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CANADIAN GROCER

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THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

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No. 21



RAM



Canada's Quality Leaders

UPTON'S

Jams,
Jellies,
Marmalades,
Catsups

ORDER FROM YOUR JOBBER

THE T. UPTON COMPANY, LIMITED

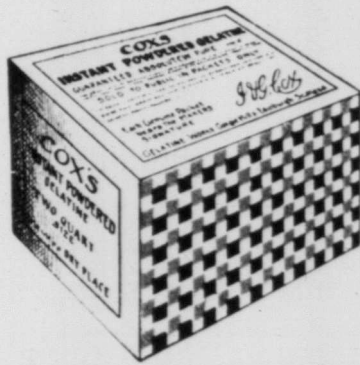
HAMILTON, ONTARIO



The Absolute Purity OF

COX'S GELATINE

makes it a standard product of world-wide fame. Only in powdered form, as free from foreign substances as the clearest rock crystal from mother earth.



It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all---"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come.

"BRITISH MADE"



"The Royal Standard"

floating over Windsor Castle proclaims to the Public that the King is in residence there.

DOMOLCO THE KING OF MOLASSES

Stocked by the Merchant proclaims to the Public that he is supplying his Customers with the Purest and Best Molasses that can be used.

DOMOLCO PUT UP IN CONVENIENT AND SANITARY PACKAGES

DOMOLCO SALES

mean Satisfied Customers and Increased Trade.

TRY A CASE AND BE CONVINCED

The Dominion Molasses Co.

LIMITED

HALIFAX, N.S.

None
attain

“



which
Look
guara

MIN

EA
COM



None have ever surpassed, few have even attained the high standard quality of

“MELAGAMA”



TEA



which is packed to excel and not to equal. Look for the name on the package, it is your guarantee of merit.

MINTO BROS. :: Toronto

BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

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



Sales Offices and Agencies:-

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

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

J. F. EBY,
President

HUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED







Tea Dealers

For your pocket, and your Tea Trade's sake, sell your customers Standard Blends, for the following reasons:—

- 1.—They give you **control** of your Tea Trade.
- 2.—They give your customers **better value** for their money.
- 3.—They show you a **larger margin of profit**.
- 4.—They are always **uniform** in quality and character.

Give us a trial **order**. We will guarantee to build up your Tea Trade! You take no risk. If not perfectly satisfactory it comes back at our expense.

All we ask is a chance to prove what we say.

			COST GROCER	SELL RETAIL
	STAR	Fine liquor, good regular leaf. Black or Mixed	19c. per lb.	25c. per lb.
	STAR	Choice flavoury rich liquor. Handsome leaf. Black or Mixed	22c. "	30c. "
	STAR	Choice growths of India and Ceylon, splendid liquor. Fine appearance. Black or Mixed	27c. "	40c. "
	STAR GREEN	This tea shows grand value, both for leaf and liquor	19c. "	25c. "
	STAR GREEN	Golden color. Piquant liquor. Good leaf	22c. "	30c. "
	STAR	English Breakfast Tea. A powerful blend of choice Indian and Ceylon Teas, having quality and and flavour	27c. "	40c. "

Send us along a trial order for a package of each of these blends. You take no risk. We guarantee to please your customers, or take back the goods at our expense.

EBY-BLAIN, LIMITED

Importers and Manufacturers

TORONTO, ONTARIO, CANADA



Your Questions, Our Answers

What is LAURENTIA milk?—An absolutely pure, natural milk, having the exquisite taste of cream, and which may be kept indefinitely, in perfect condition.

What distinguishes it from most other milks?—Homogenization.

What is Homogenization?—It is a purely mechanical operation, by means of which the cream is mixed with the rest of the milk, in such a manner that it can never separate nor be separated again, even by the most powerful cream separator. It keeps indefinitely.

How does this operation take place?—By means of a machine through which the fresh milk is passed, under high pressure, through capillary tubes (of the diameter of a hair); the effect of which is to divide the globules of cream and of casein into infinitesimal particles and to mix, intricately and permanently, all the ingredients of the milk.

Your customers are thus assured of always having good milk, the cream is just as abundant at the bottom of the bottle as it is at the top.

A good seller—Good profit.

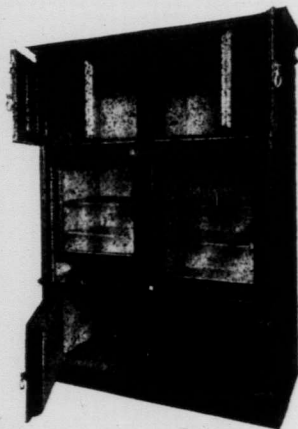
LAURENTIA MILK CO., LTD.

371 Queen Street West, - TORONTO

Your Trade Wants Protection

or rather, your trade will insist upon their groceries proper refrigeration — or trade elsewhere.

Do you know that the process of taint may be administered to food stuffs through defective refrigeration equally as destructive as no refrigeration.



THE ARTIE REFRIGERATOR

safeguards you against danger of loss either through defectiveness or refrigeration. It is a model for the grocer and with it you add to your store, not only a trade drawing force, but a plant that gives your trade protection and safeguards your profits in the hot weather.

Representatives in the west:
DONNELLY, WATSON & BROWN, CALGARY, ALTA.

JOHN HILLOCK & CO., Limited
TORONTO, ONT.

GRAY'S JAMS

Contain neither glucose nor preservatives.

Our guarantee of purity is on every jar.

Samples and prices from

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

John Gray & Co., Ltd.

Glasgow

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

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

THE CANADIAN GROCER

INCREASE YOUR PROFITS

BY SELLING

**SIMCOE
BRAND
BAKED BEANS**

Delicious Economical Nutritious

Feature the 3's Family size, the can
with more Beans at a lower price



DOMINION CANNERS LIMITED

HAMILTON, CANADA

COOKED MEATS ARE GOOD SUMMER STOCK



During the hot weather months it is natural that your customers will incline towards buying cooked meats. You can get that business if you have for sale

BRAND'S Rolled Ox Tongues IN GLASS

The reputation gained by this well-known firm as producers of high class meats, essences, sauces, etc., make it easy to sell Rolled Ox Tongues. They are packed most attractively—in glass—a fact alone which creates a demand as soon as it is seen.

This is good seasonable business—Put in a stock to-day.

Brand & Co., Limited

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

MAYFAIR, - LONDON, ENG.

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



A GREAT MATCH Have You Seen the "DOMINION"

Ask Your Wholesaler

DOMINION MATCH CO., LIMITED DESERONTO, ONT.

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

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

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

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

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





**YOU CAN GET THE
CAMPING AND PICNIC TRADE**

by selling

**Clark's New Size Round Can No. 1-2s of
Prepared Meats.**

Cooked Corned Beef

Corned Beef Hash

Roast Beef

Beef Steak & Onions

Lunch Tongue

Ox Tongue

Boneless Pigs Feet

Jellied Veal

Minced Collops

English Brawn

These cans are just the size that will solve
the Sandwich proposition for your customers.

Picnics will become a still greater enjoyment
because the size permits of frequent changes.

Get your order in without delay so that you
will not be disappointed.

Every can is fully guaranteed.

W. CLARK, - MONTREAL

**Manufacturer of the Celebrated
Pork and Beans**



SPECIAL ANNOUNCEMENT TO ONTARIO GROCERS

The MacLaren Imperial Cheese Co., Ltd., have received
a large shipment of

ANTI-DUST

Disinfectant Sweeping Powder

This extraordinary leap into popularity of this, the only disinfectant, moth and germ killing sweeping powder in Montreal, Quebec and Eastern Ontario, has been unprecedented.

Ask the MacLaren Imperial Cheese Co., Ltd., for their prices.
Quick turn over. Good profit.

Representatives for Kingston and vicinity: FENWICK, HENDRY & CO.

SAPHO MANUFACTURING COMPANY
MONTREAL

A SOAP REVELATION

and one that will appeal to and win the popular favor of every housewife—N. P. Bar Soap.

You can get the sales of every woman (who buys soap) for this big, honest bar of pure soap. It lasts longer than the equivalent paid for cake soaps, gives better satisfaction to the user and more than that it pays the grocer much better profit.

Look into it—write for prices now.

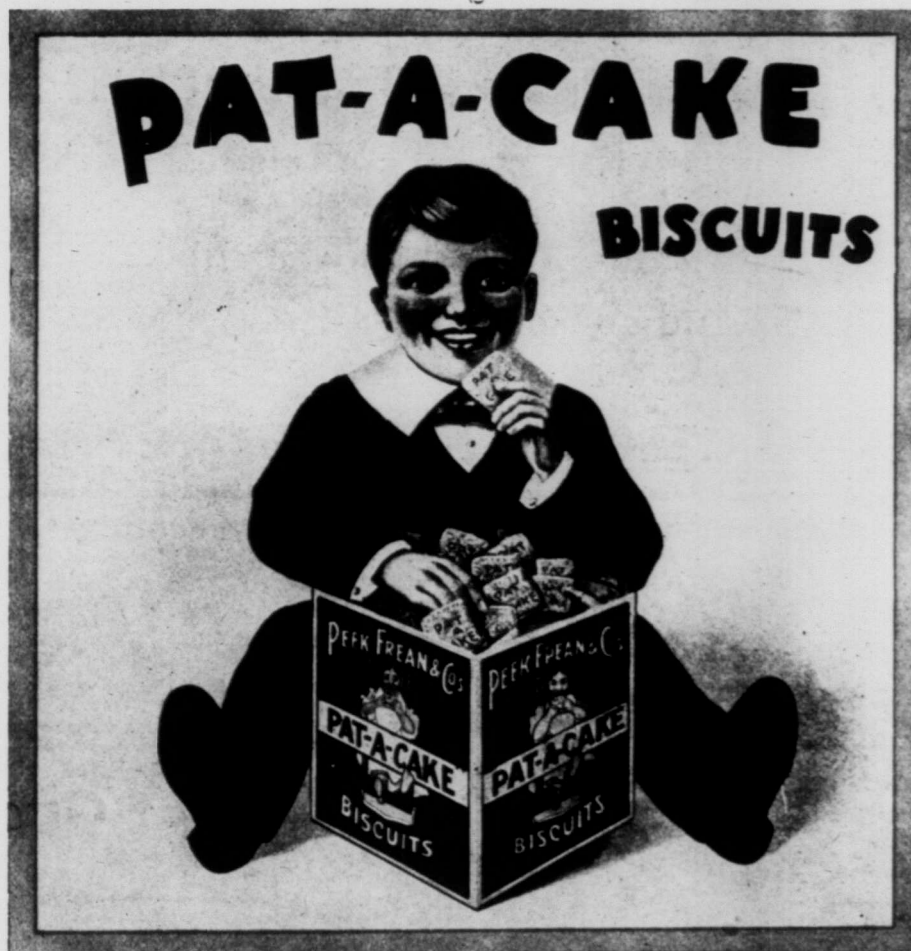
David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.

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

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S



PRICES AND SAMPLE ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

OVER 425 MILLIONS SOLD IN ONE YEAR.

EVERY CANADIAN GROCER SHOULD STOCK THEM.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

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



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

The Old-Time Ever Popular Household Remedy for

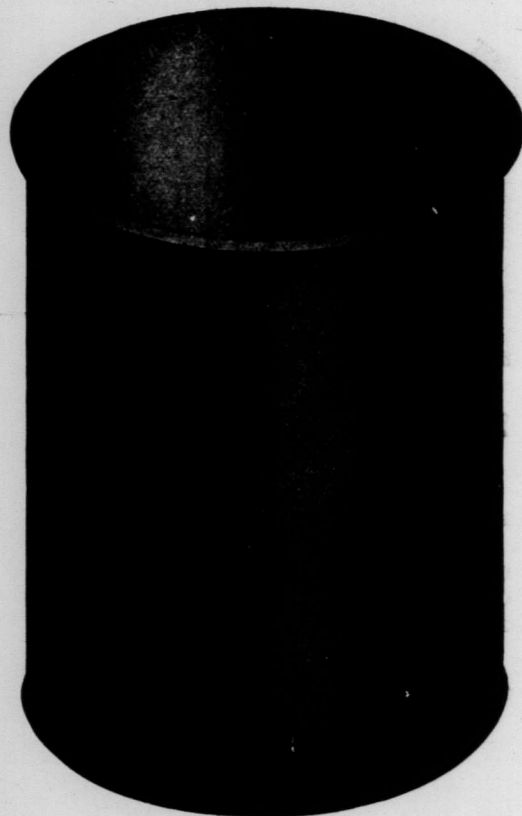
Biliousness, Sick headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

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

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

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

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



SANITARY CANS

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate, Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is Unsurpassed.

The Cowan Co.
Limited

Toronto - Ontario

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


Packer's Celebrated Chocolates

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

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

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

2



The everywhere advertised, thoroughly reliable and quick-selling shoe polish is **2 in 1**. It will polish wet or oily shoes, contains no turpentine and will not soil clothes. **2 in 1** makes satisfied customers and good customers.

THE F. F. DALLEY CO. LIMITED
Hamilton, Canada Buffalo, U.S.A.

2

Eureka Canada's Sanitary Refrigerator

THE GREATEST
Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO
Montreal Representative
JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



Retailed in . . .

5c. Packets; 15c. and 25c.

Enamelled Air-tight Tins.

EIFFEL TOWER LEMONADE

THE WORLD'S FAVORITE

Eiffel Tower Lemonade is sold the world over. It stands out conspicuously as the finest Temperance Beverage it is possible to produce. It is good because it is Pure—the health-giving, delicious product of fresh choice Lemons in its purest form.

Eiffel Tower Lemonade is an article your customers will be better for using, because it is genuine, and one you will be better off for selling, because of the liberal rate of profit it returns to you.

You will be serving your best interest by writing for full particulars.

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122 Hastings Street W.,
Vancouver.
THE TURNBULL CO., 179 Bannatyne Ave. E.,
Winnipeg.

THE HARRY HORNE CO., 309 & 311 King Street W.,
Toronto.
HOWE McINTYRE, Youville Square, Montreal.
W. A. SIMONDS, St. John, New Brunswick.

WHITE SWAN YEAST CAKES

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

**ORDER FROM
YOUR WHOLESALER**

White Swan Spices & Cereals,
LIMITED
Sole Distributors · TORONTO

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

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

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

THE TEST OF SERVICE

Few electric coffee mills develop trouble in the first year of their service. To the new owner, enthusiastic over the beauty and convenience of his new mill, what is out of sight is more than likely to be out of mind.

But to the level head buyer the value of foresight in what is out of sight needs no explaining. He knows that on these parts depend the life and service of his mill. Many a COLES mill is to-day, after three or four years service, giving just as good satisfaction as when it came fresh from the factory. Is this kind of service worth anything to you?



COLES MFG. CO., Philadelphia, Pa.

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

By Royal



Letters Patent.

NELSON'S

Gelatine and
Liquorice

LOZENGES

Should be in your confectionery department.

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

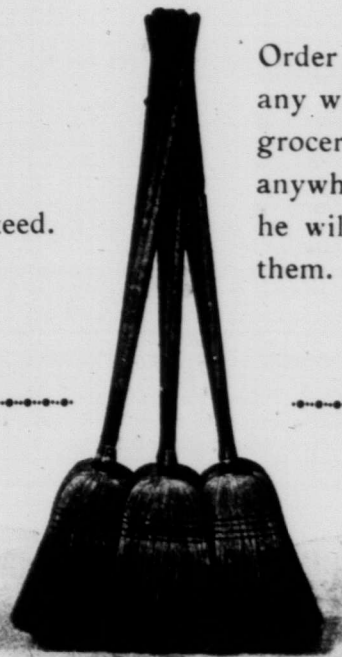
Every little girl likes a doll's toy broom.

On every PARKER-BROOM, there is a tag which if returned to us with the little girl's name and address we will mail her free of charge one of these useful toys, which is a perfect miniature of the PARKER-BROOM.

THE PARKER BROOM CO.

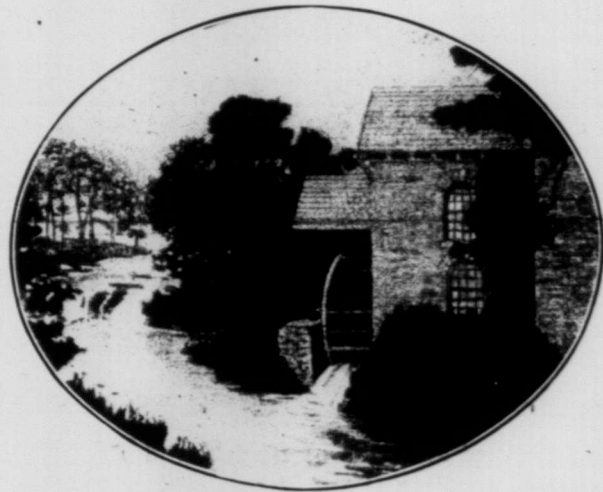
692 Wellington St. - - OTTAWA

Every broom guaranteed.



Order from any wholesale grocer anywhere, he will get them.

**Nature Favors
"Old Mill" Tomatoes**



The surpassing feature of "Old Mill" canned goods is the quality. The true, actual flavor of the fruit is predominant in this brand. The geographical position of the factory enables us to use spring water, clear as crystal, from the celebrated St. David's Spring. This feature with highest quality fruit and expert cooking and packing will make it "sure" with your customers and repeat orders will follow.

Book orders for fall delivery NOW. Special prices on assorted car orders — canned goods and general groceries.

**The W. H. Merriman Company
St. Catharines, Ont.**

WHOLESALE GROCERS AND CANNERS

FACTORY AT ST. DAVID'S

Tartan
BRAND

THE SIGN OF PURITY
THE SIGN OF PURITY

You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

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

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

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

Also at Liverpool and Glasgow

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

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

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

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—

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



Consider Your Customers

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

Your patrons know that

Club House Queen Olives

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

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

Gorman, Eckert & Co.
LIMITED

LONDON, Ont.

WINNIPEG, Man.

THE CANADIAN GROCER

St. Lawrence

Granulated

It saves the merchant a lot of trouble by giving his customers the best sugar on the market, St. Lawrence Granulated sugar is the standard of quality.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

STOVE POLISH

SELLS MORE OR LESS THE WHOLE YEAR ROUND

JAMES DOME BLACK LEAD

IS WITHOUT DOUBT THE BEST STOVE POLISH YOU CAN BUY

Sells Well

Cleans Well

Pays Well

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

JOBBER'S

Before purchasing EARLY PICKED JAPAN TEAS see FURUYA & NISHIMURA'S samples through their agents.

The Perfection of Purity and Quality

or in other words

SWEETHEART BRAND GOODS

Your customers demand goods of high merit. The problem is solved by handling our line.

A FEW OF OUR STANDARDS

6-12-16 oz. Baking Powder. 4 oz. D.S.F. Mustard. 4-8 oz. IXL Mustard.
Finest Blend Coffee. Pure Fruit Flavoring. Delicious Jelly.



Trade Mark of Quality

IXL SPICE & COFFEE MILLS, Limited
LONDON, ONTARIO



A SURE WINNER

This is one of our A1 lines that have been selling so well all over Canada

ARE YOU SELLING

CHINESE STARCH?

YOU SHOULD BE

Look for the Chinaman on the package, your guarantee of quality. The finest laundry starch on the market. Contains full 16 oz.

Write for list of our products and prices.

AGENTS: Standard Brokerage Co., Vancouver, B. C.; Escott & Harmer, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Mill Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. **OCEAN MILLS** Montreal



Talking to the Point

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

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

TRY A CONDENSED AD IN THIS PAPER

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. B. Brook, Vice-President
Robert Blekerdike, M.P., W. B. Melkie, 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. Melkie, General Manager; P. H. Sims, Secretary

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

PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

SODAS

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

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

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
Offices at
WINNIPEG and REGINA
covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

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

— WINNIPEG —

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

WINNIPEG THE J. J. TOMLINSON CO.

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

FRANK H. WILEY

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

THE TURNBULL Company

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

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our pos-
ition is your opportunity.

SASKATOON, - WESTERN CANADA

G. C. WARREN

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

DISTRIBUTORS, LIMITED

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

RUTTAN & CHIPMAN

WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street,
WINNIPEG, - CANADA

THE WESTERN BROKERAGE & MANUFACTURERS' DISTRIBUTING CO.

Commission Brokers, Customs Brokers and
Manufacturers' Agents. Shipments stored
and distributed. Bonded warehouse in con-
nection. Your business solicited.
222 Ninth Avenue West - Calgary, Alberta

— TORONTO —

Our Specialties,
WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.

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

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

LIND BROKERAGE CO.

49 Wellington, St East - TORONTO

— LONDON —

THE MARSHALL BROKERAGE COMPANY

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

— MARITIME PROVINCES —

J. W. GORHAM & CO.

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

H. R. SILVER, LTD.

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

J. A. TILTON

WHOLESALE GROCERY BROKER
ST. JOHN, N.B.
Correspondence solicited with Houses
looking for first-class grocery connections.

W. S. CLAWSON & CO.

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

— NEWFOUNDLAND —

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

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

**BRITISH COLUMBIA
McLEOD & CLARKSON**

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

O. E. Robinson & Co.

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

SUCHARD'S COCOA

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

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager



No Odor
Common Sense
It drives them up
KILLS { *Roaches and Bed-Bugs
Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for
the reason that it gives general satisfaction and each
customer tells others about same. Write for prices.



The **BROWN** is the only
convenient Bag Holder

Occupies no counter space.
The bags are held in position
by gravity—no perforation of
bags necessary. Handy. Saves
Time. Will last a lifetime.
For sale by jobbers every-
where. Ask your jobber
or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or
manufacturers looking for a reliable repre-
sentative. Can furnish best of references.

OPPORTUNITY

Stores of all kinds, Refreshment, Variety and
Groceries, Lunch Rooms, Barber Shops, Cigar
Stands, Pool Halls, Rooming Houses, Etc., from
\$175.00 up. Any kind paying business. If you
wish to buy or sell, call or write.
DELA RONDE BUSINESS CHANCE BROKER
10-16 McGill College Ave., Montreal

Make the Credit Customer Your
BEST Customer

Hold him down—and yet
keep him PLEASSED. You
can do it with

ALLISON COUPON BOOKS

They make credit business
practically same as cash.

HERE'S HOW THEY WORK:—



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

For Sale Everywhere by Jobbers.

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

MCDUGALL

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

CLAY PIPES

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

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

FOR—

**"Green Mountains,"
"Delawares"**

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

Your card in our MANUFACTUR-
ERS' AGENTS AND BROKERS'
DIRECTORY pages will keep you
in touch with every manufacturer at
home and abroad, who is looking for
agents to represent him in Canada.

Many of the best British and for-
eign agencies in Canada have been
secured through the cards on these
pages.



THE MCGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

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

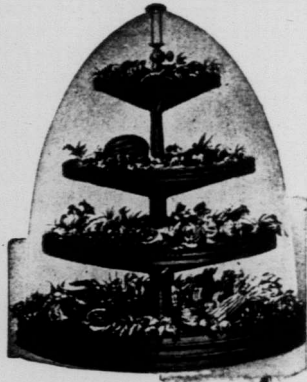
TEA LEAD
Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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

THE WILLIS DISPLAY STAND



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

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

Write to-day for complete description.
WILLIS MFG. CO.
GALESBURG, ILL.

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

Wholesalers or Jobbers: write for agency proposition.

