit into the bargain.

These are the prices from any jobber.

1	case	lots	cost	you	\$4.00	per	case	and	sell	for	\$5.00,	showing	25%	profit
5	"	"	3.90	"	"	"	5.00	"	29%	"	"	"	"	"
25	"	"	3.70	"	"	"	5.00	"	35%	"	"	"	"	"

Ask your wife which soap she thinks best on the market?

Lever Brothers, Limited, Toronto

You can slight some articles in the grocery business; but—don't slight your cigar counter. You do not need to carry a big stock, but it is necessary to carry a good one. Make sure by stocking

PHARAOH and PEBBLE

Cigars—cigars which have won a reputation for honest goodness second to none, and won that reputation pitted against some mighty good cigars.

Pharaoh makes an ideal smoke and retails for ten cents, although universally acknowledged to be worth fifteen.

Pebble is a marvel for quality when compared to any other cigar ever sold at five cents.

N.B.—The Payne Plan of doing business says more for the sterling quality of my Cigars than all the words we could print. Do you know that plan?

J. BRUCE PAYNE, Limited, GRANBY, QUEBEC

The man who smokes any other brand of tobacco does not know the virtues of **T. & B.**

The Grocer who pushes any other brand of tobacco is not pushing Canada's first favorite, nor does he know the profit that's in

T. & B.

A smoke that soothes and satisfies with never a nip—the only smoke the man who knows will insist on. You have a friend at the High Court of Finance just as soon as you stock **T. & B.**

T. & B. Sells more than Tobacco.

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA

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ducing it to the limit. However, the ad. is good strong stuff through and through. The Robinson Co. believe, and believe firmly, in letting money talk, and it certainly talks with some purpose throughout this strong and effective ad. The writer simply cuts out the usual frills and sails into the facts, and it's dollars to cents that the economic housewives of Moose Jaw often find the Robinson Co.'s ad. the most interesting reading in "The Times."

Every grocer who knows his business can write fairly effective advertising.

There are a few points which all grocer ad-writers should constantly emphasize. The purity of your goods comes first. Talk purity, freshness and quality all the time, because any family trade worth considering insists on these points. Sixty-five per cent. of the grocers in Canada are convinced that judicious advertising pays and pays well. Use circulars just as little as you can help. If you have any value story worth telling do not limit its effect as a trade-puller at the beginning. If there's a readable newspaper published in your town you will find it far more profitable to advertise in its columns than to push your goods by even a lavish use of circulars, folders, etc. Advertise in the press and it will pay you.

**IMPORT COMPANY
TO FIGHT CIGAR TRUST.**

The Cigar Trust in the United States, so called, is to be besieged at last. Rumour has been busy in this connection for a long time, and the first definite move was made a few days ago by a corporation known as the Import Cigar Company, which, with \$2,000,000 and an immense organization at its back, announced its intention of placing a string of cigar stores across the continent.

The enterprise is said to be backed by Frank Tilford, a wealthy wholesale grocer, of New York city, and its headquarters are to be the large retail store at 226 Fifth avenue. The company have establishments, besides, in Broadway and 42nd street, and have leased the girls' school at the corner of Broadway and Seventy-second street, which will be remodelled to accommodate its new tenants.

For the last six months this corporation has been laying its plans preparatory to trying conclusions with the United Cigar Stores, in a bid for the high-class trade, and all the establishments which have been placed in New York are close to the stores of the corporation with which the new company is to come into rivalry.

Henry M. Miller is president, with Valeriano Guitenez, vice-president, and Chas. B. Jaqua, secretary and treasurer. The company will handle goods from none but the independent factories.

THE PORT OF HULL.

Hull is coming to the front in Anglo-Canadian trade. On this account, "The Port of Hull and its Facilities for Trade," officially issued, will appeal to a certain section of Canadian business men.

The editors of this exhaustive directory have spared no pains to collect all the information worth knowing of the history, industries, import and export trade, and dock accommodation of Hull. Illustrations and maps are plentiful. Sir A. Kaye Rollitt contributes a lengthy introduction, and there is also a useful paper on "Hull's Facilities for Canadian Trade." The whole work runs to some 200 pages.

