

"Just as Good" <u>Means Absolutely</u> <u>Not as Good!</u>

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with something "Just as good" when she knows exactly what she wants and has come to your store to get it.

Let us not go back to the dark ages of Trade Deceit, friend, but rather let us

keep on the sunny side of a woman's good-will. It pays to give a customer exactly what is asked for and with no cross looks. "Just as Good" means absolutely not so good and the whole world knows it !

Give them what they ask for!

TORONTO

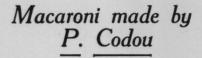
The "Thistle" Brand of Fish. This is an eloquent tribute to quality, friends!

Griffin & Skelley's As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender

stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

Arthur P. Tippet & Co., Agents

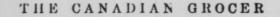
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As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that

famous maker "Codou."

MONTREAL



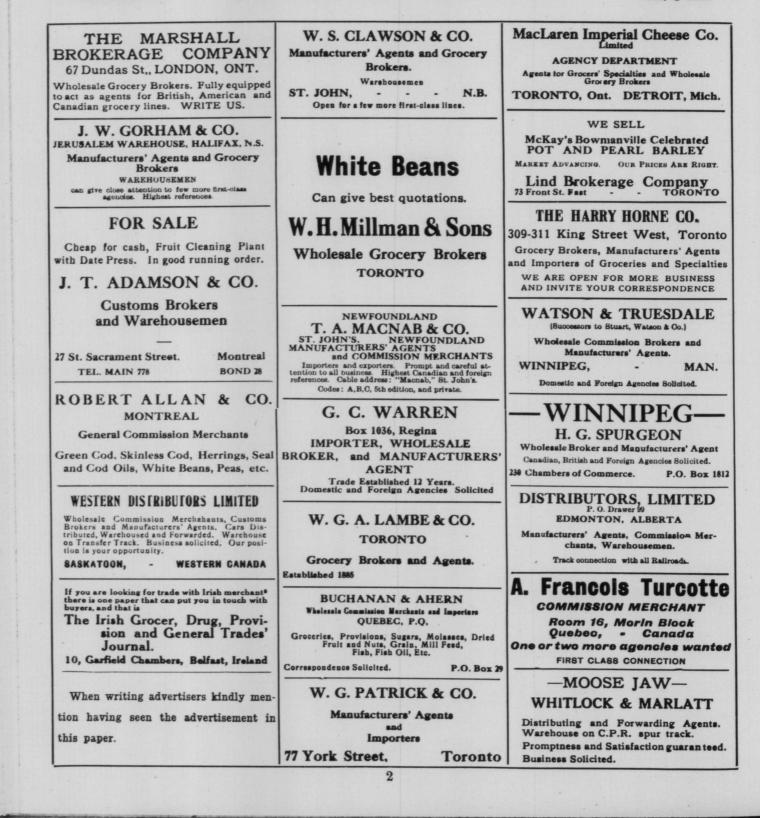


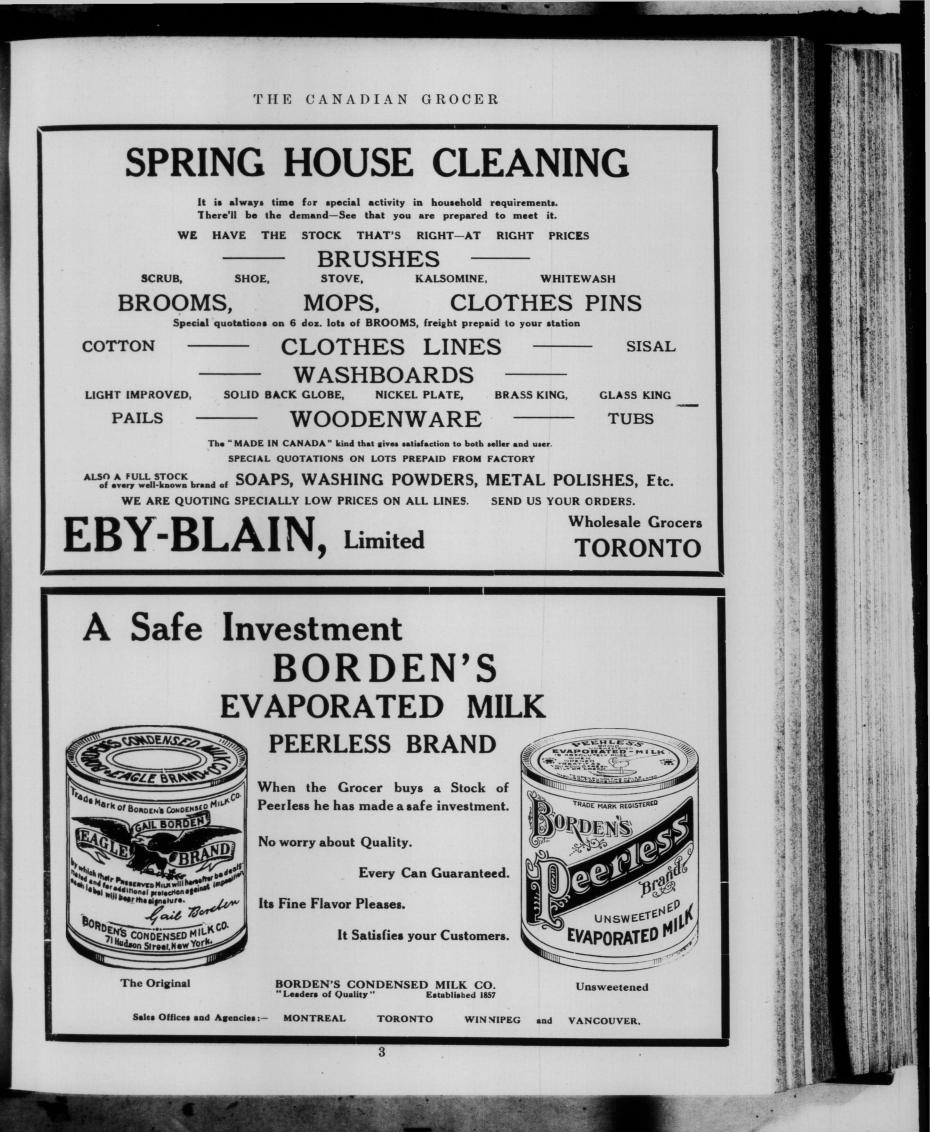
Manufacturers' Agents and Brokers' Directory

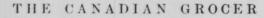
Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of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



Winnipeg Office









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HILAHIYAKA AN

SHREDDED PINEAPPLE

A quality line of the greatest service to the cook in the preparation of novel and tasty dishes.

Why not acquaint the housewife, anxious to try a new dish, with the possibilities of Shredded Pineapple? Here are a couple of tried-out recipes to recommend to her, and we shall be glad to send you others on request.

Sincoe Shredded Pineapple is a perfectly pure form of this luscious fruit, being prepared solely from the choicest selected Bahama Pines with the best granulated sugar.

Try a can of Simcoe Shredded Pineapple yourself. It is the surest way of getting you enthusiastic about it. Put up in 2's tins.