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

WESTERN Incorporated
1851
ASSURANCE COMPANY

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,570,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Ask your wholesaler for **The Best**



You'll get **McLean's White Moss**

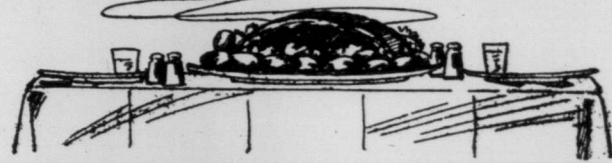
SALT

A stock of good dependable salt holds the steady family trade and in so doing adds to the grocer's profits.

ONTARIO PEOPLE'S SALT is pure as salt can be and is exceedingly popular.

SEND FOR PRICES

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO



BLACK JACK

The Best Family Polish Made **TRY IT**



SOLD BY ALL JOBBERS

½-lb. tins—
3 doz. in case

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto—25 Canada Life Building, Montreal.



Litster Goods

are made good enough to guarantee They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
TORONTO Limited

It Cannot be Equalled

That's a fact. There is nothing purer, nothing which will give such complete satisfaction as

Hirondelle (Brand) MACARONI

Made in the sunniest factory in Canada under the management of an expert. Do not hesitate about giving preference to this brand. It's just as good as any imported.

The C. H. Catelli Company, Ltd.
MONTREAL, CANADA



"The King of all Package Cheese"

This is what Meadow-Sweet is styled by a prosperous dealer.

He gave us a small trial order. Now he sells dozens a week and makes good profit.

MEADOW-SWEET : RETAIL 10c.

We are perfectly sure you can sell at least two packages a week to 90% of your customers, 30 cents a head is not much, but multiply the amount by the number of your customers. Nice total, eh?

FRESH, NIPPY, APPETIZING

Make it your leader. Others have done it. Are now well pleased.

Meadow-Sweet Cheese Co., Montreal

AGENTS: Fred. Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit, Ltd., Que.; Denault Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Read This-Then Order

There is nothing like improvement. It shows progressiveness and a desire to please

Ko-Ko-But Is Now Better Than Ever

Means absolutely economy. 1 lb. Ko-Ko-But is equal to 1½ lb. Lard, Butter or any cooking product. Get a stock! Refund money to any dissatisfied customers. We'll refund you. (We simply mention this to show you the genuineness of our policy, We're convinced there can be no dissatisfaction.)

New Tins—More Attractive Than Ever

We have a FREE ADVERTISING proposition to offer you. WRITE US.

Dominion Coconut Butters Limited

Montreal

Did It Ever Occur to You

that good coffee is the drawing card of a grocery business?

Just put in a line of Chase & Sanborn's High Grade Coffees and you will find people come from the extreme ends of your town for it—and incidentally purchase other commodities.

CHASE & SANBORN
COFFEES
MONTREAL

**THE NAME "FAIRBANK"
MEANS SOAP SURETY**



FAIRY SOAP

The white, floating, oval cake of **FAIRY SOAP**, that stays white and sweet to the last thin wafer, is **PURE SOAP**—the most and best that can be sold—without high perfumes or useless coloring.

Sell it every time you can, because you can always depend on it to please your customers, and pleased customers are the kind you want.

FAIRY SOAP is persistently and extensively advertised, and therefore easy to sell, because well known.

"Have You a Little Fairy in Your Home?"

THE N. K. FAIRBANK COMPANY, MONTREAL

BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS
MONTREAL

Rarer than Radium! Quality with Quantity.

"OCEAN" is an adjective of quality and quantity in laundry blues. 5 cents is little enough to pay for both, but sufficient. Three most highly concentrated, readily dissolved great big squares, or two surprisingly large bags, of "OCEAN" Blue, ready to put a perfect finishing touch of whiteness and brightness upon the clothes, in exchange for 5 cents! Can anybody wonder that it is always included with the soda, soap, and starch by the grocer keen on keeping custom.

OCEAN BLUE

Squares in 5 cent. packets.

Bags in 5 cent. cartons.

*Cheap enough for the million.
Good enough for the millionaire.*

HARGREAVES BROS. & CO., LTD., HULL,
England.

Agents for Ontario:
F. E. ROBSON & Co., 25 Front Street East.
TORONTO.

Imitation Is The Sincerest Flattery



THE GIANT
5-CENT PACKAGE

The popularity of a package can often be judged by the number of imitators it has. Beware of these masquerading brands which are following in the wake of the leader of all 5c. Ammonia Powder.

LAWRASON'S SNOWFLAKE AMMONIA

It has been commended by all classes of people as the only pure and satisfaction-giving ammonia powder on the market. Our selling policy has been appreciated by the grocers from coast to coast.

Again we reiterate the whole-souled popularity of Lawrason's Snowflake Ammonia.

Get the Genuine—Lawrason's

S. F. LAWRASON & CO., LONDON, ONT.

English Brewed Ale and Stout

The most healthful drink of Old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.



CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St., Calgary; Royal Stores Ltd., St. John, Nfld.

KOPS BREWERIES, London, S.W., England

FULL SATISFACTION
TO THE PUBLIC.

SUBSTANTIAL
PROFITS
TO THE TRADE.



NUGGET

"NUGGET"
POLISH
CO.,
LIMITED

67 Adelaide
St. East,
Toronto,
Canada



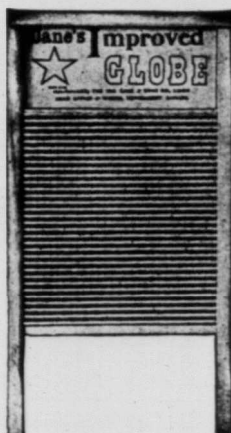
315,514 lbs.



is the increase in "SALADA" sales for the first nineteen weeks of 1912 over the same period of 1911—an average weekly increase of 16,606 lbs.

This is proof positive that "SALADA" is a real trade winner. It builds trade that pays—trade that grows.

It can be absolutely relied upon year in and year out to serve the public well.



Cane's Washboards

A washboard for every price and each the best at the price.

IMPROVED GLOBE—Thin back solid zinc washing plate.

DIAMOND KING—Glass washing plate.

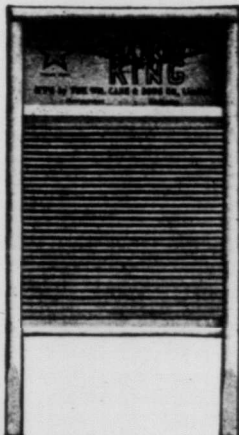
ORIGINAL GLOBE—Heavy back zinc washing plate.

WESTERN KING—Enamel washing plate.

Have you seen our new Boards—BEAVER Brass, and NEPTUNE, Wavy Zinc?

Write for Catalog and full particulars on CANE'S WASHDAY WOODENWARE.

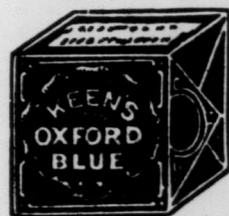
WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.



Adelaide
St. East,
Toronto,
Canada

There's no disputing the fact that

KEEN'S



OXFORD

BLUE

holds pride of place for quality and economy in use. House-wives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the trade; stock up with KEEN'S---it's always in family demand.

For Sale by all the Canadian Jobbing Trade.

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

30 Church Street, Toronto

AGENTS FOR THE DOMINION OF CANADA

Every Woman Who Enters Your Store is a Prospective Purchaser of
BENSON'S PREPARED CORN

It is indispensable to the housewife.
It is the purest and finest Corn Starch obtainable.
It is unequalled for baking, thickening gravies, making custards blanc mange, etc.

There is A Permanent Demand for "Benson's."

It creates business and brings repeat orders.
It never fails to give satisfaction.

It Nets You a Fair Margin of Profit.

Now is the season for Benson's Prepared Corn.

YOUR ORDER WILL RECEIVE IMMEDIATE ATTENTION

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

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How Men Go Astray in Profit-Figuring

Problems Showing How Simple it is to Make Errors—Case Where Dealer on Strength of First Month's Business Lost Money When He Figured on Cost in Second Month—Why it is Safer to Calculate From Selling Price.

That this problem of figuring selling price is one that is considered more than any other by the average dealer, is demonstrated by the keen interest shown in it by the trade. Recently The Grocer has received a number of letters from readers revealing in no uncertain terms their interest in our articles on cost of doing business and profit, and how profit should be figured to be on the safe side.

It is too common an occurrence for a merchant to say that selling an article for \$1.25 which cost him \$1 originally allows him a profit of 25 per cent. Yet this system of figuring profits is disappearing rapidly. It does not permit of safety in business, and therefore it is not proper to use it.

Expenses are Forgotten.

In the arithmetic there are examples of figuring profit, while scientifically correct, yet they omit anything about the cost of doing business having anything to do with the profit. This has led many astray. If a man, for instance, buys a horse for \$50 and sells him for \$75, the arithmetic would say he made 50 per cent. profit. He would, too, if he bought the horse one minute and sold him the next, without ever having to feed him.

But suppose a man has in contemplation a horse for sale on the basis of this transaction. A horse broker offers to carry out the negotiations. He asks a commission of 33 1-3 per cent. Now, the owner of the horse, believing he can get \$75 for him, and having a profit of 50 per cent. in sight, agrees, and the broker completes the transaction and renders a bill as follows:—

Sold horse at.....	\$75
Commission 33 1-3 per cent.....	25
—	—
Due Seller	\$50

Where Profit Disappears.

This bill shows to the owner a profit of 50 per cent. eaten up by a commission of 33 1-3 per cent. It illustrates the folly of anyone leading us to think of the percentage of profit from a standpoint that makes many men think they are making much larger profits on the business they are handling than they really are. It makes them prodigal of expense and often leads to failure, which with a more thorough knowledge of expense from a practical, everyday standpoint, could have been avoided.

For the sake of argument, let us suppose a man starts in a small grocery

business, and that a large expenditure is necessary to cover his expenses, etc. The amount of percentage, of course, has nothing to do with the principles involved in the computation.

Ahead at End of Month.

Suppose the dealer buys his stock of goods and, as is usual in such cases, he prices them at what the wholesaler says he ought to get for them.

At the end of the month he finds he has done a business of a thousand dollars.

He has kept a close track of all the sales and finds the goods he has sold, at invoice cost, cost him \$680.

He finds that his total selling expenses, etc., are \$220, and thus he has \$100 as a profit.

He does a little figuring.

He assumes that his cost of doing business is 22 per cent. of the total amount of business that he has done, that being the easiest way to figure it. He has made a profit of 10 per cent. of the total amount of business. This is quite the natural way for the average man to figure it. Let us suppose, therefore, that he proceeds to replenish his stock with exactly the same kind of merchandise that he had before, and he thus buys another \$680 worth of goods. (This is simply assumed for the sake of illustration.) He gets the goods in and says: "I'll mark these to make 32 per cent. over cost, because I want to make 10 per cent. profit, and 22 per cent. will cover the cost of doing business," etc."

On Wrong Basis.

What does he get? He finds at the end of the month that he has sold the same amount of merchandise, but he has received only \$897.60 for it. In other words, he hasn't made his \$100 profit, but has actually paid out \$2.40 more than he received.

Had the retailer's knowledge of percentage been more thorough he would have realized that while the \$320 was 32 per cent. of his sales of \$1,000, it would be necessary to add 47 per cent. to the cost of his merchandise to get selling prices to total the desired \$1,000.

He has been guilty of two fallacies in his methods. In the first place, he has based the percentage of profit and cost of doing business on his volume of business, but applied these percentages to his cost price when it came to making new prices; and in the second place, he is not trying to make any money on the

amount of capital paid out for rent, clerk hire, advertising, etc. It is just as real capital that pays the clerk to hand out the merchandise, as is the capital which it takes to pay the wholesaler for the merchandise, and a man should make money on both, because both are part of the service which his capital procures for the purchasing public.

How to be on Safe Side.

After determining on his rate of profit and cost of doing business, he could easily have figured his selling price, to be sure of a reasonable net profit. His cost of doing business is 22 per cent., and he wants a profit of 10 per cent. Assuming that 100 per cent. is what he gets, he should have deducted 32 per cent. from that to determine what per cent. of the selling price the cost price is, because the cost price will be that portion of the 100 per cent. which is left after deducting the percentage required to pay the cost of doing business and the profit. It is found, therefore, 68 per cent. of any selling price, where the cost of doing business is 22 per cent. and the profit desired 10 per cent., represents what any article costs. Suppose a certain article cost \$1. Divide 68 into \$1, after adding two ciphers, and get \$1.47 plus as the selling price.

This is easily proven. If a man sells the article for \$1.47, and is allowing 22 per cent. for cost of doing business, he gets 32 cents plus, for expenses. If he has figured on 10 per cent. of his business as profit, he finds that he gets 14 7-10 cents or 15 cents profit. Deduct your 32 cents cost of doing business from your \$1.47, and you have \$1.15. Deduct 15 cents profit, and you have the \$1.00 left.

An Eye on Overhead Expenses.

The matter of keeping close tab on expenses is another important phase of accounting. A Barrie, Ont., dealer has a system whereby he knows exactly what his overhead expenses are for any day, week, month or year. These overhead expenses include such items as wages, rent, fuel, light, water, taxes, stationery, phone, stable, insurance, express, freight, etc.

He arrives at these expenses by keeping a special expense ledger, in which are posted all items daily, and at the end of the year finds an average cost of doing business by comparing it with cash receipts, which figure is used as the amount of business done each year.

A Problem on the Salaries of Partners

To What is the Partner Who Spends Only Short Time in the Store Entitled—A Co-operative Store Business Statement to be Criticized—Definition of a Safety Deposit—The Buying of Bonds and Where They Can be Secured.

By Henry Johnson, Jr.

Letters have come to me very fast lately. They have poured in much more rapidly than I have been able to handle them. This is gratifying—shows that I am hitting the right points. It also clearly indicates that you find this department valuable. The embarrassing thing about it is that I cannot do justice to each without some delay. So I beg you to bear with what may sometimes look like neglect. For I shall carefully handle every letter just as nearly in rotation as circumstances will admit of my doing. Meantime, let me have your inquiries and comments. If need be, I shall take more space to cover everything fully.

Want Statement Analyzed.

Here, for instance, is a letter which I can only acknowledge this time and must handle in detail later. This because the statements which accompany it are voluminous and must be given more time than I have yet been able to give them:

Glace Bay, Nova Scotia, Mar. 15, 1912.
Henry Johnson, Jr.,

care of Canadian Grocer:—

Dear Sir.—We have been very much interested in your different articles and analyses of grocery costs, and herewith enclose you balance sheet of our society for the past six months. We should be pleased to read your criticism or commendation of it, and assure you we shall find same profitable and instructive, whatever lesson you may read from it. Our society has been in existence about five and one-half years, starting business with \$3,500 capital. We know we have quite a number of problems and also weaknesses in our organization, and shall be very much interested in case you think the balance sheet worth reviewing, to see how close your views may coincide with ours.

Yours very truly,

Glace Bay Co-operative Society, Ltd.

The date will indicate how long I have had this letter; but the statements go into such minute detail that they cannot be handled offhand. They look good to me for careful study. More about it as soon as possible.

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

A Question of Salaries.

March 21, 1912.

Henry Johnson, Jr.,

care Canadian Grocer:—

Dear Sir.—Like many others, I am a reader of The Grocer, and with great interest do I read your information in answer to questions put to you. I have one which I would like explained to me from your idea. I suppose you answer without publishing same in Grocer; if so, I would just like to get an answer from you, and if not, why publish without names of persons or place.

We are in partnership as "Rahway & Raritan," groceries, etc. I draw a salary of \$75 per month, or at least this is agreed to. I have never drawn this amount in full yet; there is still about \$150 coming to me up to the end of February, 1912, to make my amount come right. We both charge our groceries up at retail prices, and the proportion of money coming to me, of course, looks large, as I draw salary and he does not, or has not yet. My partner is an accountant with business outside the store, and does not work here except on Saturday nights, or when we may be extra busy. We took stock on January 1st, and we had a fire on January 17, so we took stock again on March 1st, and on finding out we were in fairly good shape, we intended to settle up in every way we could. We had been in business 18 months on February 29, and my partner wants \$25 per month, and as I said before, he is not here in the store one-sixteenth part of the time I am, because I am always to be found at the store, and he wants one-third of my salary, and I have not agreed to this yet, and I don't intend to, but I hardly know just what arrangements to make for the coming year. I consider that he is really not entitled to any wages at all. He gets half profits, as we both put in an equal share of capital, but I am willing for the eighteen months past to agree to \$180. This would be \$10 per month, and he has drawn \$25, so if he got \$205 for the first 18 months I consider he would be doing well, and this would be unfair, so I would like your views on this subject. Hoping to hear from you in return,

Yours respectfully,

R. J. G.

N.B.—We may have come to a settlement before you answer, but I won't

agree to anything for the year until I hear your opinion.

What a Partnership Is.

One difficulty with a partnership is that it is like marriage—the law regards the partners as one. Thus either partner is "the whole thing," legally, and either can take all the resources, or any part thereof, and do about as he likes with them, even to the ruin of the business, so long as there is no distinct limitation of the rights of each. Just what may constitute such mutual boundaries as make up a limited partnership, I am not competent to say. A good local attorney is the man to consult on that question.

It seems evident that in this case there was a distinct agreement that G should draw \$75 per month as a salary. It is unfortunate that he did not draw it regularly and fully. He should do that in future, without neglect or failure. This because an accumulation of \$150 belonging to him on back salary is apt to look like so much "velvet" to the partner who draws little or nothing. So envy and jealousy creep in. This is one great danger of partnerships, that the partners begin in good fellowship and too great mutual trustfulness, and then, because of unbusinesslike divisions, not properly made as they go on, begin to doubt and distrust each other. Partners should always carefully and exactly observe pure business rules on the sound Scotch theory that "short accounts mak lang freens."

Begin on Definite Basis.

In the absence of a definite agreement, when an unforeseen contingency arises, the right plan is to seek a settlement on a fair basis, and settle up and start over with a clear agreement as to what shall be done in future. These two men put in an equal sum—how much is not stated, nor does it matter. The outside man was not provided with any salary allowance. Maybe it was not intended that he do any work whatever. But he has done some work, and the work was done on Saturday nights and at busy times. Thus his time was extra valuable to the business when he put it in. It looks right and proper, therefore, that whether it was agreed or not, he should have some payments for that time, aside from the consideration of his share of the profits. If he had not been handy at those rush times, probably the business would have been under added expense for some extra help, so it is as broad as it is long. If he has put in 1-16 as much time as G, he is entitled to 1-16 of G's salary, or approximately \$5 per month. But again, he came at extra busy times, so maybe payment for the

(Concluded on page 39.)

The Made-in-Canada Exhibition Train

Now Touring Through Western Canada—The Purposes of the Exhibit—About \$50,000 Worth of Manufacturers' Samples on Board—Those of Interest to the Grocery Trade.

Goods estimated in value at \$50,000 are being shown in the Made-in-Canada exhibition train which left Montreal on Thursday of last week, and Ottawa on Friday on its long trip to the Rocky Mountains.

The train is the undertaking of a lumber of manufacturers banded together under the name of the Canadian Home Manufacturers' Association, and its purpose is of an educative character. It is intended to demonstrate to Western Canadian towns and cities the quality and importance of some of Eastern Canada's manufactured products and to suggest the possibilities of

about 50 manufacturers are represented and there are few if any duplications of exhibits. The train is being run on schedule time.

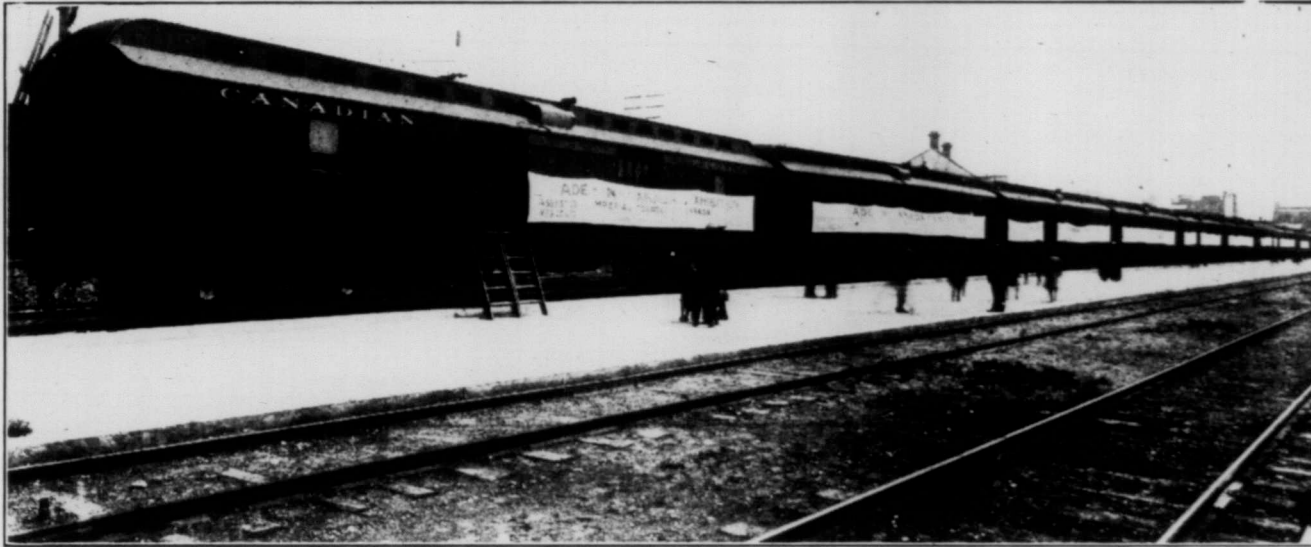
A Lecturer Aboard.

H. D. Scully, secretary of the Canadian Home Market Association, Toronto, is in charge of the exhibition with J. A. Ramsay as assistant. The official lecturer is T. H. Race, who at the different stopping places will illustrate his lectures by lantern slides. The manufacturers exhibiting are represented by demonstrators, who explain to the public the points of interest in their particular goods.

ments, traction engines, pumps, hardware, foodstuffs, rubber goods, paints, cameras, automobiles, machinery, etc. The train is electric-lighted by means of a dynamo in the car next to the engine.

Descriptive folders, setting forth the objects of the exhibition are being distributed to visitors.

Among the manufacturers exhibiting of interest to the grocery trade are the following:—Christie Brown Co., Toronto; Canadian Salt Co., Windsor, Ont.; National Drug and Chemical Co., Toronto; Edwardsburg Starch Co., Cardinal, Ont.; and Montreal; National Cash Register Co., Toronto; Pure Gold Manufacturing Co., Toronto; Wm. Davies Co., Limited, Toronto; Imperial Tobacco Co., Montreal, Smart Bag Co., Montreal; John Hillock & Co., Toronto; Stauntons



The "Made-in-Canada" Exhibition Train at Toronto, just before leaving for the Canadian West.

development along similar lines in the West.

On Saturday the train lay on the C.P.R. tracks at North Toronto, and it was estimated that 25,000 people walked through it. Among the visitors were His Royal Highness, the Duke of Connaught, Governor-General of Canada, who officially opened the train of ten cars for inspection.

An Expensive Exhibit.

As above state the Canadian Home Market Association have sent out samples of goods to the value of \$50,000. It is stated that the average cost per day of the undertaking is \$1,000 not including salaries, cost of train, etc.

The exhibits are arranged in ten standard baggage cars with side aisles and fitted with various sized compartments. In order that goods should not be displaced when cars are shunting, they are securely fastened. Some goods are displayed in silent salesmen. In all

The members of the party on board number twenty-five, including electricians, car cleaners, etc. During a trip lasting fifty days and covering a distance of 6,500 miles the party will live on the train, where every possible facility for a comfortable time has been introduced. It left Toronto on Saturday night for Port Arthur, where it was open to the public to-day. It is expected in Winnipeg on Thursday. It will make 100 stops on the west, and will run as far as Macleod, Calgary and Edmonton. It will not go beyond the Province of Alberta.