Copies to be had from 10 Bishop Lane, Hull, the cost being 2s. 6d.

EVERYBODY WORKS. (?)

Pity the Sorrows of the Poor Salesman.

By J. A. Hendry, Manufacturers' Agent, Kingston.

Salesman's Complaint—

Everybody works but the factory,
And the help sit around all day;
Always writing letters ———
"Expect to ship next day."
Customers keep on howling,
The "office" lies must tell;
Everybody works at the factory,
Yes, they do—like ———.

Factory's Reply—

Everybody works at the factory,
Works hard night and day;
Doing it all for nothing,
While the jobber makes the "hay."
"Why don't you ship our order?"
A thousand want to know;
While the poor unfortunate factory
Don't get even half a show.

They bunch the orders on him,
Then want them shipped so soon,
That to try to pacify them
Drives him crazy as a loon.
If to Heaven go the faithful,
As the preachers to us tell,
Then the factory won't be wrathful
When the salesman goes to ———.

**SWEET
CAPORAL**



CIGARETTES

**STANDARD
OF THE
WORLD**

Sold by all the Wholesale trade

CLAY PIPES

The best in the world are made by

McDOUGALL'S

Insist upon this make

D. McDOUGALL & CO., Glasgow, Scotland.

Merchants from all parts of the Dominion are welcome at

JOS. COTE'S

IMPORTER AND WHOLESALE TOBACCONIST

Specialty—Leaf Tobacco
Biscuits. Confectionery
Moderate Prices. Prompt Delivery

Office and Sample Room, 188 St. Paul St.
Warehouse, 119 St. Andrew Street

Phone 1272
Branch: 179 St. Joseph St.

Phone 2097
QUEBEC

All First-Class Grocers

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer.

EARTHENWARE COMBINATION.

English Attempt to Recover Trade in Canada.

J. B. Jackson, Canadian commercial agent at Leeds, writes:

Some ten or eleven years ago special efforts were made by many firms in the South Yorkshire pottery district to build up a Canadian trade in general earthenware, but partly owing to the wrong methods which they admit they adopted at this time, they evidently met with very little success; and one by one they had to withdraw from that market. Profiting by their previous experiences, these firms are about to make another attempt to introduce their goods into Canada, and have decided to form a selling combination among themselves, and divide up into districts and appoint a leading hardware store in each district to act as the sole representative of the combination. By this network of agents they are confident that they will make a big inroad upon the large imports of continental earthenware goods which are imported into Canada at the present time.

CANADA POLISHING THE WORLD.

One often has to find fault with the old time sayings and proverbs and take occasion to show their fallacy. The accepted quotation that "a prophet is not without honor, save in his own country," applied to trade matters is at fault when connected with such a line as "2 in 1" shoe polish. Not only in Canada is this household necessity honored but its fame is spread abroad into far off lands. In South Africa, New Zealand, Australia, England, Germany, France and the United States it is an evidence that Canadian manufacturers "are in it" with the world's best. In the United States it has held its own and the large factory at Jersey City is about being increased five fold, but for business reasons and the proximity to the head office and factory at Hamilton Ont., the entire plant will be removed to Buffalo, N.Y. Now the F. F. Dalley Co., Ltd., are arranging to invade the land of the Aztecs and other countries of the Manana. W. J. Meininger, Galveston, Texas, who has represented 2 in 1 in Texas and the southwestern states, is leaving for Mexico, Cuba, and other Spanish-American countries, to intro-

duce to the hidalgos and señoritas of the soft tongue the merits of the Canadian blacking. It is refreshing to find Canadian manufacturers with sufficient business enterprise and courage to invade foreign markets, and The Grocer congratulates the F. F. Dalley Co., Ltd. on its enterprise and success.

CASH SYSTEM IN FRANK, ALTA.