Your wholesaler has a special price for quick delivery. Order to-day.

PINEAPPLE PIE.

SIMCOE

BRAND

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

Dominion Canners Limited Hamilton Ontario

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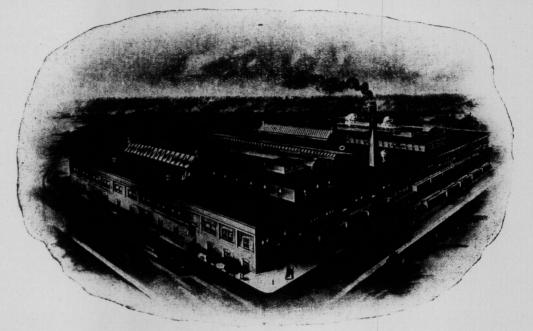
PINEAPPLE AND PEACH GLACES.

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stend for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-ahalf of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.



WAGSTAFFE'S Fine Old English PURE JAMS, JELLIES, MARMALADES,

THE CANADIAN GROCER



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. Cleanliness is our motto.

Below are a few of our lines that we manufacture:

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails. Strawberry, Raspberry, Black Currant, Apricot Conserve, Damson (English) Raspberry & Gooseberry Peach Cherry Gooseberry Red Currant Jam. Green Plum Plum Pear Jam Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers.

Hamilton, Canada

HARDWARE AND METAL

PERRINS

LEMON

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

8

SANITARY CANS

NECTAR

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd., Niegere Falle, Ont.



Reproduction of 4-col. Newspaper Advertisement.

Action All Along the Line!

CORMICKS

Biscuit business is booming for the dealer who is pushing McCormick's "Maple Leaf" and "Lemon Cream" Biscuits.

The advertising and the quality of the goods have created a demand greater than we hoped for and it has taken some hustling on our part to satisfy everybody. But now that we have caught up, we invite every dealer to "come in" and make

new friends and steady customers by putting in a supply of each kind.

These two tempting, fairy-like sandwiches have a charm wholly their own, and are so delicately fragile and delicious in flavor that they are fast taking the place of heavy desserts.