Many Lines Displayed.

Besides foodstuffs the exhibition includes household furniture, pianos, carpets, oilcloths, linoleums, bedding, wall paper, silverware, kitchen utensils, stoves, radiators and practically everything used about the home; cottons, woollens, knitted goods, clothing, boots and shoes, besides agricultural imple-

Limited, Toronto, and Walter M. Lowney Co., Limited, Montreal.

The train will arrive in Winnipeg on the return journey about June 30 and will be back to Toronto a couple of days later.

Butcher.—Come, John, be lively now; break the bones in Mr. Williamson's chops and put Mr. Ray's ribs in the basket for him.

John (briskly).—All right, sir; just as soon as I have sawed off Mrs. Murphy's leg.

"Mamma," asked the thoughtful little boy, "do cows and bees go to heaven?"

"Why no," replied his mother, "what makes you ask such a question?"

"Cause if they don't the milk and honey the preacher said was up there must be canned stuff."

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John Bayne MacLean - - President.

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BRITISH MANUFACTURERS COMING.

That Canada is being looked upon as an important field to cultivate, is well demonstrated by the fact that at the end of this month from 80 to 100 of the leading manufacturers of Great Britain leave Liverpool for this country to study first hand our vast resources. These ambassadors of British industry are coming on the invitation of The Financial News, and, it is estimated, they will represent £50,000,000 in British capital.

The main object of the deputation will be to ascertain the opportunities that exist in Canada as far as erecting branch factories are concerned, the openings for capital in industrial enterprises and the possibilities of extending the market for British goods here. Among various other industries, biscuit and confectionery making, flour milling, and different kinds of food manufacturing will be represented. The tour will include the Maritime Provinces, the chief centres in Quebec and Ontario, Cobalt, and all prominent places in the four Western Canadian provinces as far as Vancouver. On the return, Montreal will be reached about July 26.

That this will be an important era in Canada's industrial history is self-evident. Canada is growing rapidly because there is plenty of room for expansion, and the business outlook is encouraging. It is small wonder, therefore, that outside manufacturers are viewing Britain's first colony as a land of promise. The West has long since begun its development, and no one knows its possibilities better than those manufacturers who have already made a strong bid for business there.

Our Old Country friends, if they haven't visited the Dominion in recent years, will have much to see, and as possibilities are at present practically unlimited, it is reasonable to declare that this country, as an industrial field, will hold a much higher position in Old Country eyes than hitherto.

ADVANCE IN PAPER BAGS.

Paper bags have gone up in price. In the past it has been usual, when advances were scheduled, to reduce the discount but this time it is a positive advance. It amounts on the average to about 15 per cent. while the actual ad-

vances range all the way from 10 cents to \$1.50 per thousand.

The reasons given are that raw material and cost of production have increased and warranted the rise. A few weeks ago, some manufacturers decided to increase the discount but others claimed this action was not in any way justified by the paper market and cost of production. It was considered to be due to keen competition for business, which evidently was the case, judging from the present advance.

It is stated that this is the first positive rise in paper bags in thirty years as others were simply lessening of discounts.

An advance in roll paper is also being talked of.

COFFEE VALORIZATION SCHEME.

Report has it that a move will be made by United States authorities to break up the Brazilian coffee valorization scheme. In a petition in equity filed in the United States court, the valorization plan is declared to be a violation of the Sherman Anti-Trust Law.

It is alleged that coffee to the extent of 950,000 bags is stored in various warehouses of the New York Dock Company. The court is asked to declare the scheme unlawful, to enjoin the valorization committee from withholding the coffee from the market, and to appoint a receiver to sell the 950,000 bags, valued at \$10,000,000. The Government also applied for a temporary injunction restraining the valorization committee from removing or disposing of the coffee held in America pending the termination of the issue.

The case will be somewhat of an international affair as the defendants include Herman Selicken of New York, Bruno Schroeder of J. H. Schroeder & Co., of London, Edouard Bunge of Antwerp, Le Vicomte des Touches of Havre, Dr. Paulo de Silva Prado of Sao Paulo, Theodor Wille of Hamburg, the Societe Generale of Paris, and the New York Dock Co. All the defendants except the last named, are members of the valorization committee.

THE CAUSES OF FAILURE.

John J. Dauphin, of Buffalo, in an address before the Credit Men's Association in Toronto last week gave some interesting statistics regarding the causes of business failures in Canada and the United States. They should be of importance both to the man already in business and to the man contemplating entering business.

It is startling to notice that ranging high as a cause of failure is incompetence and inexperience of those in charge of the business. Undoubtedly if statistics of failures in the grocery business from these causes were available the figures would be even more startling. Although unfortunate, it nevertheless cannot be denied, that there are a great many men engaged in the grocery business who do not understand it. There are countless stores being conducted at a loss by men who did not remain long enough as clerks to learn all the essentials of the business and its management and also by men who have gone into the business with absolutely no training or experience. Some of these have been successful but the majority have not.

Among other causes of failure, lack of capital is a prominent one. In these days of high prices when goods in many cases have to be purchased a considerable time

ahead and in large quantities in order to get right prices, it takes a good deal of money to successfully finance a grocery business.

Extravagance, neglect, competition, speculation, fraud and failure of others are some of the other causes. The merchant already in business would do well to give careful attention to this list that he may guard against them. The man who has some thoughts of entering business should give even greater consideration to these causes which are liable to prove a stumbling block in his path to success.

SEEDING IN WESTERN CANADA.

One of The Grocer's Western Canadian correspondents writes from Elm Creek, Man., that seeding in Manitoba generally is fairly well advanced, but the wet weather of the last two weeks has to a certain extent retarded operations. On the lighter and higher lands the wheat is nearly all sown and most of the oats.

Upon the heavier soil there is considerable yet to do, but the weather is fine, at time of writing, and has the appearance of continuing so. With favorable weather nearly all the grain will be sown by the week of the 20th. The flax, of which there is a largely increased acreage, is not sown yet, and will not be for a few days. There have been a great number of tractors purchased by the farmers this spring, but owing to the wet weather they have not been largely used except for braking.

An excellent feeling is prevailing through the West generally and prospects are very bright.

A conservative estimate shows that fully 50 per cent. of seeding in Alberta was completed last week. The seed was put in under favorable circumstances, the seeding period being followed by unusually fine weather. It is, of course, at this stage, impossible to make any crop predictions, but on all sides, particularly among old and experienced grain growers there is a feeling that conditions are favorable for a bountiful yield. Stock throughout the province has wintered well, and the spring found the farmer in a splendid position. Owing to the fact that mixed farming will be more prominent this year than before, it is not expected that the average will be largely increased. It is confidently expected, however, that the yield per acre will be larger than in 1911.

A BIG CLOTHES PIN DEAL.

Many retail dealers who are accustomed to see the humorous side of human life, get not a little amusement from the questions and requests asked of them by certain members of the feminine sex.

To illustrate the point a story is told of a young bride—and the bride tells it on herself—who prior to the first wash day went to the grocery store for a supply of clothes pins.

"I want a dozen clothes pins, please," she politely remarked to the dealer.

"A dozen madam," he inquired with a twinkle in his eye, "you know they are three dozen for five cents."

"I said I wanted **one** dozen clothes pins," returned the new wife with bluntness and annoyed that the grocer should question her ability to look after her own affairs.

The dealer gave her the dozen. But when wash day came round there was found to be quite a shortage in clothes pins. A dozen didn't go very far with the result that the mistress of the newly organized house was a

much wiser individual. She was too ashamed to go back to the same dealer for the required number but henceforth always made it a point to listen to his advice.

EDITORIAL NOTES.

Forget about your work on the 24th.

• • •

Stopping an ad. to save money is like stopping a clock to save time.

• • •

May is waning rapidly and then we come to the big season of the June bride.

• • •

Expenses can only be cut down intelligently when one knows exactly what they include.

• • •

It doesn't take a Sherlock Holmes to see why some merchants fail, considering the appearance of their stores and windows.

• • •

Finding out who is really the cause of the high cost of living is a good deal like playing, "Button, button, who's got the button."

• • •

No doubt the weather man is trying to make atonement for his performance last summer when we wanted and couldn't get rain.

• • •

If a merchant haunts the store from early morning until late at night for any length of time, he will soon have a chance to see his own ghost.

• • •

The man who digs the hardest doesn't always get out the most dirt. Neither does the man who works all day and half the night always make the biggest success.

• • •

A rise in rice is one of the features of this week's market. The high-cost-of-living bogey man will get his just desserts if he continues longer on his rampage.

• • •

The over-abundance of rain during the past week will keep the pastures green and help butter production, but it is mighty hard on struggling grain and vegetables in low lands.

• • •

It has been said that a salesman should know all the good points of the goods he is selling. It is just as important that he know the weak points as well. By knowing them beforehand, he will have an answer ready whenever an objection is made. There is always an answer to every objection and the salesman would do well to ferret out the weak points and have his arguments ready.

• • •

The profit figuring problem submitted by The Canadian Grocer a few weeks ago has been taken up by The Modern Grocer of Chicago. The problem, states that paper, was one which enters into the business of merchants, and every merchant, many times every day. A similar calculation must be made whenever a bill of goods is received. In practically all instances, the incorrect answers erred against the merchant.

Need of Proper Attention to Delivery

Halifax Dealer Lays Stress on Delivery Man's Intelligence and Cleanliness—Deprecates Promising Goods at Certain Times When Promises Cannot be Fulfilled.

"A satisfactory delivery is one of the most important items in the grocery business," remarked a Halifax grocer the other day. "I give especial attention to my deliveries, and I find that it pays.

"I believe it pays, too, to have a good man in charge. By man, I don't necessarily mean a grown-up, for some boys are better than some men; but intelligence counts for just as much in delivering goods as in selling them.

"I always try to get a man who will take pride in his work, who will see that the conveyance is clean, and who realizes that the way he looks after things is important to the store. There are such a lot of little things in connection with delivering that may do harm that it is worth while to have a person equipped with intelligence do this work. For instance, a man with a craze for reckless driving, or for needlessly lashing his horse will give a store a lot more bad advertising than most people think. Most of my customers are women; and what a woman thinks of a driver who ill-uses his horse, even to fill a hurry-up order, wouldn't look well in print.

Drivers Must be Clean.

"Then there's the matter of cleanliness. I keep my store spick and span. That means money to me. But if I send out a driver who is slovenly, or who handles his goods in such a style that they look dirty when they arrive at their destination, it counteracts a great deal of good work in the store. A dirty vehicle isn't a paying advertisement, either.

"'Never disappoint a customer' is an important axiom. For that reason, I try never to give a promise that I feel can't be carried out. If I say that certain goods will be delivered by three o'clock in the afternoon, they'll be there at three or before three — never later. If the customer wants them by two o'clock, and I know the rig has half a dozen prior calls, I turn down the order sooner than promise something I can't carry out. But I turn down precious few orders at that. I find that most of these people are reasonable, and appreciate a fellow who's honest with them in such matters.

The Way It Is Done.

"Really, it isn't so much what a man does as the way he does it that counts with customers. A dealer who knows his business can refuse a customer's re-

quest for a delivery inside of the next half-hour in such a way that the customer will think all the more of him,

and will feel that the merchant is anxious to do his utmost. Another man will say, 'I don't know; we're awfully rushed. I wish you could wait, but if you can't, we'll try to get it up'—and the customer will think him a grouchy old cuss, and never give him credit for all the trouble involved in making that particular delivery on time."

Motion to Raise the Association Fees

Toronto R. G. A. Discuss Their Part in Financing the Ontario Organization—Regular Meeting on Monday Night—Think Garnishee Limit Should be Lowered.

Toronto, May 23—(Special).—Climatic conditions were somewhat against the attendance at the monthly meeting of the Toronto Retail Grocers on Monday night. The important features to the meeting were probably two notices of motion given, one of a change in the constitution and the other of an amount to be drawn from the trust fund of the association.

Wm. C. Miller gave notice that he would move for a change in the constitution increasing the membership fee of the association from \$1 as at present to \$2. This is to be done for the purpose of financing the Toronto association's share of the newly formed Provincial organization. The \$2 fee which will probably not come into force until January next will allow of \$1 for Ontario association, and \$1 for the local body. D. W. Clark's motion will be to draw \$175 from the trust fund to pay this year's levy of Ontario association of \$1 per member.

The Garnishee Limit.

D. W. Clark introduced the question as to what the association thought would be a proper sum for exemption in garnishment of wages. The opinion was expressed by some that it would be well to place it on a 50 per cent. basis although others thought this would be rather complicated. Others thought that if it could be got down to \$10 instead of \$25 as at present that it would be satisfactory.

After Some of the Druggists.

"Isn't there some possible way to make druggists close the grocery side of their store on Sunday?" was the pertinent enquiry of one member. "I believe you could buy a quarter's worth of soap on Sunday." Others suggested ice cream, candies or cigars as possible purchases in some stores.

"Some one should buy something and make them account for it," declared one member.

"Put the police on their trail," advised another.

The annual picnic will be held to Grimsby Beach on July 24.

TO CANVASS FOR MEMBERS.

Work Decided on by London Grocers—Arrangements for Annual Picnic.

London, Ont., May 23.—(Special).—The regular meeting of the Retail Grocers' Associations was held Tuesday evening, May 14th. There was a good attendance. Pres. John Diprose gave a report of what was done by the Executive of the Ontario Retail Grocers' Association at Brantford. A committee was named to canvass all the grocers in the city who are not members of the association, urging them to join and help the good work just started by the Ontario Association.

G. B. Drake gave a report of the meeting at Dorehester. He was sure the village merchants would co-operate with the Ontario Association. Arrangements were made for the excursion to Detroit on June 19th.

Frank Paul was elected to manage the grocers' baseball team. The boys have entered the merchants' league, and will play every Wednesday afternoon at Springbank. The team will have brand new suits, through the kindness of the Sunlight Soap Co.

The Executive held a business meeting after the regular meeting and disposed of a lot of good work. President Diprose is certainly making a name for himself as a hustler.

ADS. MUST BE TRUTHFUL.

A law against misleading and untrue advertisements has come into force in New York State. The Act pertains to misleading statements in any form of advertising, tending to give the appearance of an advantageous offer to the purchaser. Advertising of this nature will henceforth mean liability to fine of not less than \$10 and not more than \$500.

Seasonable Time for Selling Jams, Etc.

Home-made Supplies Disappearing—Good Window Will Bring New Business—A Suggestion From Montreal — Items in Display That Should be Attended to.

There can be no question of the value of a jam, marmalade and preserve window at the present time. It was pointed out in our issue of May 10 how the sales of pure goods have increased in Canada during the past eight or ten years. The estimate has been made by competent authorities that there is an annual production of \$1,000,000 worth of pure jams, etc., in Canada while we import \$400,000 worth from the Old Country. Compare this with ten years ago when the sum total of pure jams sold in this country was only about \$25,000 worth, and one has no

single line of goods, goods associated with one another, associated with a particular season or with a particular idea. This Montreal window belongs to the first classification and cannot therefore be criticised. A provision window could, without being criticised, contain ham, bacon, lard, eggs, butter, etc. A Christmas window may include extracts currants, oranges and confectionery, while a house-clearing display may show brooms, lye, ammonia, and tubs.

Care in Arrangement.

The arrangement of the glass jars in symmetrical fashion in this window is a

ally does, as shown in Mr. Paul's window, take full advantage of them.

Why Jams Will Sell Now.

Now that this is a between season, it should be profitable to push sales of these goods. The housewife's shelf of preserves must be getting pretty low, if it has not altogether disappeared, and strawberries and pineapples are about the only fresh fruit on the market. Strawberries are still too high for the average family and everything points to good sales by retailers in preserved fruits. The window should work overtime.

STRONG BELIEVER IN DISPLAY.

Editor Canadian Grocer,—I have been in business for some years and have always contended, a good display as ar-



Preserve and jam display shown recently by Walter Paul, Montreal. This is a window that sold goods.

difficulty in seeing the advantages of featuring these lines.

The public is eating jams and marmalades and dealers are making money out of them in proportion to the actual demand and the amount they sell by the exercise of their own salesmanship methods.

Window From Montreal.

This brings in the point of display. The window should be used occasionally to create sales. A clean, attractive neatly arranged display is bound to gain attention. No one could look at the accompanying window and not be impressed by it. It was dressed by Walter Paul, a Montreal grocer and contains nearly all the elements of good display.

It is a popular opinion among window dressers that a window should contain a

point to be commended. One could not be considered an artist who merely places a quantity of jars of fruit promiscuously on the floor of the window. He must have his display attractive or it will not hold the attention of the onlooker. In displaying a glass jar, bottle, or package the full benefit of the attractiveness may be lost if the labels are not given attention. A jar with a neat looking and clean label is going to arouse more interest than the one with the dirty label. Labels, too, should be arranged so that the best possible impression can be made on the eye of the prospective buyer. They should not be turned to the inside. Manufacturers go to considerable trouble and expense selecting a label that will help sell the goods and the retailer should, and usu-

tistically arranged as possible is essential to business success.

The photograph of the canned goods display in the interior of my store you published in your issue of April 19th, (spring number), was noticed by the Dominion Canners, Limited, who sent a representative along to see it, and as a result they presented me with a letter case, and Mr. G. F. Grinyer, who fixed the display, with a bill case.

We wish to thank you for the publication and through you to also thank the Dominion Canners for their handsome presents, and to assure them of our appreciation for the recognition they considered the display merited.

B. S. McMurty.

G. F. Grinyer.

1146 Yonge St., Toronto, May 10, '12

Current News of the Week

Quebec.

J. B. Vanier & Frere, grocery and liquor dealers, Montreal, have sold to Vanier & Girard.

The Sapho Mfg. Co., Limited, Montreal, manufacturers of Anti-Dust and other specialties have appointed the MacLaren Imperial Cheese Co., Ltd., as their agents for Ontario.

Ontario.

D. S. Waldron, Toronto, has sold his grocery to A. Carrie.

George Diespond, grocer, Toronto, has sold to J. A. Jeffrey.

A. E. Proctor, grocer, Toronto, is succeeded by John Coutts.

Grocery business of Annie Richardson, Toronto, has been purchased by A. D. Stewart.

Robert Smith and John McCartney will reopen the old Walkerton, Ont., biscuit factory.

W. S. Greening of Pure Gold Manufacturing Co., Toronto, is on a three months' trip to Europe.

C. Mann, Toronto representative of Canada Sugar Refining Co., is suffering from a broken arm.

Charles Zurhorst, provision and grocery dealer, Yonge St., Toronto, is on a two months' trip to Europe.

C. D. Worthington, of Guelph, Ont., has purchased the grocery business of Mr. Steenson, East Main St., Galt.

Anderson & Beattie, grocers of Hespeler, Ont., are erecting an addition to their store. It will be 24 x 37 feet in dimensions.

Sarnia, Ont., merchants, at their last meeting voted down a proposal for the mid-week half holiday during July and August.

The warehouse at Sudbury, Ont., of The Young Co., Limited, wholesale grocers was destroyed by fire early one morning last week.

Frank E. Mutton, formerly with The National Cash Register Co., as Canadian Manager, has joined the staff of J. J. Gibbons, Limited, advertising agents.

S. Bone, grocer, Avenue Road and Davenport, Toronto, who underwent an operation at the General Hospital recently, is progressing nicely and will be removed to his home this week.

J. A. Gibson, who has been with the Ingersoll Packing Co., for the past seven years has purchased the grocery business of the late Geo. Primmer at Petro-

lea, Ont. Mr. Gibson's home was originally in Petrolea.

Stratford, Ont., merchants have made a resolve not to permit themselves or their employees to be canvassed or solicited at their places of business. They say the ticket selling and subscription list are overworked in business sections of many towns.

Western Canada.

Alex. MacDonald, wholesale grocer, Winnipeg, has sold his business.

General store of C. A. Jones & Co., Sifton, Man., has been purchased by F. Farrian.

Police commissioners of Vancouver, B.C., have gone on record as opposed to drug stores selling anything but medicine and filling prescriptions on Sunday. They consider it discrimination against other dealers if they are given any larger latitude.

The head office of the Robin Hood Mills, Limited, of Western Canada, is in Moose Jaw, Sask., and not in Calgary, as erroneously appeared in a recent issue of The Grocer. The new mill the company is erecting is practically completed, the roof being on and work of installation of machinery progressing rapidly.

The Western Brokerage & Manufacturers' Distributing Co., is a new firm located at Calgary, Alta. It is composed of H. E. Anderson, formerly in the real estate business; H. H. Free, formerly a salesman for Georgeson & Co., wholesale grocers, and F. A. Nutting, formerly with Nicholson & Bain. The new company have taken over the building occupied formerly by Campbell, Wilson & Horn.

WESTERN CREDIT MEN'S OFFICERS.

Annual Meeting Last Week—Purse of \$500 Presented to Retiring President.

Winnipeg, May 23.—(Special.)—The Canadian Credit Men's Association met at their second annual banquet on the evening of May 16th and elected officers for the ensuing year. The change of officers was occasioned by the resignation of H. H. Piggott, who resigned from the presidency to enter into business on his own account. Mr. Piggot

was late credit manager for the J. H. Ashdown Co., and has entered into the brokerage business as H. H. Piggot & Co. At the banquet a purse of \$500 was presented to Mr. Piggot as an expression of good will from his associates among the credit men.

W. S. Fallis, western manager of Sherwin-Williams, was elected new president, and R. R. Wilson, of Campbell Bros. & Wilson, vice-president. Henry Detchson was re-elected secretary-treasurer.

The main address of the evening was by W. J. Healey, of the Winnipeg Free Press, on the subject, "The Fight for Fair Railway Rates."

OUR NEWFOUNDLAND LETTER.

Poor Seal Fishing Season—Salmon and Lobster Appearing.

St. John's, Nfld., May 20.—(Special.)—Newfoundland's introductory industry, the sealing voyage, is over, and the last steamer to arrive, the Neptune, closes the voyage for 1912.

Twenty-three steamers, and 4,179 men prosecuted the voyage, and the total catch was 175,130 seals, weighing 3,965 tons, net value \$329,264. The voyage is disappointing and discouraging, and away below an average catch. A good seal fishery for a start gives encouragement and an impetus to the other fisheries, and it is hoped that the poor seal fishery is in no way indicative of the balance of our fisheries for 1912.

Salmon and lobster are just beginning to appear, around the coast, but no codfish yet.

Lobsters made their appearance in one of our nearby settlements on the 14th, and about one hundred were brought to town; they sold at 30c apiece. Next morning they were plentiful in the market, and the price dropped to 15c.

The first salmon came in on the 15th, and fetched a ready sale at 35c per lb.

There is talk of an amalgamation of ten or eleven of the cereal mills throughout Ontario. Negotiations have been going on for some little time but have not taken any definite shape as yet.

Views on Propriety of the Price Ticket

Number of Dealers Assembled Express Varied Views on Use of This Card—All Agreed on Value of Show Card—"People Will Buy More if They Know the Price," Claims One — "They Will Not," Contradict: Another.

To use them or not to use them. That was the question.

A number of retailers were gathered together, and, as is usual on such occasions, they were discussing some different phases of business. The subject under consideration was the merits or demerits or the price ticket as used by retail stores. All did not hold the same opinion.

One grocer was a strong advocate of extensive use of the cardboard to acquaint customers with prices. "I am using more all the time," he said, "because I see that they bring me good business. In a way they take the place of a clerk, and they certainly save a great deal of the clerk's time.

Peculiarities of People.