Out in Frank, Alta., the merchants of that and neighboring towns have organized the Pass Mercantile Association, the object of which is to introduce a rigid cash system. The following circular, issued by the merchants interested, explains itself:

To Whom it May Concern:

On and after Monday, the 11th day of March 1907, all goods will be sold for cash only.

The above matter has been under consideration for some time and the undersigned have agreed to abolish the credit system.

In taking this action we have carefully considered the welfare of our customers, as well as our own, and we feel that the cash system has proved a grand success.

Hoping all will see and derive the benefit of buying for cash and soliciting a continuance of your patronage, we are,

Yours truly,

- The Geo. Copley Co., Frank.
- A. V. Lang, Frank.
- Western Mercantile Ltd., Frank.
- S. J. Watson, Frank.
- The Frank Drug Co., Frank.
- J. H. Bricker, Frank.
- Western Mercantile, Ltd., Bellevue.
- Burnet and Lang, Bellevue.
- Western Mercantile, Ltd., Blairmore.
- Western Mercantile, Ltd., Lile.

Dated at Frank, Alta., this 22nd day of February, 1907.

P.S.—Any member violating the cash rule will forfeit the sum of \$200 to this association.

The secretary has sent The Canadian Grocer a copy of the agreement which the members of the association have signed, but unfortunately it is too long to be reproduced in full. It provides that each member shall furnish the secretary with his bond for \$150, and in case he breaks the agreement to sell for cash only he shall forfeit his bond and also pay a fine of \$50.

Walker Bin Fixtures

combine the greatest utility with an attractiveness that makes for business building.

They are labor saving and convenient to the user and they create an impression on the customer by their attractiveness and the cleanliness of their display.

They improve the character, quality and volume of business.

They pay for themselves quickly in increased sales.



**Write for Illustrated Catalogue—
"Modern Grocery Fixtures."**

The
**WALKER BIN & STORE FIXTURE CO.
Ltd., BERLIN, ONT.**

Representatives:
WINNIPEG, Man.—
STUART WATSON & CO.
REGINA, Sask.:
THE H. W. LAIRD CO., LTD.

Where do the Profits Lie?

Some tobacco departments pay, others don't. The question is how to make one pay. It is easy if you go about it in the right way. Handle only the best cigars. But where shall I find the quality which sells cigars?

In Royal Sport and Hogen Mogen Cigars, of Course

Such is the care exercised in making these favorite brands they always please and consequently always sell. We're the makers.

The Sherbrooke Cigar Co., Sherbrooke, Ont.



Keep

BOECKH'S BROOMS

to the **front**, and you will never get **behind** in your trade.

Boeckh's Brooms are made to please the housewife, that is why they are the favorite.

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Time Saved is All Profit.



Business Systems will cut the book-keeping of any business in half.

Business Systems are pro-
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Our Monthly Account System posts your books and makes out your customer's accounts with one and the same movement of your pen.

Our Monthly Account System leaves nothing to change or recopy and prevents the

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Will you let us tell you more about this in detail?

Write us for full particulars.

It does not obligate you to buy.

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TORONTO, CANADA

**CONVENIENCE, ACCURACY
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Are three strong arguments in favor of Loose Leaf Systems of Book-keeping which should enlist you among the thousands of users of

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Did you ever lose time and patience hunting through a card index drawer for an important record that has been taken out and put back in the wrong place?

In the Crain Continuous Systems every record is in its proper place, entries can be made without removing sheets, in half the time. It is absolutely safe, and from an economical standpoint it is without a rival.

The Crain Monthly Account System for the retail trade will pay for itself in a very short time.

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CONSERVE YOUR PROFITS

The best way to do that—a way approved, because found reliable, by most shrewd grocers is to instal a

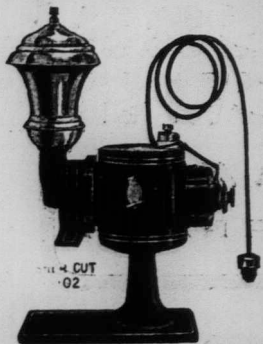
**Duplex Counter
Check Book**

Saves time, cuts out worry attending the carelessness of clerks and assures success. A post card will bring particulars.