Your trade will want them. Order from nearest point.

Factory: LONDON, CANADA. WAREHOUSES: MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY



CANADIAN GROCERY TRADE NOTICE **FUSSELL'S CREAM** BETTER THAN DEVONSHIRE CREAM

The Canadian Law now requires CREAM to be so labelled, to contain not less than 18 per cent. of milk fat and to be quite free from preservatives or thickening matter. We have for many years been recognized throughout the markets of the world as by far the largest packers of REAL CREAM under our celebrated "GOLDEN BUTTERFLY" brand (registered). This article IS VERY RICH IN MILK FAT, IS PERFECTLY PURE and in every way complies with the requirements of the Inland Revenue at Ottawa, by whom our samples have been favourably reported upon. Remember it is not condensed nor is it a substitute, it is just PURE RICH THICK CREAM in its truest sense—BETTER THAN DEVONSHIRE CREAM. It is being WELL advertised in the press, and is being most favorably reported on by the trade.

Prices, samples, advertising material and full particulars of our various packings can be obtained from any of the below mentioned addresses: --

The W H. ESCOTT CO.,137 Bannatyne Avenue East, Winnipeg, for Manitoba and Saskatchewan.The HARRY HORNE CO.,309 King Street West, Toronto, for Ontario.W. A. SIMONDS,St. John, N.B., for New Brunswick.ALEX. MARSHALL,144 Water Street, Vancouver, for British Columbia and Yukon.C. FAIRALL FISHER,22 St. John Street, Montreal, for Quebec.R. B. COLWELL,265 Barrington Street, Halifax, N.S., for Nova Scotia.MckELVIE & CARDELL CO., LTD., Edmonton, for Alberta.

Or we shall be happy to hear from you direct.

FUSSELL & CO., LIMITED

ENGLAND

LONDON,

You show good judgment when you recommend

Shirriff's True Vanilla, for your customers would prefere to use Shirriff's if they realized its superiority over extracts that are Vanilla

in name only. After they have flavored their sauces, puddings and cakes with Shirriff's True Vanilla they will feel very grateful towards you indeed.

Shirriff's True Vanilla is the REAL thing. It is made from the finest Mexican firstquality Vanilla beans. It is aged until its strength surpasses all others. Shirriff's has a

wonderful delicacy of flavor and richnessa rare bouquet. Every bottle you sell of



brings you a good profit—the same holds true on each and every one of the more than ninety flavourings which comprise the line of Shirriff's Extracts. If you believe in supplying your customers with goods of the best quality—and we believe you do—you'll give Shirriff's Extracts good space in your store.

Imperial Extract Co. TORONTO CANADA



WHAT'S THE TROUBLE?

You ought not to have the slightest hesitation in deciding what brand of Maple Syrup and Sugar you are going to stock this season. You know perfectly well that you cannot afford to sell your customers "concoctions" and guarantee their purity.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

is GUARANTEED ABSOLUTELY PURE

You are taking no risk in selling it, and every pint you sell is putting you in strong with your patrons who will freely recommend you to others.

Be Wise

HELP THE. "FOR PURER MAPLE" MOVEMENT, WE ARE HELPING YOU. OUR MOTTO IS YOUR MOTTO---Let it be "We will please our customers. We will only sell Pure Maple Goods."



A Good Reputation Means a Lot to You.





Montreal Office: 58 Wellington St.

Toronto Office: 512 Dundas St.

Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Works

and have equipped it with an entirely new outfit. We are now ready to produce tins and boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

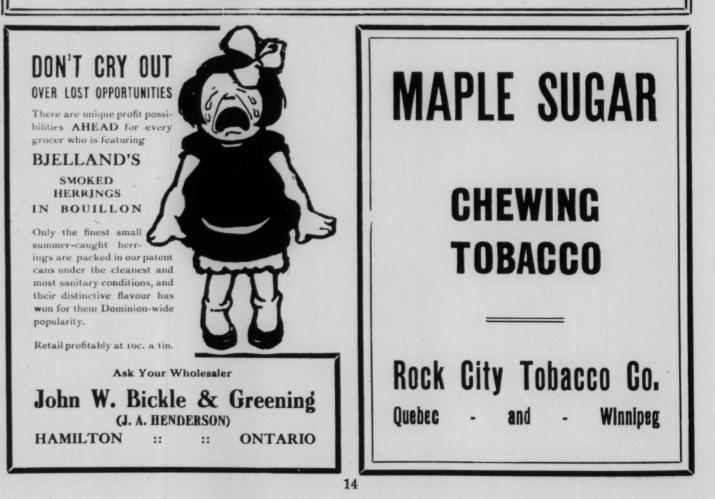
and a large variety of other containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY MONTREAL