"You know," he continued, "the majority of people are backward about asking the price of goods, especially of more than a few articles at a time. At least, I find it that way, and I don't think I differ much from the ordinary run of people. I know when I want to buy a tie, I always go to the store where things are marked, so that a selection can be made without asking too many questions."

A Different View.

"Well, I don't believe in using the price ticket," broke in another. "I think it gives a cheap appearance to goods. It may be all right in a bargain store, where people are looking for cheap stuff and not for quality, but I think it gives too much of the bargain idea to put price cards on high class goods."

"If you will take a trip through any of the big department stores," argued his neighbor, "you will see that they use a great quantity of them, and they are supposed to be at the top of the heap in business ideas."

On the Bargain Goods.

"I think you will find," said another, "that it is mostly the bargain goods on which they put prices. When they get in any new or high class goods they rarely put a price ticket on them, although they use show cards. I certainly believe in the show card to work up interest in goods, while whenever I have a special price to offer on any line that customers may know there is a special price on it, I use a price card."

The Two in One.

"Well, I combine both show card and price ticket," came from another. "I

use a few words to describe the goods and work up interest, but generally also quote a price."

It seemed here as if discussion would lag, but finally the first exponent of the price ticket came back with another argument.

Under an Obligation.

"When people see the price," he said, "they know if they can afford to buy it. Supposing a person sees an article in the window, but there is no price on it. He comes in to enquire the price. Now it may be more than he wants to pay for it, but after asking about it, he hates to leave without buying. Although he may purchase, he feels he should not have done so, and that is not a good feeling for the customer to have."

He was not allowed to get away with this argument, however, without a contrary view being expressed.

Room for Salesmanship.

"I don't think that argument is sound," spoke up another. "If the price is higher than he has been used to paying, or thinks he should pay, the quality of the goods must be correspondingly higher. In the case you speak of, where the customer finds the price higher than expected, that is where the clerk or salesman should get in his work, by showing that the goods are of higher quality, and are worth more. Now a price card on high quality goods will often scare a customer away, while if he had to enquire the price, the clerk has a chance to point out the high quality of the goods."

They Should be Clean.

"Well, there is one thing we are all agreed on," spoke up one who thought enough diverse opinions had been expressed on the subject, "if you do use price cards or show cards be sure they are clean. A store I was in the other day had a card on some candies which was so faded and dirty that it would certainly never sell any of the goods, at least, not to me."

And here the discussion ended.

RESULT-GETTING FLOUR WINDOW

Here is a flour window display used by a grocer with good results:—In the right-hand corner of the window, was placed a small range borrowed for the occasion, the oven door was left open to show the quality of the bread baked

from the flour. On top of stove was seen the finished product of the home. To the left was placed a wax figure with her hands in the dough mixing the next batch. On the cabinet shelves could be seen many other articles of food which gave it a true kitchen-like appearance.

A PROBLEM ON THE SALARIES OF PARTNERS.

(Continued from page 32)

equivalent of $\frac{1}{8}$ time would be equitable. Hence the \$10 suggested by G looks fair to me.

Peace in the Family.

I therefore should approve of G's \$10 suggestion for what is past, but urge that the settlement be made in a liberal and not a grudging spirit, for in that way the relationship can be made to continue; otherwise probably not. But at any rate, cut it as short as possible, even at some sacrifice, for there is nothing so disastrous to a business as internal strife. Then make a new deal or separate. Get peace into the family or get a divorce. I think a little diplomacy and an honest effort to effect a settlement will clear things up; and I surely hope so.

Safety Deposit—Buying Bonds.

Another letter contains the following: "In your paper I find many interesting writings—amongst them I find one by Henry Johnson, Jr., page 37—What is a safety deposit? How would you buy bonds?"

Subscriber."

A safety deposit box is a section of the safe of a bank or trust company which you can rent for the safekeeping of your valuable papers, bonds, etc. It is private; you hold the key. It is also vastly more secure than any storage with which you can provide yourself. These cost from \$3 per year upward—sometimes the smallest ones rent for less than \$3.

Bonds can be bought through any reliable banking house. They are best purchased through houses which make a specialty of bonds. It is difficult always to know which are reliable. If this correspondent will indicate to me how much he has to invest in bonds now, writing to me direct, I shall gladly look into his needs and write him recommendations of such securities as are best suited to his needs. These securities will be of the same character as I have bought for years, and many of which I now hold. Every business man, big or little, should know about sound bonds for reasons which I have detailed hitherto, and for other reasons which he will grasp more fully the more he studies this useful and fascinating subject.

confectioners the situation would certainly be dull.

In shell—		
Brazils	0 14	0 15
Fuberts, Sicily, per lb.	0 10 1/2	0 12
Fuberts, Barcelona, per lb.	0 10 1/2	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grembles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14 1/2	0 15 1/2
Walnuts, Ornes, per lb.	0 11	0 12
Hungarian	0 13 1/2	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 09 1/2
Coon, roasted	0 09	0 10
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 10	0 11
Sun, roasted	0 10	0 11
Spanish, No. 1	0 13	0 14
Virginia, No. 1	0 13	0 14
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 07	0 08
Walnuts—		
Bordeaux halves, bright	0 25	0 26
Broken	0 27	0 28

RICE.—An advance of 15 cents per cwt. in Rangoon rice was made this week. This is in sympathy with firmness in accordance with situation in East. This brings prices up to a level of 50 cents above those of a year ago.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 60	3 70
Rice, grade B, bags 100 lbs.	3 60	3 70
Rice, grade B, bags, 50 lbs.	3 60	3 70
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 80	3 90
Rice, grade B, pockets, 25 lbs.	3 70	3 80
Rice, grade C.C., bags, 250 lbs.	3 50	3 60
Rice, grade C.C., bags, 100 lbs.	3 50	3 60
Rice, grade C.C., bags, 50 lbs.	3 50	3 60
Rice, grade C.C., pockets, 25 lbs.	3 60	3 70
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 70	3 80
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Taploca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—
Rice.—Rangoon 15c. cwt. higher.
Sugar.—Weak.
Celery Seed.—Phenomenal advance.
Beans.—Scarce and firm.
Paper Bags.—Higher.
Roll Paper.—Strong.
Twine.—Quoted from 26 to 30c lb.

Toronto, May 23.—“Good and bad in spots,” was the comment of one wholesaler on trade conditions. Evidently there might be more activity but a number of the trade appear satisfied with volume of business. Dullness of sugar detracts from volume of sales. It is a question whether rainy weather is helping trade even in the country. While farmers can't do anything on the land and now have a chance to get into town, nevertheless roads are in rather bad condition.

An important change of the week with a bearing on the expense account of the grocer is an advance in paper bags announced on Monday. While increase varies on different lines one dealer said it would amount to about 15 per cent. Reason given is increased cost of raw material, higher wages and some other minor factors. It is general for any

increase to be shown in reduced discounts but this time there has been a change in basis price with slight reduction in discounts as well. The advance varies with different sizes. For instance in lights, 1 lb. are up from \$1.10 to \$1.30 per thousand, 2 lb. from \$1.50 to \$1.60, 3 lb. from \$1.90 to \$2.10, 4 lb. from \$2.30 to \$2.40, 5 lb. from \$2.70 to \$3.00, 10 lb. from \$4.50 to \$5.40, and 20 lb. from \$8.00 to \$9.50. Roll paper is also strong and there is talk of advancing prices. “We expect an advance,” was the answer of one paper firm when questioned regarding wrapping paper.

There appears to be considerable difference at present moment in prices quoted on cotton twine. Cotton has been firming but some firms who bought previous to advance are holding prices as low as 26 cents per lb. Others quote up to 29 and 30 cents. “Present prices of cotton warrant 29 cents per pound,” said one man.

In face of strong broom corn market, some manufacturers are quoting prices which compared with two months ago show reduction of 10 per cent. While some firms may have bought corn at a good price, it seems that competition is also a factor in easing prices. Five recently destroyed 65 cars of broom corn at Hutchinson, Kansas, but dealers say this will have no important bearing on market.

SUGAR.—Refined sugar still maintains its position. Toronto price is \$5.45 as compared with \$4.70 a year ago. Although there is no change in quotations, general situation is weak. While there is considerable talk along the street about expecting lower prices, sugar men say this is by no means a certainty. True it is that Cuban situation is quite weak, but this is no direct gauge of Canadian market, refiners here now operating with high priced B. W. I. raws. In face of some probability of lower prices, trade continues on hand to mouth basis. There has been no big buying movement for some time and stocks in retailers' and wholesalers' hands are considered as well cleaned up.

Extra granulated, bags	5 45
Extra granulated, 20-lb. bags	5 55
Extra granulated, 5-lb. cartons	5 75
Imperial granulated	5 30
Beaver granulated	5 30
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 55
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 25
Powdered, bbls.	5 55
Powdered, 25-lb. boxes	6 05
Powdered, 50-lb. boxes	5 85
Red Seal, 5-lb. box	0 27
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 20
Paris lumps, in 50-lb. boxes	6 30
Paris lumps, in 25-lb. boxes	6 40

SYRUPS AND MOLASSES.—There is not as much interest shown in molasses in Ontario as some of the other provinces. Present movement is considered as up to standard. There is a firmer

feeling in Barbados molasses in primary.

While trade in corn syrups is on a smaller scale than some time ago, it is appreciable for season. Demand for this line during summer months is much larger than was case some years ago.

Syrups—		Per case.
2-lb. tins, 2 doz. in case	2 55	
5-lb. tins, 1 doz. in case	2 90	
10-lb. tins, 1/2 doz. in case	2 80	
20-lb. tins, 1/4 doz. in case	2 75	
Barrels, per lb.	0 03 1/2	
Half barrels, lb.	0 03 1/2	
Quarter barrels, lb.	0 04	
Pails, 38 1/2 lbs. each	1 90	
Pails, 25 lbs. each	1 35	
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
1/2 gals. 12 to case	5 40	
1/4 gals. 24 to case	5 80	
Pints, 24 to case	3 20	
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	
1/2 gallons, 12 to case	7 25	
Quarts, 24 in case	7 25	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, medium	0 30	0 32
New Orleans, barrel	0 25	0 30
Barbados, extra fancy	0 50	0 50
Porto Rico	0 45	0 52
Muscovado	0 30	0 30

DRIED FRUITS.—There are no changes of importance to record in dried fruits. Situation is much the same as has been previously outlined. Prunes are unchanged but none too strong. Same condition prevails in seeded raisins. Evaps. are not in large supply but exhibit no particular firmness.

Figs, especially better grades are in rather short supply, supplying a contrast to situation a year ago when there was a plentitude. Dates are in the same boat as figs.

Prunes—		
30 to 40, in 25-lb. boxes	0 12 1/2	0 13 1/2
40 to 50, in 25-lb. boxes	0 11 1/2	0 12 1/2
50 to 60, in 25-lb. boxes	0 11	0 11 1/2
60 to 70, in 25-lb. boxes	0 10 1/2	0 11
70 to 80, in 25-lb. boxes	0 10	0 10 1/2
80 to 90, in 25-lb. boxes	0 09	0 09 1/2
90 to 100, in 25-lb. boxes	less.	0 09
Same fruit in 50-lb. boxes, 1/4 cent less.	0 07 1/2	0 09
Bosnia prunes	0 07 1/2	0 09
Apricots—		
Choice, 25-lb. boxes	0 21	
Slabs	0 18 1/2	
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 11 1/2
Citron	0 15	0 17
	0 04 1/2	0 04 1/2
Tapnets	0 09	0 13
Figs, 2 to 2 1/2 inches, per lb.	0 05	0 07
Bag figs	0 05	0 07
Evaporated peaches	0 15	0 17
Dried apples	0 09 1/2	0 10
Evaporated apples	0 10 1/2	0 11 1/2
Currants—		
Patras	0 08	0 08 1/2
Fine Filiatras	0 07 1/2	0 08
Vostizzas	0 10	0 12
Uncleaned, 1/4c less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14 1/2	0 15 1/2
Valencias, selected	0 08	0 08 1/2
Seeded, 1 lb. packets, fancy	0 08 1/2	0 08 1/2
Seeded, 16-oz. packets, choice	0 08 1/2	0 08 1/2
New Dates—		
Halloween—		
Full boxes	0 06 1/2	
Package dates, per 1 lb.	0 07	
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10 1/2
Fards, choicest, 60-lb. boxes	0 06 1/2	0 07

TEA.—The samples of new Japan tea which have been received in America show a leaf of fair average for first picking. Canadian interest in this line as yet is small. It is reported that Congo crop will be below normal, which was to be expected as a result of the unsettled conditions that have existed in China for many months.

The indications with regard to Indian tea are that prices will remain steady for the next month or two, as most Gardens have disposed of their season's production and unless the new season's growth comes along fairly early, prices

THE CANADIAN GROCER

may harden up despite the fact that distributors are reputed to hold fairly large stocks.

With regard to Ceylon tea, the position is somewhat different. The drought experienced during the earlier months of the year, is over: the rains in Ceylon are falling earlier than usual; recent advices show improved yields and shipments from Colombo to the United Kingdom for April are nearly 1,000,000 lbs. higher than in April of 1911; estimates for May also show a further probable increase. Should such prove to be the case, there will be a good supply of Ceylon tea suitable for general purposes, which will tend to keep prices on a parity with those ruling throughout the past month.

COFFEE.—There is no change in local quotations on coffee. Business is considered as on a fair scale for season.

New York coffee market showed a somewhat stronger tone last week. Receipts of Santos at port of shipment are however, running pretty heavy and that the yield will be a full 10,000,000 bags now seems a certainty.

According to reports so far obtainable it looks as if the next crop which begins its outturn on July 1 will be the smallest in years.

Prices on chicory are well maintained and decidedly higher than a year ago. Besides shorter crop last year, demand is on the increase as with coffee prices high, there is a greater consumption of chicory.

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

SPICES.—This is the season when demand for spices is expected to be more brisk and trade appears to be living up to expectancy. Opening of navigation brought a rush to some houses and since trade has been steady.

Peppers are firm in sympathy with advances in primary markets. "Cloves have been climbing at primary points," said one dealer, "but you know there was a marked easiness for a time, so that compared with some little time ago, there is really no net advance." The general feeling is however, one of steadiness. Cream tartar is quoted from 23 to 26 in tins. One quarter pound packages range around 90 cents.

One of the lines which has shown a phenomenal advance in past six weeks is celery seed. In fact it has about doubled in value. Little more than six weeks ago, it could be purchased at 20 cents. The normal price is around 18 cents. To-day dealers are asking 35 to 37 cents. "Our price is 35c and

we hold it open only from day to day," said one firm.

Short crop is primary cause of advance but one local dealer says that market has been cornered and prices boosted. This line is of more interest as pickling season approaches.

	5 and 10 lb.	¼ lb.	¼ lb.
	Tins.	pkgs.	tins doz.
Allspice	15-19	60-0 70	70-0 80
Cassia	20-32	85-1 15	95-1 25
Cayenne pepper	23-33	80-1 05	90-1 15
Cloves	23-29	75-0 95	85-1 10
Cream tartar	25-26	90-0 00	
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 95
Mace	60-75		0-2 75
Nutmegs	30-60	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-18		
Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.			
Mustard seed, per lb. in bulk		0 12	
Celery seed, per lb. in bulk		0 35	0 37
Shredded cocunut, in pails		0 16½	0 17½

RICE AND TAPIOCA.—Standard B Rangoon rice has been advanced 15 cents per cwt. during the week. This is the result of firmer feeling that has existed and brings Montreal milled on a Toronto basis up to \$3.68.

It will be remembered that lower prices quoted for May 1 delivery were withdrawn some time before that date. That gave an indication of firmness, which has since developed into present advance.

Conditions in rice producing sections of U. S. have been bad of late. Bad weather has held back planting and crop will be late. It is conditions in East, however, that bear greatest influence on Canadian prices.

Standard B., from mills, 500 lbs. or over.	3 60	
F.o.b. Montreal	3 68	
Rice, standard B., f.o.b. Toronto	Per lb.	
Rangoon	0 03½	0 04
Fancy rangoon	0 05½	0 05
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medium brown	0 06½	0 07
Tapioca		
Billet, double goat	0 08	
Medium pearl	0 06½	0 07
Flake	0 08	
Seed	0 06½	0 07

NUTS.—There are reports of shelled walnuts being shaded by some firms. Difference in quality makes it hard to compare values.

Some dealers report Brazil nuts coming in for considerable attention. Fact that they are new goods assists in their sale. So does the fact that they are reasonable in price, being lower than at any time during past few years.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new		0 30
Walnuts, shelled, old	0 11	0 12
Peanuts	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras		0 08½
Peanuts, green, jumbo		0 10

BEANS.—Some dealers still quote prunes at \$2.75, but there are not a few with higher ideas. They are scarce and prices are at a level that would have scared buyers but a few years ago. With many construction and mining camps in operation, consumption has

been steadily on increase while production has not been keeping pace. Potatoes being high also throws strength on beans.

Prime beans, per bushel	2 75	2 85
Hand picked beans, per bushel	2 85	2 95
California Lima beans, lb.		0 08

CANNED GOODS.

TORONTO.—As announced last week there has been a firmer feeling in salmon, especially in sockeye, stocks of which are small. Indeed stocks of some wholesalers on talls No. 1 are pretty well cleaned up and as high as \$2.65 is being asked, although there are quotations below that figure. As has been pointed out before there is an increasing demand for ½'s which are worth \$1.65. This is another lean year in salmon and dealers expect the pack of sockeyes will not be large. Cohoes are now bringing around \$2.

Although early, there is some interest being taken in this year's growth of vegetables. "This weather doesn't look very promising for vegetables," was the pessimistic comment of one jobber. Wholesalers are pretty well booked up for their orders. It was necessary to book by May 1 this year in order to get best discount. Last year 2½ cents was allowed off orders booked previous to June 1. There is a guarantee of 60 per cent. delivery on tomatoes, peas, beans and corn made by canners this year. According to local jobbers, some independent factories are rather tardy about booking orders except at canner's opening prices.

Market is pretty bare of canned lobsters. New pack will be coming along sometime in June.

FRUITS.

	Group A.
3's-Apples, preserved	1 62½
3's-Apples, standard	1 10
Gal.-Apples, standard	3 05
Gal.-Blueberries (huckleberries), standard	1 50
Gal.-Blueberries (huckleberries), standard	6 00
2's-Gooseberries, preserved	2 02½
Gal.-Gooseberries, solid pack	8 82½
2's-Grapes, white, Niagara, preserved	1 57½
Gal.-Grapes, white, Niagara, standard	3 57½
2's-Peaches, white, heavy syrup	1 97½
2's-Peaches, white, heavy syrup	2 92½
1½'s-Peaches, yellow, flats, heavy syrup	1 57½
2's-Peaches, yellow, flats, heavy syrup	1 92½
3's-Peaches, yellow, flats, heavy syrup	2 02½
3's-Peaches, whole, yellow, heavy syrup	2 12½
3's-Peaches, pie, not peeled	1 62½
3's-Peaches, pie, peeled	1 72½
Gal.-Peaches, pie, not peeled	4 42½
Gal.-Peaches, pie, peeled	5 57½
2's-Pears, heavy syrup	1 82½
3's-Pears, heavy syrup	2 42½
2's-Pears, light syrup, globe	1 37½
3's-Pears, light syrup, globe	1 77½
3's-Pears, pie, not peeled	1 42½
3's-Pears, pie, peeled	1 57½
Gal.-Pears, pie, peeled	4 57½
Gal.-Pears, pie, not peeled	4 12½
2's-Plums, light syrup	0 92½
3's-Plums, light syrup	1 32½
2's-Plums, heavy syrup	1 17½
3's-Plums, heavy syrup	1 47½
Gal.-Plums, standard	3 57½
2's-Plums, egg, heavy syrup	1 47½
2½'s-Plums, egg, heavy syrup	1 72½
3's-Plums, egg, heavy syrup	2 22½
2's-Plums, Green Gage, light syrup	1 02½
2's-Plums, Green Gage, heavy syrup	1 32½
3's-Plums, Green Gage, standard	1 92½
Gal.-Plums, Green Gage, standard	4 77½
2's-Cherries, black, pitted, heavy syrup	1 97½
2's-Cherries, black, not pitted, hy. sy.	1 57½
2's-Cherries, red, pitted, heavy syrup	1 97½
2's-Cherries, red, not pitted, heavy syrup	1 57½
Gal.-Cherries, red, pitted	5 57½
2's-Cherries, white, pitted, heavy syrup	2 57½
2's-Cherries, white, not pitted, heavy syrup	1 67½
2's-Currants, black, heavy syrup	2 02½
2's-Currants, black, preserved	2 32½
Gal.-Currants, black, standard	5 32½
Gal.-Currants, black, solid pack	8 32½
2's-Currants, red, heavy syrup	2 02½

THE CANADIAN GROCER

2 1/2-Currants, red, preserved	3 32 1/2
Gal.-Currants, red, standard	3 32 1/2
Gal.-Currants, red, solid pack	3 32 1/2
2 1/2-Gooseberries, heavy syrup	2 30
Gal.-Gooseberries, standard	7 33
2 1/2-Lawtonberries (blackberries), by. sy.	1 8 1/2
2 1/2-Lawtonberries, preserved	2 32 1/2
Gal.-Lawtonberries, standard	7 33
2 1/2-Pineapple, sliced, heavy	2 27 1/2
2 1/2-Pineapple, grated, heavy syrup	2 27 1/2
2 1/2-Pineapple, whole, heavy syrup	2 27 1/2
3 1/2-Pineapple, whole, heavy syrup	2 37 1/2
2 1/2-Raspberries, black, heavy syrup	2 40
2 1/2-Raspberries, black, preserved	2 40
Gal.-Raspberries, black, standard	7 30
Gal.-Raspberries, black, solid pack	9 55
2 1/2-Raspberries, red, heavy syrup	2 40
2 1/2-Raspberries, red, preserved	2 40
Gal.-Raspberries, red, standard	7 30
Gal.-Raspberries, red, solid pack	9 55
2 1/2-Rhubarb, preserved	1 57 1/2
3 1/2-Rhubarb, preserved	2 32 1/2
Gal.-Rhubarb, standard	3 37 1/2
2 1/2-Strawberries, heavy syrup	2 40
2 1/2-Strawberries, preserved	2 40
Gal.-Strawberries, standard	7 30
Gal.-Strawberries, solid pack	9 55

Group B. is 2 1/2c lower than above.

VEGETABLES.

2 1/2-Beans, red kidney	1 17 1/2
2 1/2-Beans, blood red, Simcoe	1 02 1/2
2 1/2-Beans, whole, blood red Rosebud	1 35
3 1/2-Beans, sliced, blood red Simcoe	1 37 1/2
3 1/2-Beans, whole, blood red Simcoe	1 42 1/2
3 1/2-Beans, whole, blood red Rosebud	1 57 1/2
2 1/2-Cabbage	1 02 1/2
2 1/2-Carrots	1 32 1/2
3 1/2-Carrots	1 32 1/2
2 1/2-Cauliflower	1 70
3 1/2-Cauliflower	2 12 1/2
2 1/2-Corn	1 05
Gal.-Corn on cob	4 82 1/2
3 1/2-Corn on cob, golden dwarf	1 82 1/2
2 1/2-Parsnips	1 17 1/2
3 1/2-Parsnips	1 32 1/2
3 1/2-Pumpkins	1 02 1/2
Gal.-Pumpkins	3 15
3 1/2-Squash	1 17 1/2
Gal.-Squash	3 37 1/2
2 1/2-Succotash	1 17 1/2
3 1/2-Tomatoes	1 55
Gal.-Tomatoes	4 82 1/2
3 1/2-Turnips	1 17 1/2
2 1/2-Asparagus Tips	2 57 1/2
3 1/2-Beans, golden wax	1 42 1/2
2 1/2-Beans, golden wax, midget, Auto brand	1 30
2 1/2-Beans, golden wax	1 25
3 1/2-Beans, golden wax	1 42 1/2
Gal.-Beans, golden wax	4 27 1/2
2 1/2-Beans, refugee or valentine (green)	1 20
3 1/2-Beans, refugee (green)	1 42 1/2
2 1/2-Beans, refugee, midget, Auto brand	1 32 1/2
2 1/2-Peas, extra fine sifted, size 1	1 80
2 1/2-Peas, sweet wrinkle, size 2	1 40
2 1/2-Peas, early June, size 3	1 35
2 1/2-Peas, standard, size 4	1 30
3 1/2-Spinach, table	1 62 1/2
3 1/2-Spinach, table	2 27 1/2
Gal.-Spinach, table	6 02 1/2

Group B is 2 1/2c lower than above.