**The Carter-Crume Company, Limited
Toronto**

ELECTRIC POWER COFFEE MILLS



This small cut illustrates another of the designs we make.

Furnished for direct or alternating current. Fitted with strong brass heavily nicked hopper.

Stands 30 inches high, operates off your lighting line. Most convenient and up-to-date mill on the market.

Granulates 2-lb per minute and cuts fine 1-lb per minute.

Write for Catalog and prices

THE A. D. FISHER CO., LIMITED, - TORONTO

**COLES Electrically Driven
Coffee Mills**

Single and Double Grinder

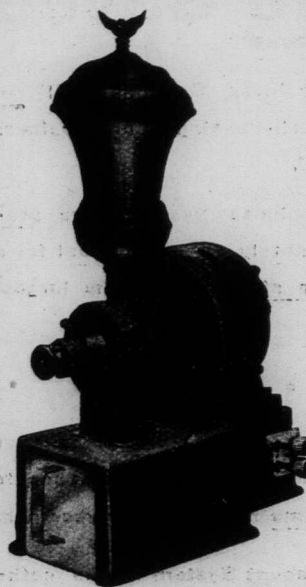
Pulverizing and Granulating

Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders and saving current.

**Our Grinders
Wear Longest**

**Grinding
Capacity**

Granulating 2 lbs. per minute.



COLES MANUFACTURING CO.

Nos. 1615-1635 North 23rd St.

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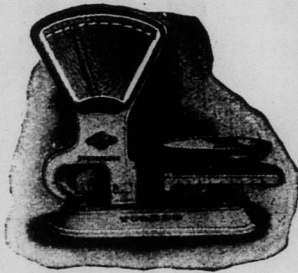
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Automatic but Springless.
 The "Toledo" is a money saver because it positively stops the giving of overweight.
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 It is honest both to the merchant and customer.
 The Toledo system costs you nothing because it is paid for with the money you are now losing.
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THE TOLEDO COMPUTING SCALE CO., Hamilton, Ont.

The Arctic Refrigerator, made for all lines of business. We have just what the grocer needs. The best on the market. Write for our new catalog.
JOHN HILLOCK & CO., LIMITED TORONTO, ONT

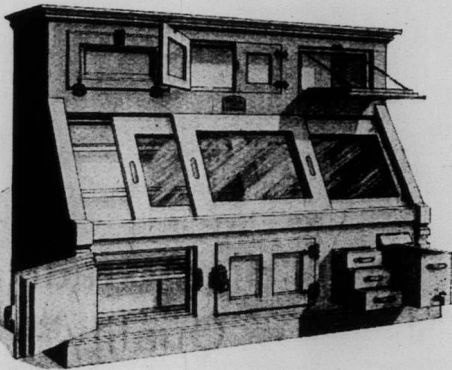
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The Aubin's Patent Refrigerator

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MONTREAL, CANADA

Refrigerators made to order in any size and style.

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Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
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Automatic Pendulum Computing Scale



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No. 103 DAYTON

is constructed throughout of best material and workmanship and guaranteed by us.

No Loose Weight on Pendulum.
 Full Capacity Thirty Pounds.
 Each Pound Same Width on Chart
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A Most Beautiful Fixture.

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A PURE
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High-Grade
Quality
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the same for
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Look at the *Quality* and *Size* of cake of Soap you buy.