Spring is the Cleaning Season

BON AMI

Is the Best Cleaner



Will do 50% more work, or last 50% longer than an equal weight of any other cleanser or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

CAN BE HAD FROM ANY WHOLESALER FROM OCEAN TO OCEAN

Cases of 3 doz. \$1.19 per doz., or \$14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross \$13.40 per gross

Delivered to any railway station from Halifax to Vancouver

Terms: Net 30 Days

HUDON, HEBERT & CO., Limited

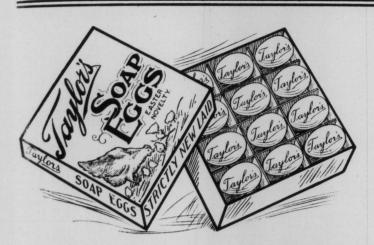
Established A.D. 1839 WHOLESALE GROCERS AND WINE MERCHANTS The Most Liberally Managed House in Canada



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Soap Eggs

An Easter Novelty that will hatch you profits

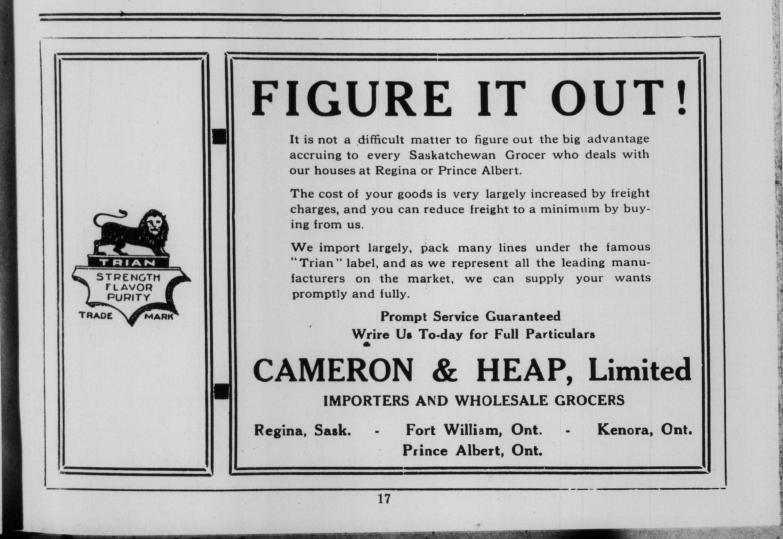
First quality soap, delicately perfumed, popular price. The seasonableness of this novelty appeals to your customers and it means brisk selling and a quick turnover.

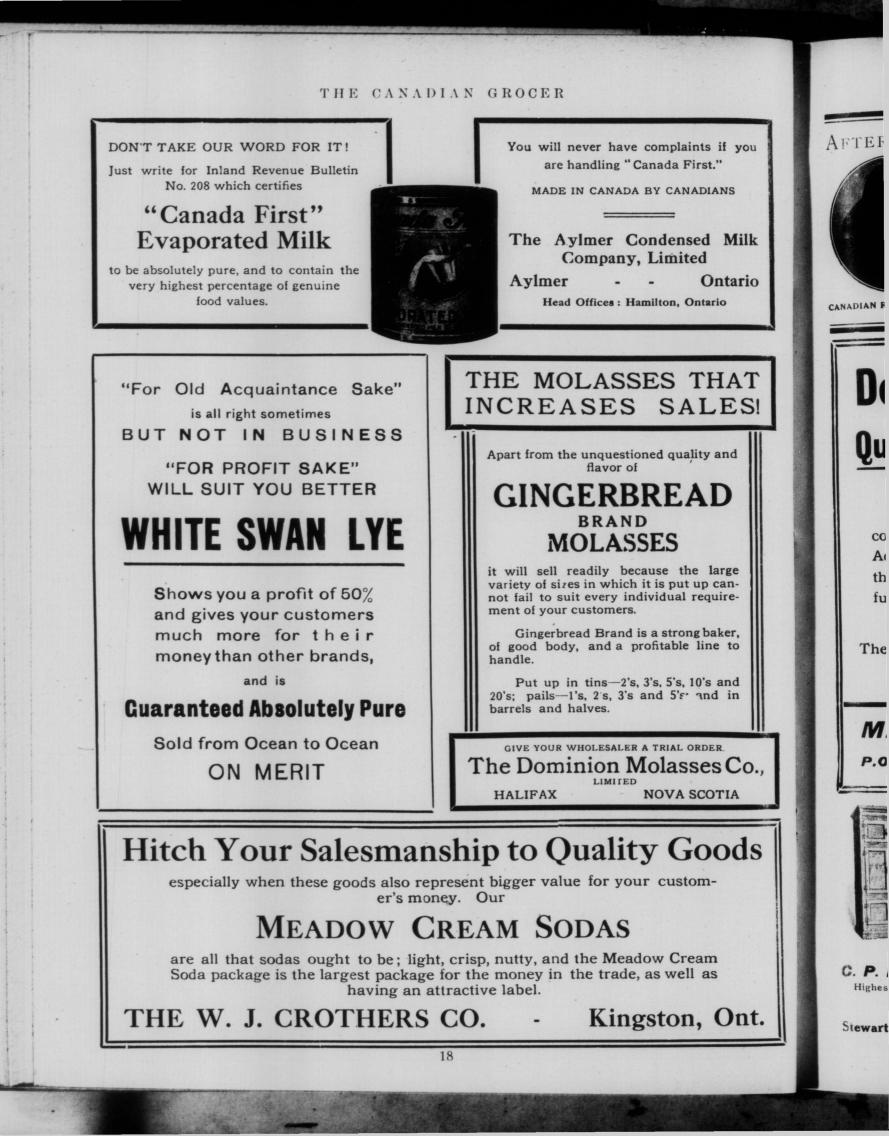
Broken	Gross,				\$5.40
1 Gross					\$5.00
5 Gross					\$4.80 per gross.