Clover Leaf and Horseshoe brands salmon-	
1-lb. talls, dozen	2 65
1-lb. flats, dozen	1 60
Other salmon prices are	2 65
Humpbacks, dozen	1 35
Pinks	1 35
Cohoos, per dozen	2 00
Red Spring, per dozen	2 25
Northern River Sockeye	2 50
Lobsters, halves, per dozen	3 00
Lobsters, quarters, per dozen	1 75

CANNED POULTRY AND SOUP.

Chicken	4 50
Turkey	4 50
Ducks	4 50
Soup, 2's	2 40
Soup, 1's	1 30

MANITOBA MARKETS.

POINTERS:—

Dried Fruits—Cheaper.

Beans—Firm.

Winnipeg, May 23.—Local wholesale merchants report general business conditions as on the whole favorable, but damp cold weather that has prevailed through May has delayed seeding, and if of much longer continuance will have a depressing influence. Wheat seeding is practically finished. The wheat area in Manitoba is less than that of last year. In Saskatchewan there is an increase in acreage estimated at 20 per cent.

There has been a sharp decline in dried fruits during week. Prunes and raisins being the lines affected. Beans are firm and will probably make further advances.

Collections are reported as showing some improvement, and will no doubt pick up after seeding season comes to an end.

SUGAR.—Prices are steady for present, but market at moment does not possess much strength.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 85
Montreal yellow, in bbls.	5 50
Montreal yellow, in sacks	5 45
Iceing sugar, in bbls.	5 35
Iceing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 10
Powdered sugar, in boxes	6 10
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 80
Lump, hard, in half-bbls.	6 85
Lump, hard, in 100-lb. cases	6 80

SYRUPS.—Demand for maple syrup is exceptionally good. Other lines are quieter, with prices unchanged.

Syrups—	
24 2-lb. tins, per case	2 55
12 5-lb. tins, per case	2 55
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 87
Half-barrels, per cwt.	4 05
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
1/2 gals., 1 doz. case	5 85
Gals., 1/2 doz. case	5 40

DRIED FRUITS.—There has been a decided drop in prices in dried fruits. Prunes have fallen about 1 cent all round, and there is a sharp decline in raisins. Prune stocks are said to be heavy, and season's crop promises well. Further reductions are not-improbable.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 07 1/2
90-100s, 10s, s.p.	0 07 1/2
80-90s, 25s, s.p.	0 08
80-90s, 10s, s.p.	0 08 1/2
70-80s, 25s, s.p.	0 08 1/2
70-80s, 10s, s.p.	0 08 1/2
60-70s, 25s, s.p.	0 09
60-70s, 10s, s.p.	0 09 1/2
50-60s, 25s, s.p.	0 10
50-60s, 10s, s.p.	0 10
Cooking Figs—	
Choice boxes	0 05 1/2
Half boxes	0 05 1/2
Half bags	0 04 1/2
Valencia Raisins—	
Fine, 100s, 25s, s.p., per box	2 05
Fine, selected, 25s, s.p., per box	2 25
4-crown layers, 25s, s.p., per box	5 35
4-crown layers, 10s, s.p., per box	1 25
4-crown layers, 7s, s.p., per box	0 65
No plus ultra, 25s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 07 1/2
Washes, per lb.	0 08
1-lb. package	0 08 1/2
2-lb. package	0 17 1/2

COFFEE.—Coffee market is unchanged locally, although indications are not lacking of advances in price in near future.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17 1/2
Green Santos, 5's, lb.	0 19 1/2
Roasted Santos	0 24

BEANS.—Beans are strong and a further advance in prices may be looked for in immediate future.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—Trade somewhat dull on account of disagreeable weather, which has held back opening of summer playgrounds.

Nuts—	Per lb.
Filberts	0 11 1/2
Walnuts, Marbots	0 13 1/2
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27 1/2
Walnuts, shelled, in less quantities	0 28 1/2
Almonds	0 17
Almonds, shelled, in 25-lb. boxes	0 34
Almonds, shelled, less than 25-lb.	0 35
Peanuts, roasted, choice	0 08 1/2
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 10
Pecans, medium	0 15
Pecans, large	0 20 1/2
Brazil	0 14
Nutmegs	0 20

NEW BRUNSWICK MARKETS.

St. John, May 22.—Local dealers are looking forward with interest to the holiday trade, and expect to have it mark a turn for the better, as business in most cases during past week has been rather quiet. Collections have been up to the average, and outside orders with retailers have been encouraging, but local trade has been quiet for some days. The suburban service is now opening, which generally means increased orders, and this with the holiday and accompanying activity of pleasure-seekers, augurs well for better business.

Bacon	\$	\$0 15
Beans, hand picked, bushel	3 00	3 10
Beans, yellow eye, bushel	2 90	3 00
Butter, dairy, per lb.	0 25	0 28
Butter, creamery, per lb.	2 85	3 00
Cheddar, W., grey bag	0 25	0 27
Cheese, new, lb.	0 15 1/2	0 15 1/2
Currants, 1's, lb.	0 08	0 08 1/2
Canned Goods—		
Beans, baked	\$ 1 15	\$1 25
Beans, string	1 20	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	1 20	1 25
Peas, No. 3	1 25	1 30
Peas, No. 2	1 30	1 35
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 95	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Commeal, gran.	1 00	1 05
Commeal, bags	1 00	1 00
Commeal, bbls.	3 95	3 95
Eggs, henery	0 25	0 25
Eggs, case	0 20	0 20
Finan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 10
Flour, Manitoba	6 55	6 75
Flour, Ontario	6 10	6 20
Lard, compound	0 12 1/2	0 12 1/2
Lard, pure, lb.	0 11 1/2	0 11 1/2
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 34	0 35
Oatmeal, rolled	6 00	6 00
Oatmeal, std.	4 60	4 60
Pork, domestic mess	24 50	24 75
Pork, American, clear	23 75	25 75
Potatoes, barrel	2 25	2 50
Raisins, California, seeded	0 09	0 09 1/2
Rice, per lb.	0 04	0 04 1/2
Salmon, Case—		
Red Spring	\$ 1 75	\$ 1 75
Cohoos	4 25	4 25
Syrups—		
Standard granulated	5 50	5 60
Austrian granulated	5 40	5 50
Bright yellow	5 30	5 40
No. 1 yellow	5 00	5 10
Paris lumps	6 35	6 80

NOVA SCOTIA MARKETS.

Halifax, May 22.—The local grocery trade continues in good volume. Orders coming in from outside points are quite satisfactory for season. Farmers are now busy putting in their crops and on account of bad condition of roads heavy travel is not heavy but on the whole dealers are quite satisfied, and outlook is favorable.

Dealers here have been notified during the week that Ontario millers have advanced the price of flour 25 cents per barrel, with the probability of a further advance in near future. The local market did not advance for several days after advance in flour was recorded, but it has now fallen into line.

Practically all the Halifax grocery stores now close at 12.30 o'clock on Wednesdays, and will continue to do so until the end of August. The object of this is to give the clerks a half holiday during the summer months, and the trade preferred to close on Wednesday, in preference to Saturday.



Victoria Day Demand Helps Fruit Trade

In Both Fruits and Fancy Vegetables — Pines Arriving in Larger Quantities—Prices are Lower—Florida Tomatoes Steady to Shade Easier—Direct Boat From Mediterranean to Montreal Arrives—Fruit Sold Well This Week.

Victoria Day has lent a helping hand to trade in both fruits and fancy vegetables during the past week. It is usual around every holiday for a better demand to be experienced in both these lines. Just now fruits are on a fairly reasonable level, while there is a goodly array of fancy vegetables available with which to tempt the holiday appetite. Late last week and early this week, a greater volume of orders began to come in from country and city dealers and even up to Thursday, belated orders were being received. Saturday should be a good day from retailer's point of view.

The expected lower prices on pines referred to last week, has taken place, a fairly substantial reduction having occurred. They are coming along to Canadian markets in larger quantities, and late arrivals have shown improved quality. Cuba and Porto Rico is supplying demand at present. Florida is late, and will probably not be a factor until Cuba winds up.

Florida tomatoes are steady to a shade easier. West coast shipping has not got under full swing as yet, and small quantities have been coming along. At present Florida is the only source of supply. Later on Texas and Mississippi will lend a helping hand, but it will probably be well towards the middle of June.

There has been considerable interest, especially in Eastern Canada, directed toward direct boat from Mediterranean carrying a cargo of oranges and lemons which arrived in Montreal last week. This is an annual shipment and was auctioned in that city on Thursday of this week. There were about 18,000 boxes of lemons in the cargo, about 11,000 being Messina. There was only a small quantity of Catania oranges in half boxes, and the balance of the shipment was made up of Sorrento oranges.

Navel oranges have been coming along from California in larger quantities,

with weakening in prices across the line and reflection of easiness in Canada. At present, however, as refrigeration in transit is necessary, it is costing more to lay stock down at distributing points. Strawberries of an improved and sounder quality are coming along in carload lots.

Montreal has Bermuda celery this week, but it is bringing a high price.

MONTREAL.

GREEN FRUITS.—The weather has been a little cold, yet business is brisk and certain lines are still on the upward move. Bananas still are high, and it is evident that prices will go further. A better class of strawberries have come to hand recently, and have fetched better prices.

Apples—		
Spies	4 50	7 00
Bananas, crated	2 00	2 50
Cocoanuts, bags	3 75	4 00
Grape fruit, Florida, case	6 00	6 75
Jamaica, case		3 50
Lemons	3 00	3 25
Limes, box		1 50
Oranges—		
Navels		3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican		2 00
Pineapples—		
Cubans, cases of 24	4 25	4 50
Strawberries, per quart	0 14	0 20

VEGETABLES. — Montreal dealers are badly in want of carrots, and prices are going up rapidly. They have no trouble in getting \$2.50 now, and it is more than likely that \$3.00 will be had as easily if supplies are not forthcoming. Here again we have the old complaint—short crop.

There are few Canadian red onions left, what there are remaining being of a poor quality.

Bermuda celery is selling at a good figure, the Florida variety being exhausted. Green peppers are now quoted in crates of 6 baskets.

Potatoes are selling well, though some feel that the imported goods are not up to mark, and are interfering with sales of the better grades on hand here. Green Mountains are scarce and fetching two dollars a bag.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Carrots, bag	2 25	2 75
Cabbage, crate		2 75
Cauliflower, dozen		3 50
Celery, Bermuda, crate		9 00
Cucumbers, basket		3 00
Garlic, 2 bunches		0 45
Peppers, green, crate of 6 baskets		4 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Canadian reds, 100 lbs., per lb.		0 65
New Egyptian, per lb.	0 63	0 63 1/4
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Potatoes, Green Mountains, bag		2 00
New potatoes, per bbl.	7 50	8 00
Spinage, per bbl.		4 00
Parsnips, bag		2 50
Tomatoes—(Florida)—		
Choice	3 75	4 00
Fancy	4 00	4 75
Turnips, per bag		1 00
Cuban onions		5 00

TORONTO.

GREEN FRUITS.—There has been a more active swing to fruit trade this week by reason of Victoria Day. Early in week retailers were anticipating their wants, while even up to Thursday belated orders were coming in.

It was pointed out last week that further easiness could be expected in pineapples. Prices are lower this week, and larger quantities are arriving and being taken up well. Prevailing price is around \$3 per crate.

Bananas are in good demand, and prices continue steady. Red bananas are quoted at \$3.75 to \$4.50 per bunch. Oranges are in plentiful supply, and general trend is easier. Refrigeration now required makes cost of goods laid down here about 15c per box more than usual.

Strawberries of fair quality are coming in carlots at 15 to 17c per box.

Bananas	1 50	2 00
Red bananas	3 75	4 50
Lemons, Messina, new crop	1 75	2 25
Oranges—		
California navels	2 75	3 50
Tangerines, box	1 50	2 00
Grapefruit—		
Cuban, case	6 00	6 50
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Apples, fancy imported, box		4 50
Pineapples, case of 24		3 00
Pineapples, case of 30		3 00
Pineapples, case of 36		3 00
Strawberries, quart	0 15	0 17
Rhubarb, per dozen	0 50	0 60

VEGETABLES. — The holiday this week brought a better demand for fancy lines of vegetables. There is an extensive list of new goods that should appeal to appetite on the market now.

Tomatoes are steady to a shade easier. There has been one car of West coast stock arrive on this market, and quality was quite good. Florida has also sent along some new potatoes which are quoted at \$7.50 per barrel. Trend will be downward as supplies increase.

Old potatoes show little or no change. While visible supply is small, most local dealers have fairly large quantities booked. At some provincial markets on Saturday last, farmers somewhat sprung a surprise by offering large quantities of potatoes which they have been holding and prices declined. This was not general, however.

New cabbage is lower at \$3 per crate.

Asparagus, dozen	1 00	1 25
Cabbage, new, per crate	3 00	3 00
Turnips, bag	0 65	0 70
Boston cucumbers, dozen	1 50	1 50
Cucumbers, Florida, hamper	1 75	2 00
Boston head lettuce, dozen	1 75	1 75
New radish, per dozen	0 40	0 60
New radish, hamper	1 25	1 25
New lettuce, per dozen	0 50	0 50
Mushrooms, 1-lb. boxes	0 85	0 85
Onions—		
Green onions, dozen	0 25	0 25
Green onions, hamper	1 50	1 50
Egyptian onions, 110 lb. bags	3 00	3 00
Bermuda onions, 50 lb. crate	2 50	2 75
Parsnips, per bag	1 75	1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish	1 80	1 80
Potatoes, new, Bermuda, bushel	3 00	3 00
Potatoes, new Bermuda, bbl.	9 00	9 00
Potatoes, new, Florida, bbl.	7 50	7 50

Green peas, 1 bush. boxes	3 50	3 50
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper	1 00	1 00
Green and Wax Beans, hamper	3 00	3 00
Green peppers, case	4 50	4 50
Green peppers, basket	0 65	0 65
Egg plant, case	5 50	5 50
Egg plant, each	0 20	0 20

WINNIPEG.

GREEN FRUITS. — Fruit trade is fair, but has been much affected by untoward weather conditions of past two weeks. Some new lines are on the market:

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	4 00	4 00
Cucumbers, doz.	1 50	1 50
California celery	8 50	8 50
Cherries, case	3 75	3 75
Florida tomatoes, crate	5 50	5 50
Grape fruit	7 50	7 50
Limes, box	2 25	2 25
Messina lemons	4 50	4 50
Oranges, navels	3 25	4 50
Strawberries, case	5 50	5 50
Washington apples, box	3 00	3 50
Australian onions, per cwt.	5 00	5 00
Peppers, basket	1 25	1 25
Potatoes, per bushel	0 90	0 90
Carrot lots, F.O.B.	0 75	0 75
Egyptian onions, sack	4 00	4 00
Pineapples, case	6 00	6 00

he considered her salary warranted, was the first thing to arouse his suspicions. Even then he had no idea she was dishonest, but the fact that the till contained less money than he expected on a couple of occasions led him to ascertain with a certainty. He marked three bills in the till one day and went out. He watched the store for ten minutes. No customers had gone in, but when he returned, the marked bills had disappeared. Confronted with the evidence she acknowledged her guilt, and finally confessed that since she had entered his employ she had taken about \$700 from the till. Here was the solution of why he had not been making any money. He had been putting forth his best efforts and all in vain.

He might have had the girl arrested, but what good would that have done? She finally promised she would pay him back so much per month, but his chances of ever recovering what he lost are not very bright.

Trouble From Another Source.

Nor was this the only case in which this grocer was losing money. Having his faith in the honesty of humanity thus shaken, he became suspicious of his other clerk, who lived above the store. He had reasons for these suspicions, having noticed that he was buying fewer groceries every week. He naturally began to wonder if this clerk were also dishonest, and was taking groceries without charging them. He left the store one day and returning suddenly found his suspicions to be true. The clerk had a whole box of groceries packed, ready to take to his dwelling above the store. He was caught and owned up to the truth.

Here was a young man in business striving as hard as possible to succeed, and all his efforts of no avail. Probably \$900 had been stolen from him by dishonest clerks. Considering the net profit in the grocery business as 8 per cent., it would mean that he would have to sell \$11,250 worth of goods to make up this deficit. Truly, the life of the groceryman is not always one of sunshine. The honest clerk, and there are many of them, is a big asset to any business, and should be recognized by his employer.

In the United States, 43 States have a Bulk Sales Act on their statute books requiring that five days' notice shall be given to creditors of intention of selling a stock in bulk.

The Pure Food Department of U.S. seized 10,000 bottles of catsup at Buffalo, N.Y. Government officials contend that the bottles contain "filthy, decomposed vegetable matter."

Where Over-Confidence Meant Large Loss

Grocery Clerk Admitted Thefts Amounting to \$700 From Cash Till—Was Daughter of a Friend, Too—Dealer Wondered Why Showing at End of Year Was Poor When Business Appeared to be Good—Thefts of Groceries.

By A. H. Harvey.

It is not wise for merchants to be too suspicious of their employes or fail to trust them to the extent they should. The work of the store may be carried on with much greater success if the proprietor has absolute confidence in those employed by him.

Nevertheless, it is not advisable that the merchant place too much dependence in the trustworthiness of his clerks unless he has made sure of their honesty. Some men are inclined to take too much for granted. Undoubtedly, there are many merchants to-day losing money for just this reason. The unfortunate feature is that most of these men continue on in ignorance of their loss unless they happen by chance to stumble across some evidence of it. Here is one case that may contain somewhat of a warning to those inclined to be careless in this regard.

Comes Out From England.

A young man with some experience in the grocery business in England came out to Canada to seek a future. He brought with him a small amount of money which, by marked economy, he had managed to get together in the Old Country. After a short period at clerking in this country, he opened a business for himself. His amount of capital was limited, but he considered that by dint of hard work and proceeding economically in regard to his personal expenses, he would in time be able to

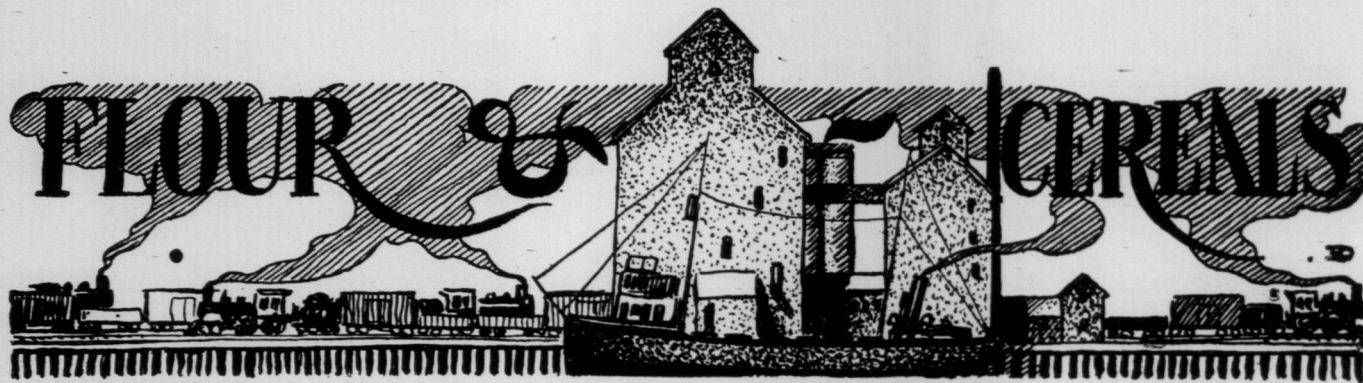
establish himself on a sound footing. He went earnestly to work and early morn until late at night found him at his labors. In a room behind the store he slept, and cooked his own meals in an attempt to save as much money as possible.

Business progressed nicely. He employed one clerk, but as trade became somewhat more substantial he felt it was necessary to have another. He knew of a young woman in the Old Country, a daughter of a friend, who wished to come to Canada. Negotiations proceeded and she came out to take the position. Being a friend of her family he naturally placed every dependence in her, and frequently left her in charge of the store.

The End of Year Reckoning.

He considered he was progressing well. Sales at least were on the increase. However, at the end of the year, when the time of reckoning came, things were by no means as rosy as had been expected. He summed up things a short time after, and although sales kept up, situation was no better. He was going behind, and puzzle his brain as he would, he could not determine the reason. He did not see that expenses were too high for business being done, while he was getting a normal profit on his goods.

The fact that his feminine clerk was dressing in a much better manner than



Cornmeal Prices Continue Steady

With Slight Increase Noted at Some Centres — Manitoba Wheat Somewhat Easier—Manitoba Flour Maintains Steady Position—Winter Wheat Holds Firm Front — Export Trade Dull.

Cornmeal continues to maintain a steady position, and during past week some slight advances are recorded at some centres. While the upward move is not large, nevertheless it indicates the trend of the situation. At some centres there appears to be some difference in quotations of different firms, which may be due to some extent to quality of raw material used in the manufacture.

Although Manitoba wheat has eased to some extent during past week, flour is regarded as holding a secure position. Demand for Manitoba flour cannot be described as brisk. One reason for present lull is probably the fact that country buyers have for some time been taking goodly quantities of flour in order to get mill feed and have still good sized stocks on hand.

Manitoba wheat has weakened during past week. United States markets have also been somewhat easier. Splendid growth, due to abundant rain and faultless temperature, especially in the northwest, sent wheat prices downward in Chicago on Monday. Winter wheat under small supplies on this side of line holds a firm front.

For this reason winter wheat flour holds a steady position with advances noted from Maritime provinces. Domestic trade may be normal, but export business is decidedly slack, there being a wide gap between bid and ask prices. "While winter wheat has gone up about 8 cents, equal to 40 to 50c per barrel more for flour," said one exporter, "we are only able to get about 10 cents per barrel more."

Wheat seeding in West is well to an end. Wheat area in Manitoba is less than last year, but it is estimated that there is a 20 per cent. increase in Saskatchewan acreage.

MONTREAL.

FLOUR. — No further change to be noted since last week, prices for all grades being firmly maintained. It is interesting to note that present prices are 50 cents per barrel higher than a year ago for spring wheat grades, and 30c to 60c for winter wheat flour, the cause being the fact that raw material is at present higher. The demand for spring wheat flour has fallen away during the past week, as country buyers having been obliged to take a quantity of flour during the winter in order to secure supplies of mill feed, have still a fair amount on hand. Until this surplus is worked off no heavy demand can be looked for from the country.

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

CEREALS.—Business in rolled oats and cornmeal is quiet still, but raw material is quite high, so that prices of cereals are well maintained.

Fine oatmeal, single bag lots	2 90
Standard oatmeal, single bag lots	2 90
Granulated oatmeal, single bag lots	2 90
Bolled Cornmeal, 100 bags	2 25
Rolled oats, jute bags, 90-lb., single bag lots	2 65
do., cotton bags, 90-lb., single bag lots	2 70
Rolled oats, barrels	5 55
Rolled wheat, bbl.	2 25

TORONTO.