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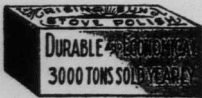
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A Guarantee that is Worth Something

**RISING
SUN
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is printed and packed in every box of SUN PASTE Stove Polish. Our guarantee stands at par because all you have to do is to notify us if any of our SUN PASTE is found defective in any way and we do the rest. It is no surprise to us, however, that so many thousands of store-keepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

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PERISHABLE GOODS receive special attention. The temperature of the different sections is regulated to suit the class of goods stored therein. **Goods Prompt-**

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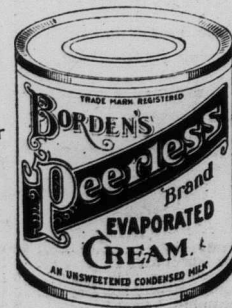
BORDEN'S BRANDS

There will be a big demand in the Spring for Condensed Milk. Get your share of what is going by having



**BORDEN'S "EAGLE" brand Condensed Milk and
"PEERLESS" brand Evaporated Cream**

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WILLIAM H. DUNN, Montreal and Toronto

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Strawberry Jam

NEW STYLE SQUARE JAR

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—One of the most disturbing things to a grocer is the customer's demand for

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one that will be uniformly and always satisfactory.

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Save money in freight charges.

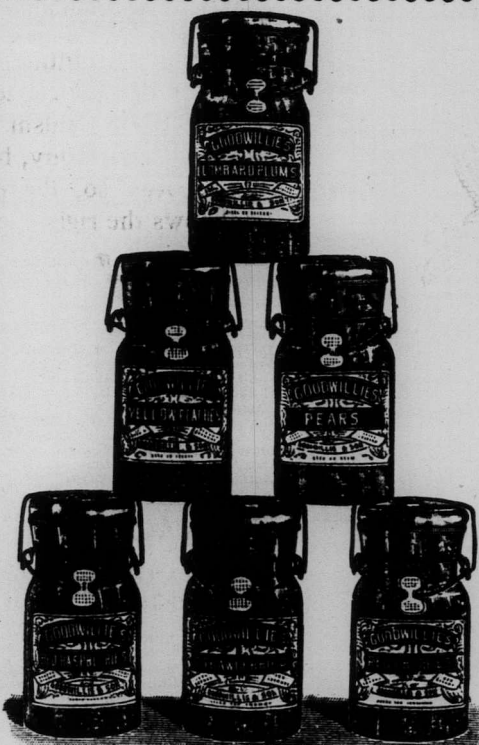
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The Improved Match Co.,
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Matches



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A SEASONABLE SELLER

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YOUR INTERESTS

are best safe-guarded by using A1 Cans.

Well-packed goods of pleasing appearance are half sold when seen by the prospective purchaser.

Isn't it up to you to see that your competitor is not ahead of you in this respect ?

Every can that leaves our factory is the best it is possible to make—our guarantee stands behind this statement.

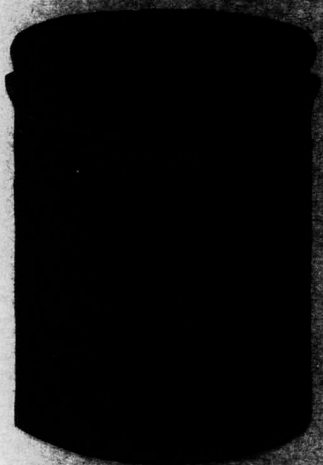
Place your orders with us and you are assured of satisfaction.

Don't Wait—Get Busy To-day.

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STONEWARE JARS



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Special
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The TORONTO POTTERY CO.
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Write for Catalogue.



"GLOBE," with Percolator.

This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

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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

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JOHN DAKEY & SONS, Limited

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**THE WINNERS
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BOVRIL
PRIZES**

in their
WINDOW DISPLAY COMPETITION
are announced on
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**Wethey's
Mince Meat**

(In Cartons)

has been recognized as the standard of
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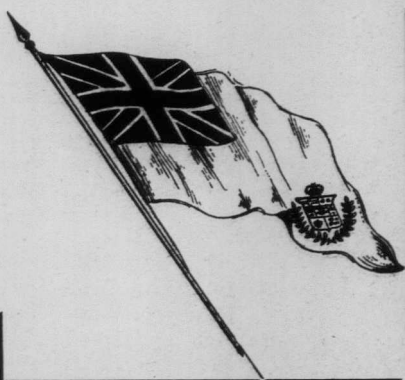
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