FLOUR.—Manitoba flour shows no change for the week, and although wheat has shown some concessions of late, flour market is regarded as holding a steady position.

A steady feeling is noticeable in Ontario flour, although quotations show no alteration. Domestic wants appear to be pretty well supplied at present, retailers having made provisions when prices were more favorable to buyers than they are at present time.

Manitoba Wheat.	
1st patent, in car lots	5 70
2nd patents, in car lots	5 30

Strong bakers, in car lots	5 10
Feed flour, in car lots	3 00
Winter Wheat.	
Straight roller, domestic consumption	4 80
Patents, fancy, domestic consumption	4 90
Patents, 90 p.c. domestic consumption	4 60
Blended, domestic consumption	5 00

CEREALS.—There may be a normal demand for season, but trade cannot be described as brisk. Retailers at present are attempting to work supplies of heavy goods down to a safe margin, and have not as yet really got under way with lighter varieties.

Cornmeal continues to maintain a firm position, and is slightly higher again this week at around \$2.35 per cwt. Other lines are steady.

Rolled oats, 25 bags to car lots	2 55
Standard and granulated oatmeal, 98-lb. sk.	2 80
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100 lb. bags	2 35
Rolled oats in cotton sacks, 5 cents more.	

WINNIPEG.

FLOUR AND CEREALS. — Flour prices are now firm and are not liable to immediate change.

Flour—	
1st patents, cwt.	3 65
2nd patents, cwt.	2 75
Strong bakers', cwt.	2 40
Rolled Oats—	
20 lb. sack	0 65
40 lb. sack	1 25
80 lb. sack	2 25
Corn Meal—	
98 lb. sacks	2 25
49 lb. sacks	1 15

THE GOVERNMENT ON COLD STORAGE.

"Judicious handling and careful refrigeration of perishable products are the two things most necessary for the conservation of food," says the Census and Statistics Monthly. "The one and the other are alike indispensable, and without both it is not possible to get good results.

"Cold storage, as we have it in Canada, is not as good as it should be. Especially is this the case as regards poultry and eggs. Some of us were born in the country and we know what a fresh egg is, and also a good chicken; and the cold storage man often causes us to regret that he has taken up a business which he does not understand. Every food product should be given clean and honest treatment."



Smoked Fish Are Still in Good Demand

This is Report From Several Centres — Haddies and Fillets Favorite Lines—Major Portion of Business in Fresh Varieties, However—Receipts of Lake Fish Will be Heavier in Near Future.

A feature reported from several centres this week is that smoked fish continue to hold an important position on the stage of demand. It is not an unusual thing for dealers to drop the handling of smoked fish at the same time as frozen varieties make their exit. However, the big dealers continue to handle them and find an appreciable demand as will any grocer who stocks and displays them. Producers of smoked fish report a good business, with finnan haddie and fillets among the favorites.

Major portion of business is, however, in fresh varieties, although supplies were somewhat held up last week by stormy weather both at coast points and on inland waters. Fishing season on lakes has not yet reached its height, and supplies are not as heavy as they will be a week or so hence, but there is a good assortment available.

Lake trout and white fish are in good demand. Cod and haddock have been in liberal supply along the eastern coast, but shad as well as salmon remains scarce and high. Mackerel are expected to strike in along Nova Scotian coast shortly.

QUEBEC.

MONTREAL.—A fair trade is passing for season. Haddock and cod are in good supply, while buck and roe shad are fairly reasonable in price. Dressed bullheads and perch are arriving more freely than has been the case, and prices are quite low. New lines which are offered on the market are new Gaspé salmon and brook trout, the latter bringing 25 cents per pound. Lake trout and whitefish are good sellers, although trout at present is rather scarce. There are two fish days this week. Friday and Saturday.

In smoked lines, haddies and fillets are selling well.

FRESH AND FROZEN.	
Fancy spring salmon, per lb.	0 18
Fancy shad bucks, each	0 30
Fancy shad roe, each	0 50
Large shad herring, each	0 02
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04 1/2
Smelts, fancy	0 10
Haddock	0 05
Halibut, per lb.	0 09
Herring, frozen, per 100 fish	1 90
Mulletts	0 04 1/2
Pike, dressed and headless, lb.	0 08
Steak, cod	0 06
Mackerel	0 10
Dressed perch	0 09
B.C. red salmon	0 10
Gaspé salmon, per lb., new	0 10
Qualla salmon	0 07 1/2
No. 1 smelts, per lb.	0 09
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 09
Whitefish, small, lb.	0 06
Barbotte (dressed) bullheads, per lb.	0 09

PREPARED FISH.	
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pall	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 05
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12 1/2
Salt eels, per lb.	0 05
Labrador salmon, bbls.	18 00

SMOKED.	
Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07 1/2
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.	
Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—Generally speaking, demand for fish is on fair scale for season. This is the report handed out by majority of local dealers. Greater portion of trade is in fresh varieties with smoked still making a fair bid for honors.

However, the fishing season has not as yet reached its height, and supplies are not on as large a scale as will be the case in a week or so. Still supplies so far have been next to ample, although there was a shortness last week of both

coast and inland fish, due principally to windy weather.

FROZEN FISH.	
Gold eyes	0 06
White fish	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Haddock	0 07
Halibut	0 13
Flounders	0 07 1/2
Lake Ontario herrings, basket	1 00
Lake Erie herrings, per lb.	0 08
Pike	0 08
Perch	0 07
Suckers	0 06

FRESH CAUGHT FISH.

Fillets of haddie	0 13
Ciscoes, basket	0 90
Ciscoes, per lb.	0 09
Scotch kippers, per box	1 05

PICKLED.

Pickled trout, per half bbl.	7 25
Shrimps, 1-gallon cans	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 00
Cod in loose strips, 25-lb. to box, lb.	0 07 1/2
Pure cod tablets, 25 1-lb. tablets	1 25

NEW BRUNSWICK.

ST. JOHN.—Catch of shad is the matter of chief interest in St. John at present, but up to present run has been none too good. Owing to early scanty supply, prices have been rather high for this district, wholesale prices prevailing being about twenty-five to thirty cents. This is expected to be lowered considerably within a few days. Only a few lots have been thus far received, but quality of fish could hardly be excelled. Some fine large salmon have been caught already, although season is young and these have sold at from twenty-five to thirty cents a pound. Halibut ranged from eight to ten cents wholesale, but supply was limited owing to the rough weather. The wet weather has interfered, but the freshet is expected to prove beneficial.

NOVA SCOTIA.

HALIFAX.—Some splendid catches of cod and haddock were landed last week. Demand for fish at present time is light on local market. Lobsters are now plentiful, but price continues firm, especially for large sized lobsters. Shipments to Boston from Nova Scotia are heavy.

Smoked fish business continues quite brisk. There is a good supply of stock for smoke houses, and exports to Quebec and Montreal market are being well maintained.

Fresh trout are coming on market

fairly plentifully, but salmon are scarce and price high.

MANITOBA.

WINNIPEG.—Business in fish is seasonably active. Frozen halibut is out of the market. Limited supplies of fresh trout and salmon are coming in. Fresh whitefish will soon be on market.

Fish—		
Lake Winnipeg whitefish, lb.	0 08 1/2
Fresh pickerel	0 08

Steak cod	0 07
Haddock	0 05
Market cod	0 05
Finnan haddie	0 08
Sea herring, doz.	0 10
Fresh goldeyes	0 04
Kippers, box	2 00
B.C. frozen salmon	0 10
Lake trout	0 07
Bloaters, per box	1 50
Mackerel	0 11
Smelts	0 12
Extra smelts	0 15
Smoked goldeyes, doz.	0 50
Norwegian herrings, per case	5 75
Labrador, per half barrel	4 40
Holland, kegs	0 65
Halibut	0 11
Fresh salmon	0 18
Fresh trout	0 12

Hot Weather Does Not Kill Fish Sales

Splendid Opportunities for Sales by Those Who Have Meat Shops Adjoining Grocery—Long Narrow Showcase Useful — Cleanliness in Fish Department Should be Sought — Show Cards Prove of Advantage.

"You might as well say there is no business to be done in certain goods which our customers do not know as say that we cannot sell fish in hot weather," recently remarked an up-to-date Montreal grocer. And his remarks are well worth consideration, as he has made an entire success of business, his success being due in great part to his always eluding obstacles which some of his nearby competitors evidently feel are unavoidable.

The volume of business done in fish naturally must decrease some during the hot months as large stocks carried so easily in the fall and winter cannot be kept as well during the summer without chances of loss. Nevertheless a large percentage of the average grocers do a most satisfactory business the whole year round and the method of some are interesting.

For those who have a separate meat department, in fact a meat shop as part and parcel of their grocery, there are splendid opportunities as long as attention is given to careful display. Customers naturally give their orders for meat as they stand before the large logs which serve for counters in almost all meat markets. Consequently a long show case stretching all along the front of these logs not only adds to appearances but also serves as an unailing object of attention.

Dimensions of Showcase.

The show case in question should be about one foot and a half deep and a shade less in width as customers generally prefer to examine the meat they are purchasing and a wider case would therefore act as an obstacle rather than an attraction.

Along the bottom of the case can be arranged different varieties of fish both large and small and as the interior is lined with galvanized iron a generous

supply of lettuce leaves, parsley, radishes and ice make a most inviting and tempting show. That customers may know the different names, etc., neatly printed cards, small of course, can be gummed on the inside of the glass over the variety lying directly beneath. This class of case has been used with great success by a leading Montreal merchant, and he finds that the contents of the case are frequently examined by customers before he has a chance to take their meat orders.

Fish in the Grocery Store.

While the latter class of case could also be used to advantage in the purely grocery department, yet leading dealers think it loses part of its magnetism when taken away from the centre of meats, and therefore attribute better results to a large display of choice lines on a large marble slab. And after all what is cleaner looking than a bright stretch of white marble fitted neatly on the counter, carrying partly cut salmon, halibut, haddock, with plump haddies and other smoked and prepared varieties.

Catchy Show Cards.

In whatever corner of the store the fish department is placed (it should be in a bright and clear position if possible), a long show card containing something catchy such as: "Our Brain Food Specials," should be hung on a string over the fish clerk's head, so that no customer can miss it and so that curiosity may be aroused. When new and old customers do approach this counter it is up to the man in charge to sell the goods and surely it is reasonable to state that any clerk should be in a position to put up a good strong talk on the nutritious properties of all classes of fish.

TRAVELERS' HOLIDAYS.

Ontario Wholesalers Decide on Dates Between July 22 and August 3.

The Ontario Wholesale Grocers' Guild have already decided on the dates for travelers' holidays. The salesmen will be withdrawn from the road from July 22 to August 3 and wholesalers have agreed not to send out substitutes to cover the territory west of, but not including, Toronto, as far north as, but not including, North Bay and as far west as and including Windsor. They have also agreed not to solicit business by telephone.

The following are the firms in the agreement:—

BERLIN.—Randall & Roos.

BRANTFORD.—Geo. Foster & Sons, Ltd.; Geo. Watt & Sons, Ltd.

COLLINGWOOD.—T. Long & Bro., Ltd.; Telfer Bros., Ltd.; G. Stephens Co., Ltd.

GUELPH.—The Simpson Co.

HAMILTON.—Balfour, Smye & Co.; Geo. E. Bristol & Co.; W. H. Gillard & Co.; Macpherson, Glassco & Co.; James Turner & Co., Ltd.; Lumsden Bros.; Robt. Simpson Co.

NIAGARA FALLS.—Marland Woolnough Co.

LONDON.—Ed. Adams & Co.; Elliott, Marr & Co., Ltd.; T. B. Escott & Co.; John Garvey & Sons; M. Masuret & Co. A. M. Smith & Co.

OWEN SOUND.—McLaughlin & Sons Co., Ltd.; T. B. Escott & Co.

SARNIA.—T. Kenny & Co., Ltd.

STRATFORD.—The Stratford Wholesale Grocery Co., Ltd.

ST. CATHARINES.—The W. H. Meriman Co., Ltd.; John Ross.

TORONTO.—The Davidson & Hay, Ltd.; Eby-Blain, Ltd., Groceries, Limited; John Sloan & Co.; T. Kinnear & Co.; Medland Bros.; Parsons, Brown & Co.; H. P. Eckardt & Co.; James Lumbers & Co., Ltd.; Warren Bros. & Co.; F. W. Humphrey.

WINDSOR.—Jas. F. Smythe & Co.

A CHAIN OF STORES.

The Capital Grocery Company, of Toronto, is working on the formation of a joint stock company to enter business in Oshawa, Bowmanville, Port Hope and Cobourg. The object, they claim, is to reduce the cost of living to the public. The promoters state these stores will materially lessen the cost of the necessities of life, as they claim they will buy in large quantities and that business will be run by superior methods.



Produce & Provisions



Butter and Eggs Steady to Shade Easier

This Seems to be General Situation — Evidently Scarcity of Butter in West—Pastures Good and Increase in Make Expected—Eggs are Easier in U.S.—Some Stocks Coming From Across the Border.

While butter prices at more than one centre have shown slight downward tendency during past week, at other places a steady tone has been maintained. If we continue to take Cowansville, Que., as a gauge, we will find little change. Last Saturday prices ruled at 26¾ cents, while 26¾ was the price one week before. On most markets, decks have been kept pretty well cleared, supply and demand measuring up almost equally. There is evidently a scarcity of butter in the Northwest, as is shown by orders received by Eastern markets.

One explanation of why butter continues at rather high level at this season is because the market was completely bare of stock when new make began coming forward, whereas last spring a good supply of old butter was left over, and when new make commenced prices toppled. Pastures have been making good prospects, and large increase in production will probably follow.

As in case of butter, while egg prices have eased just slightly at some centres, at others there has been no change, although majority of wholesalers are still looking for lower prices. Fact that prices across the border are easier and that with warm weather liberal offerings are expected from that direction, has a tendency to weaken prices. As pointed out last week some Canadian markets have been supplied with U. S. goods. Canadian wholesalers have been taking U. S. eggs for storage purposes also, a large number of dealers in Toronto having made contracts. It seems that the Canadian hen is not present in large enough numbers to produce enough eggs for even the home consumption.

Hogs and provisions maintain a general steady tone, with a normal demand for season reported. Smoked and cooked meats will be in greater favor from now on.

MONTREAL.

PROVISIONS.—A fair trade is being done in lard, there being a steady demand for small lots to fill actual wants. Packers are all busy, and report a most satisfactory business passing.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17½
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 14
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25
Hogs, dressed, per cwt.	13 00
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl., 45-55 pieces	25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	28 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb. bbls.	8 75
Plate beef, 200 lb. bbls.	17 00
Plate beef, 300 lb. bbls.	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER. — Local market remains quiet, and lower prices are expected. But prices must come well under 28c before it will be safe to operate on any large scale. The receipts for the week show an increase of 1959 packages, compared with previous week, but these figures do not nearly equal those of corresponding period last year. As a large amount of butter was imported from the United States during opening period of May, 1911.

Creamery blocks	0 24	0 28½
Dairy tubs, lb.	0 21	0 22½
Fresh, dairy rolls	0 12	0 13½

EGGS.—Increased supplies of eggs are coming forward, but prices are still on high side, and will have to come down if demand is to be as strong as dealers would like to see it. From present indications, however, we are safe in stating that a 2c drop will soon take place in the country. The continued cool weather has brought about an increase in the finest early spring eggs, the amount to hand at present being equal to that of last year, but prices are about 5 cents a dozen higher, so that outlook is not healthy.

New laids	0 25	0 27
Selects	0 25	0 25

CHEESE.—Strong feeling continues to prevail in cheese situation, and prices are steadily working higher, as at all country boards a slight increase was made. The local market is unchanged, as far as prices are concerned, but the feeling is undoubtedly stronger. A fair volume of business is passing in finest Westerns. Receipts for week show a decided increase over last week.

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

POULTRY. — Supplies are coming along comparatively freely, and turkeys are selling at slight advance. Volume of business passing is not large enough to warrant any particular comment.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 23	0 24
Ducks	0 18	0 20

HONEY.—Honey news is scarce, as business is quiet and little passing. Dealers are buying simply in small quantities, but it is expected that before long things will pick up and prices may become more interesting.

White clover, strained	0 12
White clover, in comb	0 14
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

TORONTO.

PROVISIONS.—A half cent increase on roll bacon and shoulders is made by some firms this week. Long clear is slightly firmer, and general tone of pork products is steady. Dealers say demand for lard is still keeping at good level, notwithstanding high prices.

Run of hogs has only been normal, and

prices are somewhat higher, while dressed product is also firmer.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Bacon, plain, per lb.	0 19	0 20
Bacon, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 13	0 13½
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13½	0 13¾
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams		
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13	0 14
Lard, pails, per lb.	0 14	0 14½
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points	8 50	8 60
Live hogs, local	8 80	8 90
Dressed hogs	12 00	12 50

BUTTER.—Creamery butter is quoted slightly lower by number of firms, but dairy shows little or no variation. Majority of dealers are looking for still lower prices, but all do not hold this opinion. "Butter at outside points is quite firm," said one wholesaler, "and I am finding it difficult to get supplies." "Demand and supply is running pretty even with our firm," said another, "but I am looking for lower prices."

"Prices are still too high," said a third. "I expect them to go lower, but don't look for any big drop."

June butter is generally in demand for storage purposes, providing, of course, the price is right.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 26	0 27
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Dairy rolls	0 20	0 21

EGGS.—Egg prices during week show no change, although wholesalers are still looking for those lower prices which are so tardy in making their appearance. There are still some supplies coming from across the line, and reports from there would indicate easier tendency. With warm weather U. S. offerings are expected to be large. Certain quantity of eggs are being stored even at present price.

CHEESE.—Some dealers would raise quotations on old cheese another ½ cent. "Small stocks," as pointed out before is the reason.

New cheese is fairly steady. Full grass cheese will be arriving from now on.

Old Cheese—		
Large	0 17	0 17½
Twin	0 17½	0 17¾
Stiltons	0 18½	0 19
New Cheese—		
Large	0 14½	0 15
Twin	0 14¾	0 15¼

HONEY.—There is not much new to report in honey. Prices are unchanged but steady. Trade is rather inclined to quietness.

Honey—strained—		
White clover, 10-lb. tins, per lb.	0 12½	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 08	
Amber honey, 50-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	

Poultry.—Trade is quiet. Fowl and spring broilers constitute the greater portion of business.

Fowl, dressed, per lb.	0 18
Turkeys, dressed, per lb.	0 22
Spring broilers, each	0 50

WINNIPEG.

PROVISIONS.—Further advances are recorded in lard and cured meats. Other lines are cheaper. The market generally is in an unsettled condition.

Lard—		
Tierces	0 13¾	
50 lb. tubs	7 00	
20 lb. tubs	2 85	
10 lb. cases	8 70	

5 lb. cases	8 80
3 lb. cases	8 85
Cured Meats—	
Hams	0 17¾ 0 18
Bacon	0 18½ 0 19
Smoked shoulders	0 14½
Long clear	0 13¾
Butter—	
Creamery butter	0 34
Dairy prints	0 25
Eggs—	
Strictly fresh	0 21
Cheese—	
Ontario, large, new	0 14
Twins, new	0 14½

Selling Provisions for the Past 38 Years

How One Dealer Considers the Importance of This Branch of The Grocery Business—Sell Best Parts of Cooked Hams for Higher Prices Than Others—Use Display Refrigerator for Butter, Eggs, Etc.

The big season for smoked and cooked meats is now opening up. There is a much greater demand for these lines during the summer months, and the sales of many stores reach an extensive figure. The success of this department is generally in proportion to amount of effort directed to it by the dealer.

One man who finds sales for these lines expanding during the summer months is C. Zurhorst, provision and grocery dealer at 333½ Yonge street, Toronto. This firm make a speciality of cooked meats and impress this fact on customers by store signs and newspaper ad.

Show Meats in Window.

A good deal of business in provisions is created by window display. Different lines of meats are shown separately on white platters and a plentitude of price cards is used in the display. Especially during the warm weather some lines of meats have to be kept in refrigeration and the dealer finds it impossible to show them in the window.

This store has overcome the difficulty by the use of a glass front refrigerator at the rear of the window. In this, perishable varieties may be shown so that the passerby will notice them. At the top of the refrigerator is a sign, "Noted for cooked meats." Besides cooked ham, they handle a big range of jellied meats.

Keeping Out the Sun.

Their store is on the east side of the street and in the afternoon as the sun circles to the west, it shines into the window. The awning shades it to some extent but not completely and it would not do to allow the sun to shine on meats. To prevent this a sheet of cotton is stretched across the outside of the window. It is just two feet wide and protects the meat from the sun but does not completely shut off the display as pulling down a blind would do. The sheet of cotton is also made use for blazing forth the fact to those who pass, "Noted for cooked meats."

In the interior of the store, display is made an important point. Meats are

shown extensively on platters on the counter. A big variety of cheese is shown. On one side hams hang down from a rod.

Display Refrigerator Used.

There is also a display refrigerator showing butter, lard and cooked meats. Price tickets are used extensively in all displays so that at a glance a person may see the selling price of any line.

"In selling a ham," says Chas. H. Zurhorst, "we always charge a higher figure for the most desirable portion of it. Of course, we always charge more for meat when we slice it. We try to sell the shank end of the ham in a piece."

In Business 37 Years.

This firm which does an extensive meat business, has been in business in Toronto since 1875, and for the past 28 years has been in business in the present stand. "Proper attention has to be given to details if any profit is to be made," states Mr. Zurhorst. "Since we have been here 30 stores within four or five blocks have come and gone."

EASTERN CREDIT MEN MEET.

Toronto, May 23—(Special) — The Canadian Credit Men's Association held their monthly meeting at McConkeys, Toronto, on May 16. The membership of the Ontario division has now reached 150.

John J. Dauphin, of Buffalo, was the speaker of the evening. A strong point made by him was that over six million dollars was lost in Canada in 1911 by failures and wondered how much of this might have been averted by more careful allowing of credit. Incompetence, as shown by statistics, stands high as a cause of failure. Others are lack of capital, extravagance, neglect, competition, speculation, fraud and failure of others.

Mr. Leith, of Balfour, Smye & Co., Hamilton, spoke of the work being done in that city. A. G. Malcolm presided.

QUALITY, RESULTS AND PRICE.

THE most essential principles in lard making, are not overlooked in **EASIFIRST SHORTENING.**

Figure the saving as compared with pure lard and remember our guarantee goes with every package.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO



CANADIAN, U.S. AND FOREIGN MANUFACTURERS get in touch with

The Largest and Most Progressive
WHOLESALE
COMMISSION HOUSE in CANADA

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office, WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

P.S.—DO IT NOW.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

Goods made by

E. W. GILLETT CO., LTD.
(Ontario and Quebec Prices.)

IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen	10c	85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.

Cases	Sizes	Per doz.
6-dozen	5c	50
4-dozen	4-oz.	75
4-dozen	6-oz.	1 00
4-dozen	8-oz.	1 30
4-dozen	12-oz.	1 80
2-dozen	12-oz.	1 85
4-dozen	16-oz.	2 25
2-dozen	16-oz.	2 30
1-dozen	2½-lb.	5 00
½-dozen	5-lb.	9 60

Cases	Sizes	Per doz.
2-dozen	6-oz.	Per case
1-dozen	12-oz.	Per case
1-dozen	16-oz.	\$6.00

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

MAGIC SODA.

	Per Case.
Case No. 1, 60 1-lb. packages, 1 case	\$2.85; 5 cases \$2 75
Case No. 2, 120 ½-lb. packages, 1 case	\$2.85; 5 cases \$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case	\$2.85; 5 cases 2 75
Case No. 5, 100 10-oz. packages, 1 case	\$2.90; 5 cases 2 80

GILLETT'S CREAM TARTAR.

	Per doz.
¼-lb. paper pkgs., 4 doz. in case	\$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
Per case	
4 doz. ¼-lb. paper pkgs.	\$8 00
2 doz. ½-lb. paper pkgs.	
Per doz.	
½-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
Per lb.	
5-lb. sq. canisters, ½ doz. in case	33
10-lb. wooden boxes	30½
25-lb. wooden pails	30½
100-lb. kegs.	28½
360-lb. barrels	28

GILLETT'S PERFUMED LYE.

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

YEAST.

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

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal-Dime	0 95
¼-lb.	1 40
6-oz.	1 95
½-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.

BORWICK'S BAKING POWDER

Sizes	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over	each 0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES & CEREALS, LTD.

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

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

DOMINION CANNERS.

Aylmer Jams.

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

Jellies.

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

Marmalade.

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

Pure Preserves—Bulk.

	5-lbs. 7-lbs.
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82
14's and 30's per lb.	
Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size	
2 doz. in box, doz.	1 80
Perfection chocolate, 10c size	
2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30

Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonparell wafers, No. 1, 5-lb. boxes	0 30
Nonparell wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.	1 35
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.

Smaller quantities	0 37
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JOHN P. MOTT & Co.'S.

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

Elite, No. 1 size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2 doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy, chocolate, ¼'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ¼'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

COCOANUT.

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

MORE BUSINESS

We Solicit business from live dealers who are not now customers and can safely promise in exchange prompt and faithful service.

Give us a trial—test us in any way you like, and we feel confident that we can measure up to your highest expectations.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

0 25
0 30
0 25
0 30
0 36
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0 36
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1 35
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0 26

THE CANADIAN GROCER

1/2-lb. pkgs. White Moss .. 0 27
1/4-lb. pkgs. White Moss .. 0 28
1 and 1/2-lb. pkgs., assort-
ed .. 0 28 1/2
1/4 and 1/2-lb. pkgs., asstd. 0 27 1/2
1/2-lb. pkgs., asstd., in 5-lb.
boxes .. 0 28
1/4-lb. pkgs., asstd., in 5-lb.
boxes .. 0 29
1/4-lb. pkgs., asstd., 5, 10, 15-
lb. cases .. 0 50
Bulk—
In 15-lb. tins, 20-lb. pails and
10, 25 and 50-lb. boxes.
Pails Tins Bbls.
White Moss, fine
strip .. 0 19 \$ 21 0 17
Best shredded . 0 18 0 16
Ribbon .. 0 19 0 17
Macaroon .. 0 17 0 15
Desiccated .. 0 16 0 14
CONDENSED MILK.
BORDEN'S CONDENSED MILK
Wm. H. Dunn, Agent, Montreal
and Toronto. Per Case
Eagle Brand, each 4 doz.. \$6 00
Gold Seal Brand, each 4 dz 5 25
Challenge Brand, each 4 dz 4 50
Peerless Brand, "Hotel,"
each 2 doz. 4 00
Peerless Brand, "Tall," each
4 doz. 4 50
Peerless Brand, "Family,"
each 4 doz. 3 75
Peerless Brand, "Small,"
each 4 doz. 2 00
CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.
Per Case.
Canada First Baby Eva-
porated Milk .. 2 00
Canada First Family Eva-
porated Milk .. 3 75
Canada First Medium Eva-
porated Milk .. 4 50
Canada First Hotel Eva-
porated Milk .. 4 00
Canada First Sweetened
Condensed Milk .. 5 25
Canada First Rosebud Con-
densed Milk .. 5 15
Canada First Beaver Con-
densed Milk .. 4 50
REINDEER LIMITED.
(Sweetened.)
Reindeer Brand (4 doz. in
case) .. 5 50
Mayflower Brand (4 doz.
in case) .. 5 25
Clover Brand (4 doz. in
case) .. 4 50
(Unsweetened.)
Reindeer Jersey Brand,
Family (4 doz. in case). 3 75
Reindeer Jersey Brand,
Medium (4 doz. in case) 4 50
Reindeer Jersey Brand,
Hotel (2 doz. in case).. 4 00
Reindeer Jersey Brand,
Gallon (1/2 doz. in case) 4 60
COFFEE.
(Combined with Milk and Sugar)
Reindeer Brand (2 doz.
in case) .. 5 00
Regal Brand (2 doz. in
case) .. 4 50
Reindeer Brand, in glass
jars (2 doz. in case).... 6 20
COCOA
(Combined with Milk and Sugar)
Reindeer Brand (2 doz. in
case) .. 4 80
ST. CHARLES CONDENSING
CO.
St. Charles Evaporated
Milk (baby size) .. 2 00
St. Charles Evaporated
Milk (family size) .. 3 75
St. Charles Evaporated
Milk (hotel size) .. 4 00

Silver Cow Milk .. 5 40
Purity Milk .. 5 25
Good Luck Milk .. 4 50
COFFEES.
EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground, pack-
ed in damp-proof bags.
King Edward .. 0 34
Club House .. 0 33
Nectar .. 0 32
Royal Java and Mocha.. 0 32
Empress .. 0 30
Duchess .. 0 29
Ambrosia .. 0 28
Plantation .. 0 26 1/2
Fancy Bourbon .. 0 26
Crushed Java and Mocha 0 19
Package Coffee.
Gold Medal, 2-lb. tins,
whole or ground .. 0 31
Gold Medal, 1-lb. tins, do
do. 0 32
Gold Medal, 1/2-lb. tins,
do. 0 33
Anchor Brand, 2-lb. tins,
do. 0 31
German Dandelion, 1-lb.
tins, ground .. 0 26
German Dandelion, 1/2-lb.
tins, ground .. 0 28
English Breakfast, 1-lb.
tins, ground .. 0 19
Grand Prix, 1 and 2-lb.
tins, ground .. 0 30
Demi-Tasse, 1 and 2-lb.
tins, ground .. 0 30
Flower Pot, 1-lb. pots,
ground .. 0 23
WHITE SWAN SPICES AND
CEREALS, LTD.
WHITE SWAN BLEND.
1-lb. decorated tins, lb. ... 0 32
Mo-Ja, 1/2-lb. tins, lb. 0 30
Mo-Ja, 1-lb. tins, lb. 0 28
Mo-Ja, 2-lb. tins, lb. 0 28
Cafe des Epicures, 1lb. fancy
glass jars, per doz., \$3.60.
Cafe l'Aromatique, 1lb. amber
glass jars, per doz., \$4.00.
Presentation (with tumblers) \$3
per doz.
MINTO BROS.
MELAGAMA BLEND.
Ground or bean— W.S.P. R.P.
1 and 1/2 .. 0 25 0 30
1 and 1/2 .. 0 32 0 40
1 and 1/2 .. 0 37 0 50
Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.
BRANSON'S SHEREEF COF-
FEES.
AGENT: F. COWARD.
402 Spadina Avenue, Toronto.
Small size .. \$1.45 per doz., net
Large size .. \$2.85 per doz., net
In 3 dozen free cases. Freight
paid on 1/2 gross order.
CONFECTIONS.
PEANUT BUTTER.
Ontario Prices
MacLaren's Imperial— Per doz.
Small, 2 doz. 0 95
Medium, 2 doz. 1 80
Large, 1 doz. 2 75
Tumblers, 2 doz. 1 35
Pails, 24 lbs., per lb. 0 15
CHEESE.
MACLAREN'S IMPERIAL
Ontario Prices per doz.
Individual (each 2 doz.) .. 1 00
Small (each 2 doz.) .. 2 40
Medium (each 1 doz.) .. 4 50
Large (each 1/2 doz.) .. 8 25
MacLaren's Roquefort—
Small (each 2 doz.) .. 1 40
Large (each 1 doz.) .. 2 40
MacLaren's Canada Cream—
Small (each 1 doz.) .. 0 90
Medium (each 2 doz.) .. 1 35
Large (each 1 doz.) .. 2 40

CREAM.
FUSSELL & CO., LTD., LON-
DON, ENG.
"Golden Butterfly" Brand Cream,
8 doz. 10c size, cases, \$7.60.
"Golden Butterfly" Brand Cream,
8 doz., 15c size, cases, \$11.50.
INFANTS' FOOD.
Robinson's patent barley, 1/2-lb.
tins, \$1.25; 1-lb. tins, \$2.25; Rob-
inson's patent groats, 1/2-lb. tins,
\$1.25; 1-lb. tins, \$2.25.
FLAVORING EXTRACTS.
SHIRRIFF'S.
1 oz. (all flavors) doz. 1 00
2 oz. (all flavors) doz. 1 75
2 1/2 oz. (all flavors) doz. 2 00
4 oz. (all flavors) doz. 3 00
5 oz. (all flavors) doz. 3 75
8 oz. (all flavors) doz. 5 50
16 oz. (all flavors) doz. 10 00
32 oz. (all flavors) doz. 18 00
Discount on application.
CRESCENT MFG. CO.
Mapleline— Per doz.
2 oz. bottle (retail at 50c) 4 60
4 oz. bottles (retail at 90c) 6 80
8 oz. bottles (retail at \$1.50) 12 50
16 oz. bottles (retail at \$3) 24 00
Gal. bottles (retail at \$20) 15 00
CLARK'S PORK AND BEANS
IN TOMATO SAUCE.
Per doz.
No. 1, 4 doz. in case .. 0 50
No. 2, 2 doz. in case .. 0 90
No. 3, flats, 2 doz. in case 1 00
No. 3, talls, 2 doz. in case 1 25
No. 6, 1 doz. in case .. 4 00
No. 12, 1/2 doz. in case..... 6 50
LAPORTE, MARTIN & CO.,
MONTREAL, AGENCIES.
These prices are F.O.B. Mont-
real. Imported Peas "Soleil"
Per case
Sur Extra Fins, 1/2 facons,
40 bou. 11 00
Sur Extra Fins, tins, 1/2
kilo, 100 tins .. 15 50
Extra Fins, tins, 1/2 kilo,
100 tins .. 15 00
Tres Fins, 1/2 kilo, 100 tins 14 00
Fins, tins, 1/2 kilo, 100 tins 12 50
Mi-Fins, tins, 1/2 kilo, 100
tins .. 11 00
Moyens No. 1, tins, 1/2 kilo,
100 tins .. 10 80
Moyens No. 2, tins, 1/2 kilo,
100 tins .. 9 50
Moyens No. 3 .. 8 75
Asparagus, Haricots, etc.
MINERVA PURE OLIVE OIL.
Case—
12 litres .. 6 50
12 quarts .. 5 75
24 pints .. 6 25
24 1/2-pints .. 4 25
Tins—
5 gals. 2s .. 23 00
2 gals. 6s .. 29 00
1 gal. 10s .. 25 00
1/2-gal. 20s .. 26 00
1/4-gals. 20s .. 13 50
1/8-gal. 48s sq. 17 00
1/8-gal. 48s rd. 15 50
BASSIN DE VICHY WATERS.
La Capitale, 50 qts. 5 00
La Neptune, 50 qts. 6 00
St. Nicholas, 50 qts. 7 00
La Sanitas Sparkling, 50
quarts .. 8 00
La Sanitas Sparkling, 100
pints .. 9 00
La Sanitas Sparkling, 100
splits .. 4 90
Lemonade Savoureuse, 50's 7 50
CASTILE SOAP.
"Le Soleil," 72 p.c. olive oil.
Case, 12 lbs. 2 1/2-lb. bars, lb 0 08 1/2
Case 25 lbs., 11-lb. bars, lb 0 07 1/2

Case 50 lbs. 1/4-lb. bars case 3 50
Case 200 lbs. 3 1/2-oz., case 3 75
"La Lune," 65 p.c. olive oil.
Case 25 lbs. 11-lb. bars, lb. 0 07
Case 12 lbs. 2 1/2-lb. bars, lb 0 08
Case 50 lbs. 1/4-lb. bars, case 3 25
Case 100 lbs. 3 1/2-oz. bars,
case .. 1 80
Case 200 lbs. 3 1/2-oz. bars,
case .. 3 40
ALIMENTARY PASTES.
BLANC & FILS.
Macaroni, Vermicelli, Animals,
Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 07 1/2
Box, 25 lbs., loose .. 0 07
DUFFY & CO. BRAND.
Grape Juice, 12 qts. 4 75
Grape Juice, 24 pts. 5 15
Grape Juice, 36 splits 4 75
Apple Juice, 12 qts. 4 50
Apple Juice, 24 qts. 4 75
Champagne de Pomme, 12 q 5 00
Champagne de Pomme, 24 p 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts. .. 5 00
Sparkling Cider, 24 pts. .. 5 50
Apple Vinegar, 12 qts. 2 50
CEREALS.
Grape Nuts—No. 22, \$3; No. 23,
\$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No.
1, \$2.70
Force, 36's .. 4 50
Gusto, 36's .. 2 85
MUSTARD.
COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., 1/4-lb. 1 40
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 00
F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45
Per jar
Durham, 4-lb. jar .. 0 75
Durham, 1-lb. jar .. 0 25
MACLAREN'S IMPERIAL PRE-
PARED MUSTARD.
Ontario Prices.
Small, case 4 doz., per doz 0 45
Medium, cases 2 doz., doz. 0 00
Large, cases, 1 doz., doz. 1 35
CANNED HADDIES "THIS-
TLE" BRAND.
A. P. TIPPET & CO., Agents.
Cases 4 doz. each, flats,
per case .. 5 40
Cases 4 doz. each, ovals,
per case .. 5 40
LARD.
N. K. FAIRBANK CO. BOAR'S
HEAD LARD COMPOUND.
Tierces .. 11 1/2
Tubs .. 11 3/4
Pails .. 12
Tins, 20 lbs. 11 1/2
Cases, 3 lbs. 12 1/2
Cases, 5 lbs. 12 3/4
Cases, 10 lbs. 12 3/4
F.O.B. Montreal.
GUNN'S "EASIFIRST" SHORT-
ENING.
Tierces .. 0 10 1/2
Tubs .. 0 10 3/4
20-lb. pails .. 0 11
20-lb. tins .. 0 10 1/2
10-lb. tins .. 0 11 1/4
5-lb. tins .. 0 11 1/2
3-lb. tins .. 0 11 1/2
1-lb. cartons .. 0 12
MARMALADE.
SHIRRIFF BRAND.
"Imperial Scotch"—
1-lb. glass, doz. 1 55
2-lb. glass, doz. 2 90
4-lb. tins, doz. 4 65
7-lb. tins, doz. 7 35
"Shredded"—
1-lb. glass, doz. 1 90

YEAST **ROYAL** CAKES

AVOID TROUBLE.

GROCERS: In ordering Yeast Cakes, always be careful to specify ROYAL YEAST. If you neglect to take this precaution you are liable to be imposed upon and put to needless expense by having your order filled with one of the poor imitations for which there is little or no demand. We know of some houses that might do this. The original good kind with the blue label is the kind the consumers want. Avoid imitations which are known and represented as the "just as good" kinds.

ROYAL YEAST CAKES



BLUE LABEL

Most Perfect Made

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

WINNIPEG MONTREAL



BLUE LABEL

LARD

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16½c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S

Condensed

Mince Meat

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

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

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

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

4-lb. box "Special" per box 0 22
 8-lb. box "Special," box.. 0 44
 5-lb. box "Standard" box 0 27½
 10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb. bbls.
 per lb. 0 05
 25-lb. cases, 1-lb. pkgs.
 (Vermicelli) per lb. 0 06
 Globe Brand.
 5-lb. box "Standard" box 0 30
 10-lb. box "Standard," box 0 60
 25-lb. cases (loose) per lb. 0 06
 25-lb. cases, 1-lb. pkgs., lb. 0 06½

JELLY POWDERS.
JELL-O.

Assorted case, contains 2
 doz. 1 80
 Lemon (straight) contains
 2 dozen 1 50
 Orange (straight) contains
 2 dozen 1 80
 Raspberry (straight) con-
 tains 2 doz. 1 80
 Strawberry (straight) con-
 tains 2 doz. 1 80
 Chocolate (straight) con-
 tains 2 doz. 1 80
 Cherry (straight) contains
 2 doz. 1 80
 Peach (straight) contains
 2 doz. 1 80
 Weight 8 lbs. to case. Freight
 rate, 2nd class.

JELL-O ICE CREAM POWDER.

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

IMPERIAL DESSERT JELLY.

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

**SOAP AND WASHING POW-
 DERS.**

A. P. TIPPET & CO., AGENTS
 Crlele soap, per gross .. \$10 20
 Floriola soap, per gross .. 12 00
 Straw hat polish, per gross 18 20

SNAP HAND CLEANER.

3 dozen to box \$3 90
 6 dozen to box 7 20
 30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each
 with 20 bars of Quick Naptha as
 a free premium.

Richards Quick Naptha Soap.
 GENUINE. Packed 100 bars to
 case.

FELS NAPTHA.

Prices—Ontario and Quebec:
 Less than 5 cases \$5 00
 Five cases or more 4 95

**SAPHO MFG. CO., LTD., MONT-
 REAL "SAPHO" INSECTICIDE.**

1-16 gall., doz. \$ 2 00
 ¼ gall., doz. 6 00
 ½ gall., doz. 10 80

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

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

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

STARCH.

EDWARDSBURG STARCH CO.

Boxes	Cents
Contain	per lb.
Laundry Starches—	
40 lbs., Canada Laundry.	.06½
40 lbs., Canada white gloss,	
1 lb. pkgs.06½
48 lbs., No. 1 white or blue,	
4 lb. cartons07	
48 lbs., No. 1, white or blue,	
3 lb. cartons,07	
100 lbs., kegs, No. 1, white	.06½
200 lbs., bbls., No. 1, white	.06½
30 lbs., Edwardsburg silver	
gloss, 1 lb. chromo pack-	
ages07½	
48 lbs., silver gloss, in 6-lb.	
tin canisters08	
36 lbs. silver gloss, 6-lb.	
draw lid boxes08	
100 lbs. kegs. silver gloss,	
large crystals07	
28 lbs. Benson's satin, 1-lb.	
cartons, chromo label .. .07½	
40 lbs. Benson's Enamel	
(cold water) per case .. 3 00	
20 lbs. Benson's enamel	
(cold water) per case .. 1 50	
Celluloid—boxes containing	
45 cartons, per case 3 00	
Culinary Starch	
40 lbs. W. T. Benson &	
Co.'s celebrated prepared	
corn07½	
40 lbs. Canada pure corn	
starch06½	
(20-lb. boxes ¼c. higher.)	

BRANTFORD STARCH WORKS

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

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

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb., per
 case \$4; Ocean Baking Powder,
 3-oz. tins, 4 doz. per case, \$1.00;
 4-oz. tins, 4 doz. per case, \$3.00;
 8-oz. tins, 5 doz. per case, \$6.50;
 16-oz. tins, 3 doz., per case, \$6.75;
 5-lb. tins, 10 tins a case, \$7.50;
 1-lb. bulk, per 25, 50 and 250 lbs.,
 at 15c per lb. Ocean blanc mange,
 48 8-oz., \$4; Ocean borax, 48 8-
 oz., \$1.60; Ocean cough syrup,
 36 6-oz. \$6.00; 36 8-oz. \$7.20;
 Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

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

SYMINGTON'S SOUPS.

Quart packets, 9 varieties,
 doz. 0 90
 Clear soups in stone jars, 5
 varieties, doz. 1 40

SODA—COW BRAND.

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

SYRUP.

EDWARDSBURG STARCH CO.

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

LILY WHITE CORN SYRUP.

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

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)
 2's—2 doz. to case, per doz. 83
 3's—2 doz. to case 1 45
 Winnipeg.
 2's—Tins, 2 doz. cases, per
 doz. 1 20
 3's—Tins, 2 doz. cases, per
 doz. 1 75
 5's—Tins, 1 doz. cases, per
 doz. 3 20
 10's—Tins, ½ doz. cases,
 per doz. 5 30
 20's—Tins, ¼ doz. cases,
 per doz. 10 40
 Pails—1's each 0 65
 Pails—2's each 1 12
 Pails—5's, each 2 55

DOMOLCO BRAND

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

3's. 2 doz. case, per doz. .. 1 85
 5's, 1 doz. case, per doz. ... 3 75
 10's, ½ doz. case, per case.. 3 40
 20's, ¼ doz. case, per case.. 3 85
 Western Prices—Sudbury to
 Victoria.

2's, 2 doz. case, per doz. 1 60
 3's, 2 doz. case, per doz. ... 2 35
 5's, 1 doz. case, per doz .. 4 00
 10's, ½ doz. case, per case 4 15
 20's, ¼ doz. case, per case 3 80

SAUCES.

**PATERSON'S WORCESTER
 SAUCE.**
 ½-pint bottles, 3 and 6 doz.
 cases, doz \$0 80
 Pint bottles, 3 doz. cases,
 doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints ... \$3 35
 Cases of 3 doz ¼-pints 2 25

**HOLBROOK'S IMPORTED
 PUNCH SAUCE.**

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

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

STOVE POLISH.

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

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

TOBACCO.

**IMPERIAL TOBACCO COM-
 PANY OF CANADA.**

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

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.
 Wholesale R't'l.
 Brown Label, 1's and ½'s .25 .30
 Green Label, 1's and ½'s .27 .35
 Blue Label, 1's, ½'s, ¼'s
 and ⅛'s 30 .40
 Red Label, 1's and ½'s. .36 .50
 Gold Label, ½'s 44 .60
 Red-Gold Label, ¼'s ... 55 .80
LUDELLA CEYLON TEA.
 Orange Label, ¼'s 34 .30



GET THIS

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

YOU WANT

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

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

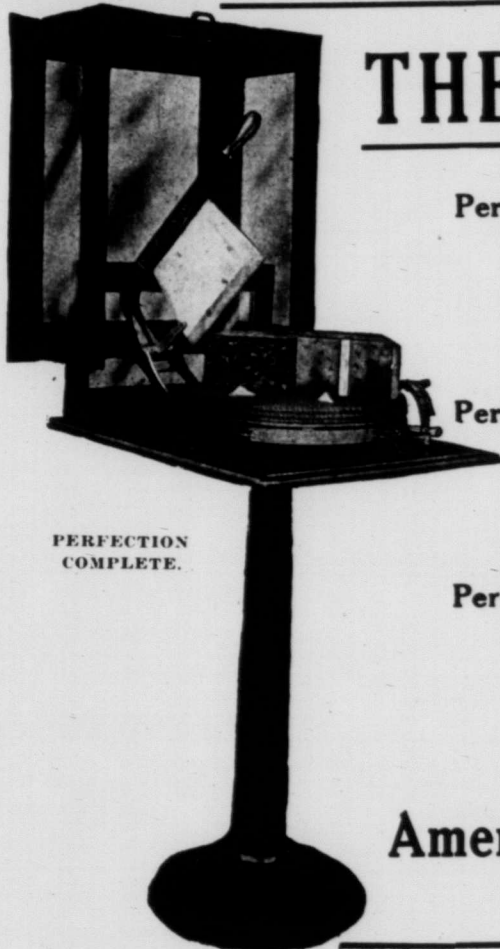
Richards & Brown

Wholesale Grocers and Commission Merchants

WINNIPEG,

CANADA

THE PERFECTION WAY



PERFECTION COMPLETE.

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada

HAMILTON, ONTARIO

THE CANADIAN GROCER

Brown Label, 1/2's & 1's .28 .40
 Brown Label, 1/4's30 .40
 Green Label, 1/2's & 1's. .35 .50
 Red Label, 1/2's40 .60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

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

Wholesale R't'l

Brown Label, 1-lb. or 1/2 .25 .30
 Red Label, 1-lb. or 1/2 .27 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4 .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only .. .55 .80
 Gold Label, 1/4 only70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.
 Orange Label, 1's23 .30

Black Label, 1-lb., retail at
 25c20
 Black Label, 1/2-lb. retail at
 25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c35
 Brown Label, retail at 60c.. .42
 Gold Label, retail at 80c55

JAMS AND JELLIES.

T. UPTON & Co.

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

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

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

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

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

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0 90
 List Price.

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

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

Strawberries

Car arriving daily. Fruit is fine and price reasonable.

Oranges

California Navels, Mediterranean Sweets, Ovals, in Half Boxes.

PINEAPPLES — Cubans and Porto Ricos.

BANANAS, LEMONS, LIMES, TOMATOES, ASPARAGUS, SPINACH, LETTUCE, ETC.

Car extra heavy COCOANUTS in sacks of 100.



25-27 CHURCH TORONTO
 are Largest Receivers

BANANAS
 Tomatoes
 Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

For

Summer Weather

When it Comes

Specify

"St. Nicholas"

The Lemon with
 The "Juice."

J. J. McCabe

Agent

Toronto

TANGLEFOOT



THE ORIGINAL FLY PAPER

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



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited
 Manufacturers of

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

Wellington Mills, London, England

FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.

HALIFAX, N.S.

Fresh Strawberries

Arriving in car lots daily
from North Carolina. Let
us have your daily orders.

ALSO

**Bananas, Pineapple,
Cucumbers, Cabbage
Tomatoes**

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

Pineapple Week

The last week of May will be the best
week for pines. They will be at their
best for preserving then. Let us have
your orders early. We repack and
make sound all pines before shipping.

STRAWBERRIES

Fresh arrivals every day. We expect
Maryland berries to start this week.
They should be very fancy. The nearer
home, the better they are.

**TOMATOES BANANAS CABBAGE
ORANGES LEMONS**

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

D.W.C. SPANISH OLIVES

is a brand that represents
the highest quality in this
famous, delicious and nut-
ritious edible.

For years particular pride
has been taken in turning
out this brand of Olives
which are all selects in sizes
and flavor, packed in most
carefully prepared brine.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Build-
ing, Montreal, Quebec, Ontario, Manitoba
and the Northwest; F. K. Warren,
Halifax, N.S.; F. H. Tippet & Co., St.
John, N.B.; C. E. Jarvis & Co., Van-
couver, B.C.



BOVRIL

WILL INCREASE YOUR PROFITS

It is no more trouble to handle an 8 oz. or 16 oz.
bottle than a small one. But the large one
brings you a better profit.

If you tell your customer the price of a 2 oz. and
the price of a 16 oz., the economy is obvious.
You make the better profit and please your
customer too.

Bovril Limited, Montreal

The Grocer Who Can Supply and Who Pushes **SNAP**

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—"Success," and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner—cleans the hands of all kinds of soil, paint, grease, tar, etc.



—
Snap Co.
Limited
Montreal, - Que.

Ideal Summer Beverages



A few leading lines that you require for your summer trade.

**Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,**

10 oz. size, \$10.80 per gross,
quarts, \$27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers
TORONTO

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

AURORA COFFEE

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

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

BUGGY EGG CRATES

THE BEST YET
SO HANDY

ABSOLUTELY ACCURATE

FOR PARTICULARS WRITE

WALTER WOODS & CO.
HAMILTON - - WINNIPEG

NO MISCOUNTS

NO BROKEN EGGS

NO LOSS

Lets Look at it From
This View-point---
Quality of the Fish of



**Brunswick Brand
Sea Foods**

which stand pre-eminant for cleanliness. Our factory employs only skilled and expert packers and each department seeks to excel—and succeeds.

What character of custom do YOU think such a high quality product will have?

Isn't it quite reasonable that such canned fish stock APPEALS to the buyers of families' foods and others? IT DOES—and to a greater extent than any other brand of canned fish.

Handle the line, Mr. Grocer, that SELLS and also gives good profit.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. DeCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



**Royal Shield
Jelly Powders**

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson
Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



**Stuhr's
DELICACIES.**

**Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

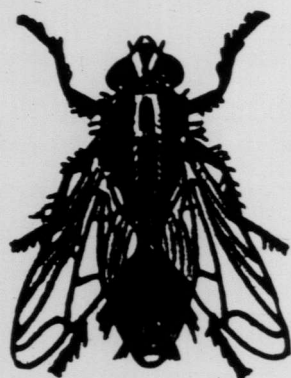
Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada

FOR SALE EVERYWHERE



I make the demand for

**WILSON'S
FLY PADS**

and Retail Grocers make a
profit of

66²/₃ to 80%

Archdale Wilson
Hamilton, Ont.

**HOUSEWIVES'
FAVORITE**



**WHITE DOVE
Cocoanut**

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

W. P. Downey
MONTREAL, QUE.

53 Highest Awards in Europe and America

**WALTER BAKER & CO.'S
CHOCOLATE
& COCOA**



Registered
Trade-Mark

Our Cocoa and Chocolate
preparations are **Absolutely Pure** — free from
coloring matter, chemical
solvents, or adulterants
of any kind, and are
therefore in full conform-
ity to the requirements

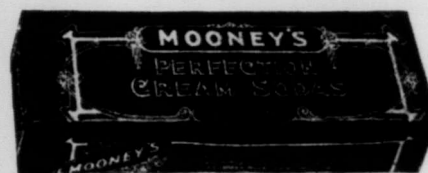
of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

TRY A
Condensed Ad.
IN
This Paper



**Are You
Handling These,
Mr. Grocer?**

They represent something
new in their line. They
are just a little different
and a little bit better,
crisper and more tooth-
some than any other sodas
you may have stocked in
the past. That's why the
people are asking for them.
They are a good article to
push.

**The Mooney Biscuit
and Candy Co., Limited**

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B., HALIFAX, N.S.,
FORT WILLIAM, CALGARY,
VANCOUVER, B.C., ST. JOHN, N.F.L.D.

**One Sale Means
More Sales**

You should be able to
supply

MAPLEINE

when demanded by your
customers.
Advertised in the leading
magazines.
Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, W.N.



When writing advertisers kindly men-
tion this paper.



Wonderfully Good Value!

Are you selling the kind of soap that makes the house-keepers think yours is the store for good value? You can do this by selling

**WONDERFUL SOAP
AND
SOAP CHIPS**

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled. As for Soap Chips—their equal in efficiency and economy for large washings has yet to be discovered.

We Pay Freight on Five Case Lots.

Write us for quotations.

The Guelph Soap Co.
Guelph, Ontario



By Special royal permission.

**The Food That
Serves the Appetite**

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

**"KING OSCAR"
SARDINES**

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit. **GET A STOCK TO-DAY.**

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON, :: :: ONTARIO



A MODERN METHOD

NO WASTE SPACE—every inch of shelf room available where our system of **PATENT ADJUSTABLE BRACKETS** is installed.

Adjustable Shelving is adaptable to any line of goods, from the most delicate to heavy merchandise. It is the modern method of store Shelving. Each shelf may be of a width and distance to accommodate the goods it carries.

**NO OBSTRUCTIONS - EASILY
ADJUSTED**

THE PIQUA BRACKET CO.
SOLE MANUFACTURERS

PIQUA, OHIO

WARNING!

Crescent

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
MONTREAL



A choice article to offer Campers and Summer Widowers is REINDEER CONDENSED COFFEE, which is combined with Reindeer Brand Milk and Sugar. Will keep in same can after opening. Rich and Ready. Costs consumers about one cent per cupful. Packed two Dozen Tins or Glass Jars in a case.

Manufactured only by



TRURO, Nova Scotia.

CHILDREN

grow sturdy and strong on

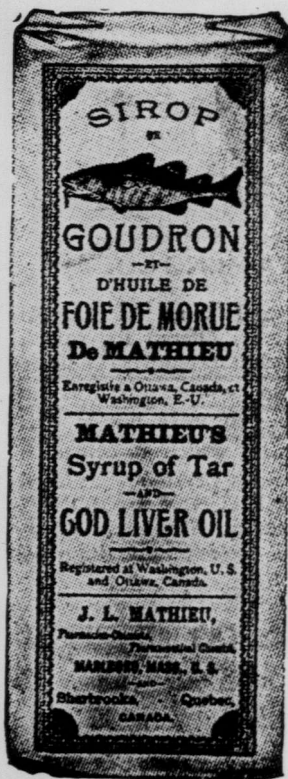
ABSOLUTELY



PURE

It's full of nourishment and easily digested. Order a box from your jobber to-day.

KEEP OFF THE SICK LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

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

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

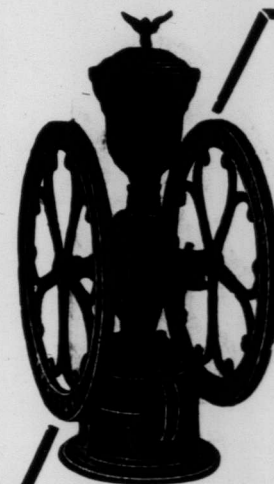
BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.



Ask any of the following Jobbers for our Catalogue:

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

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

J. Malcolm & Son, St. George, Ont.



To The Newcomer

With the first order always let it be understood that you place every confidence in and sell

WINDSOR Table Salt

in preference to any other. It will mean a satisfied housewife and a confidence in you that will result in a continued patronage—just what you want.

THE CANADIAN SALT COMPANY, LTD.
WINDSOR, ONTARIO

ACT NOW

Ask our agents to call on you and let you see samples of our jams. **KING BRAND** certainly stands for quality goods and you will make no mistake in having a look at them. Besides, the profit is reasonable, just enough to pay you handsomely.

KING BRAND

Ask about it.

Labrecque & Pellerin MONTREAL

Agents—

W. H. Escott & Co., Winnipeg
MacGregor Specialty Co., Toronto
J. Hunter White, St. John, N.B.



PUREST IN PICKLES IS WHAT IS MEANT BY STERLING PICKLES

It's not the profit on a single sale of a product that determines the merchant's success. It's the quality, purity and satisfaction that will bring the customer back. These points are prominent in **STERLING** fruit and vegetable products.

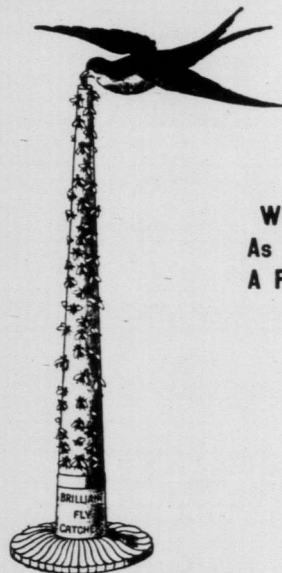
THE T. A. LYTTLE CO.,
LIMITED
STERLING ROAD, TORONTO

You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

\$1.75 per box of 100

Profitable enough, too, eh?

The Most
Reliable Glued
Catcher On The
Market.



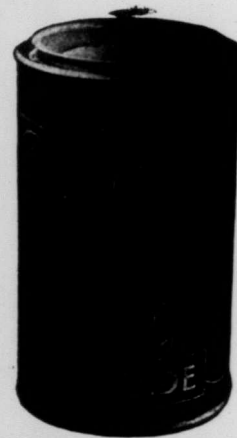
Will Unroll
As a Ribbon
A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITEE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - ENGLAND



Listen to a

Fellow Merchant

G. J. MELHUISH
Dealer In
FINE GROCERIES

Toronto, Ont., Jan. 26, 1911

S. F. Bowser & Co., Inc.
Toronto, Ont.

Dear Sirs,—Your self-measuring oil tank is a great time saver, also clean and handy. Would not be without one. In the first place, about twelve years ago I put in two of your outfits, one fifty and one one hundred and twenty gallon, and five years later saw you had improved them and I said we must have the best of the best so I am still using the improved Bowser Oil Tank.

Yours truly,
(Sgd.) G. J. Melhuish

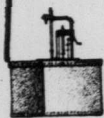
After using a Bowser tank five years Mr. Melhuish decided to buy another Bowser. Can you ask for a stronger test of their good qualities? If the Bowser wasn't everything he expected it to be and all we claim for it, it is hardly possible he would have repeated his order,

Most of your competitors in business are using Bowsers—Ask them.

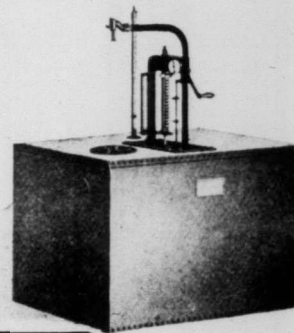
Send a Card TO-DAY for our free illustrated book No. 5, it shows the outfits in colors.

S. F. BOWSER & CO.
(INCORPORATED)

66-68 Fraser Ave. Toronto, Ont.



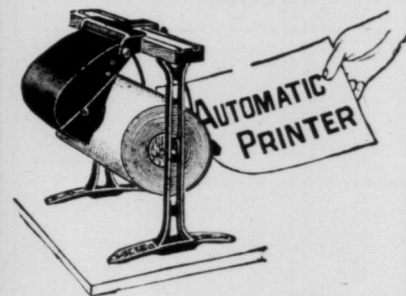
For twenty-seven years manufacturers of
Self-measuring Pumps, Gasoline and Oil Storage
Systems, Registering Pipe Line Measures
Dry Cleaning Systems, etc.



Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are GETTING RESULTS.

The Automatic Printer
(It's a Marvel)



will help you cut down, in fact WILL CUT DOWN your advertising account and yet get you better returns. Familiarize your customers with your store, service and methods.

WRITE US

UTILITIES LIMITED
73 Bank of Ottawa Bldg., - MONTREAL

THE DEMAND FOR



SMOKED MEATS

is increasing all the time, which proves that the public are exacting in their taste and know choice meats.

LARD

Our Elgin Brand Lard is as pure as lard can be made, and our other grades are Pure Lard, Lard and Beef Shortening and Baker's Friend. We also make a specialty of Yellow Rose Cooking Oil.

The St. Thomas Packing Co., Ltd.

Pork Packers and Provision Merchants
Pork, Pork Products and Beef, Butter, Eggs and Cheese
ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books

Think What This Means!

There is no flavor equal to that of nature, and nature's flavor is the only flavor in every bottle of



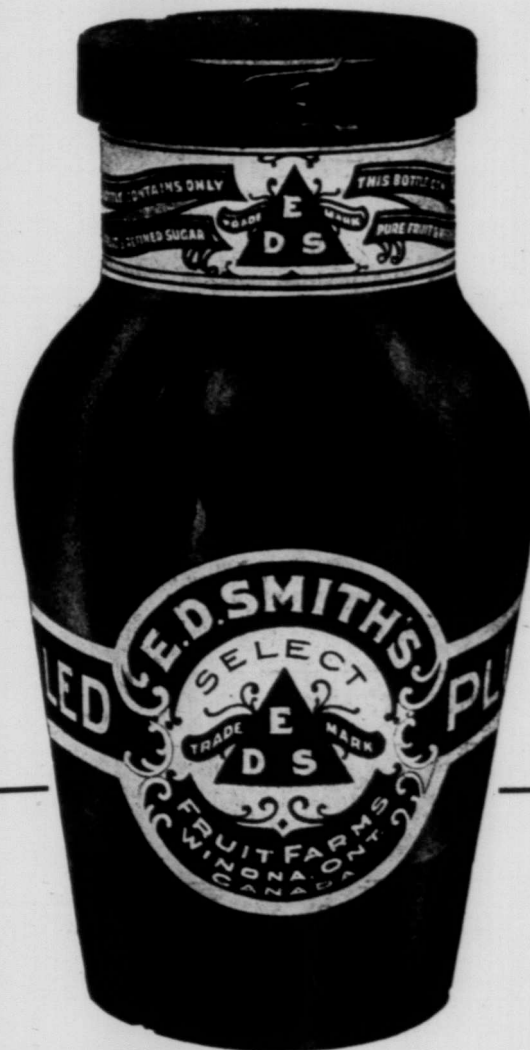
JAMS AND JELLIES

Pure fruit and finest sugar scientifically blended and packed in airtight packages, etc., without any addition of preservatives—this is how the E. D. S. brand is made. They are government approved and the dealer who does not handle these is losing money.

Made only by

E. D. SMITH, Winona, Ont.

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



You Want to Earn More,

Don't You ?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for \$7.00 or \$8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from \$25.00 to \$50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.

143-149 University Ave. Toronto, Ont.

CLASSIFIED ADVERTISING

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

TO PURCHASE OR ON LEASE IN OSHAWA, Bowmanville, Port Hope and Cobourg, first-class store to carry on Grocery, Butcher, Confectionery and Crockery business. Must be in a central location or will consider taking over any large stock to procure the store and pay spot cash for same. Answer at once. State lowest price, all information strictly confidential. The Capital Grocery Co., Box 427, Canadian Grocer, Toronto.

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about \$125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about \$25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

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

FOR SALE

CASH REGISTER FOR SALE—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

SITUATION VACANT

WANTED—FIRST-CLASS GROCER — MAN capable of buying for two fair-sized retail stores; to look after costing and pricing, and oversee underhelp. First-class opening for the right man. Apply, stating salary, experience and reference, to Box 429, Canadian Grocer.

WANTED—A TRAVELLER TO REPRESENT a leading Grocery House in one of the most promising territories in British Columbia, salary \$150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428, Canadian Grocer.

PRICE TICKETS

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

PRINTING

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

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smud duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited, Supplied by the trade throughout Canada. (tf)

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious Fruity Appetizing
Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

Sales Agents from Atlantic to Rockies
The Turnbull Company
Winnipeg, Manitoba

For British Columbia: The Standard Brokerage Co., Vancouver.

BLACK OLIVES

Here is a line which offers you] a] splendid opportunity for specialising. Your customers, will be quick to appreciate the nutritious and health-building properties of these olives, and you should waste no time about putting in a supply.

BLACK OLIVES

Allow you a good profit and look very inviting when properly displayed.

H. E. VIPOND & CO.

MONTREAL

ITALIAN AND EUROPEAN GOODS

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturer, Jobber and Retailer.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

Master Mason

King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce repeats and profitable enough to make the dollars come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are bound to please.

DROP A LINE

The Rock City Tobacco Co.

Quebec

Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

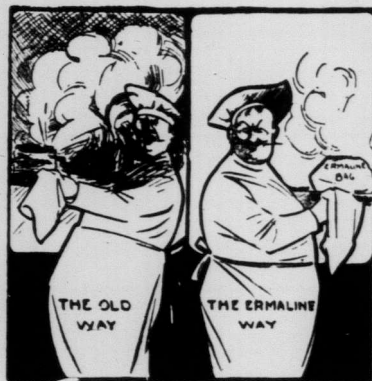
Ont.



Ermaline Cooking Bags Make a Fine Display—

Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving devices. Can't you arrange one of your windows with a small stove and a supply of bags and make a reasonable sum on your investment? Certainly you can.



The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler,
Or Write.

EDWARD LLOYD
LIMITED
MONTREAL

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

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

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

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

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

Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In **BRAIN-POWER BUSINESS MANUAL**

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—
The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactics.
Character and Conduct.
183 pages, 5¾ x 8¾ inches.

PRICE \$2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

WONDER FLY KILLER

gets the little mischief makers every time. It is thoroughly efficient—kills three times as many flies as the old-fashioned sticky paper and lasts throughout the entire season.

Goods that sell the quickest make the most profit. Wonder Fly Killer sells rapidly because people know its effectiveness and a big demand has long been created.

Dominion Agent: **Joseph R. Wilson**, 204 Stair Building
TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK.,
W. H. Escott, 137 Bannatyne Ave., E. Winnipeg, Man.; ONTARIO, Jas.
Turner & Co., Hamilton; QUÉBEC, A. Francis Turcott, Room 16, Morin Block,
Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Quaker Soap

100 double wrapped
Bars to Box

No prizes
No premiums

Just Soap

At the Lowest
Price Good Soap
Can Be Sold.

Mathewson's Sons

MONTREAL

Not an Enterprise for the "Quitter"

☞ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

☞ "He must know before he begins it that he must spend money—lots of it.

☞ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

☞ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



ONE OF OUR PURE FRUIT PRODUCTS

OWING to the steady increase in our business, we have been forced to move to larger premises, and have secured a new and up-to-date building at

291 ARTHUR STREET

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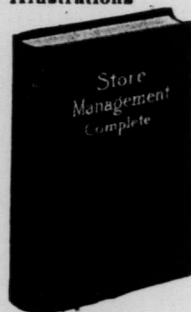
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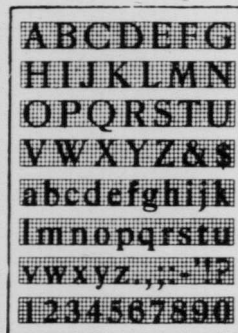
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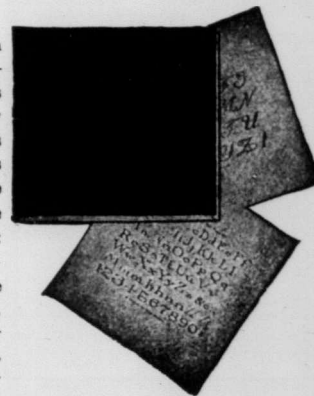
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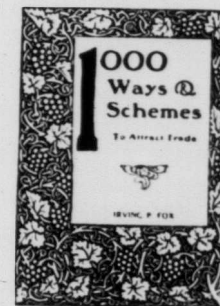


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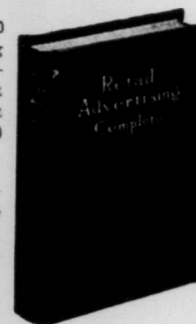
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in the selection of soda biscuits by most buyers. The number of biscuits in a box is but of minor importance—it's quality that counts—and that's just where you corral the biggest trade for your store by stocking

RAMSAY'S FARM CREAM SODAS



RAMSAY'S FARM CREAM SODAS will do more to bring back lost trade than any other stock you have. It's the delicious quality again that makes them such good missionaries.

RAMSAY'S FARM CREAM SODAS are growing in popularity daily. Our efforts at perfect cleanliness and our policy of using nothing but the best ingredients are being justly rewarded.

For family use Ramsay's have so far attained the highest marks, simply because they combine quality and economy in buying. Why not give your trade a chance. You will be agreeably surprised.

RAMSAYS LIMITED

330 Nicolet Street, Montreal



Duck Mountain, Man.
Dec. 18, 1911

"We both use FIVE ROSES flour and sell it too. We sold 2 or 3 sacks of it to people who told us they had never used it till they bought it from us, and they said they had never had such good bread in their lives as they had with it out of what they had bought from us."

(Name on Request)

The FIVE ROSES flour package has kept many a merchant from shipwreck. When others have gone under, it has kept buoyant.

It has ignored the reefs of Unreliability, braved the winds of Dissatisfaction, avoided the deadly iceberg of Competition. Why shouldn't YOU enjoy steadily increasing sales—permanent growing profits?

Just think how successful our customers must be when the output has grown from 800 barrels in 1888 to 10,500 barrels a day.

Ask YOUR jobber for FIVE ROSES, or write nearest office.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"—Capacity, 10,000 bbls. daily

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

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"My father keeps a store and sells your FIVE ROSES flour. Its sale is constantly increasing and satisfactory."

(Name on Request)

"We use and sell FIVE ROSES flour and think it all right."

(Name on Request)

Five Roses Flour

Not Bleached



Not Blended