Order quickly, either direct or through your wholesaler.

N.B.-Easter is only three weeks away

John Taylor & Co., Limited, Toronto, Ont.





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AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST **"SKIPPER SARDINES"** are good quality and they possess besides an alluring daintiness, delicacy and delicious flavour, not always to be had even in good things. Cosily packed in pure Olive oil, they are a temptation and a delight. Do not confuse with the old sorts, they're different. They sell and pay to sell. Key opening tins, beautifully labelled and parchment wrapped. Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England CANADIAN REPRESENTATIVES KENNETH H. MUNRO, 333 Coristine Building, MONTREAL HAMBLIN & BRERETON Ltd., WINNIPEG and VANCOUVER JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND The Chief Competitor **Donald says:** Of Prepared Foods is Home Cooking **Quaker Brand** Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked. Most women who are prejudiced against goods in **Baking Powder** cans and bottles have simply tried the wrong kind. The only way to build up a good business on prepared foods is to sell a quality as good or better contains 12.47% available Carbonic than can be made in the home. Acid Gas, and No Alum, and is **HEINZ 57 VARIETIES** therefore an efficient and health-PURE FOODS PRODUCTS ful Baking Powder. are made of the best materials money can buy. They Put up in 10c and 25c tins. are prepared in model kitchens by methods which are the result of forty years' experience and endeav-The Handsomest Shelf Package Made. or to improve the best home ways of food preparation. The house wife may be able, in some instances, to Samples and Price on Application. prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better. MATHEWSON'S SONS H. J. HEINZ COMPANY Members of American Association for the MONTREAL P.O. Box, 2360. Promotion of Purity in Food Products

Aubin's Patent TELL YOUR CUSTOMERS ABOUT Cabinet Refrigerator KOKOBUT is the most up-to-date. It is specially constructed, each the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious. section having a separateice chamber Dry Air Ventilating Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable System Best of insulation. Made in 10 sizes trade offering. Packed in 1, 5, 10. 20 and 50 lb. packages and tins. C. P. FABIEN, - Montreal, Canada Highest Awards-Silver Medal, Quebec; Diplomas, Montreal, **COCOA-NUT BUTTERS, Limited** Ottawa, Toronto. 206 Papineau Ave. TORONTO REPRESENTATIVES: Montreal . Stewart & Co., -122 Wellington Street West. 19

ATTENTION TO OUR NEW LINES

Sweetheart Brand Jelly Powder FINEST FRUIT FLAVORS

> A MOST DELICIOUS DESSERT ONCE USED ALWAYS USED

IXL Spice @ Coffee Co., London, Ontario



THE TRADE MARK OF QUALITY



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you

Minute Tapioca Co., Orange, Mass. Canadian Representatives: Canadian Specialty Co., Toronto;

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



BAIRD'S SECOND - TO - NONE PICKLES

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The Perfection of Quality.

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

A Triumph of Roasting and Blending

No trouble or expense has been spared to make

RIDEAU HALL COFFEE

a brand to please the palates of your most particular customers. You can recommend "Rideau Hall" with confidence, and you will find that selling this brand leaves you a good profit.

Packed in one lb. and 25c. tins only.

Gorman, Eckert & Co., Ltd, London,



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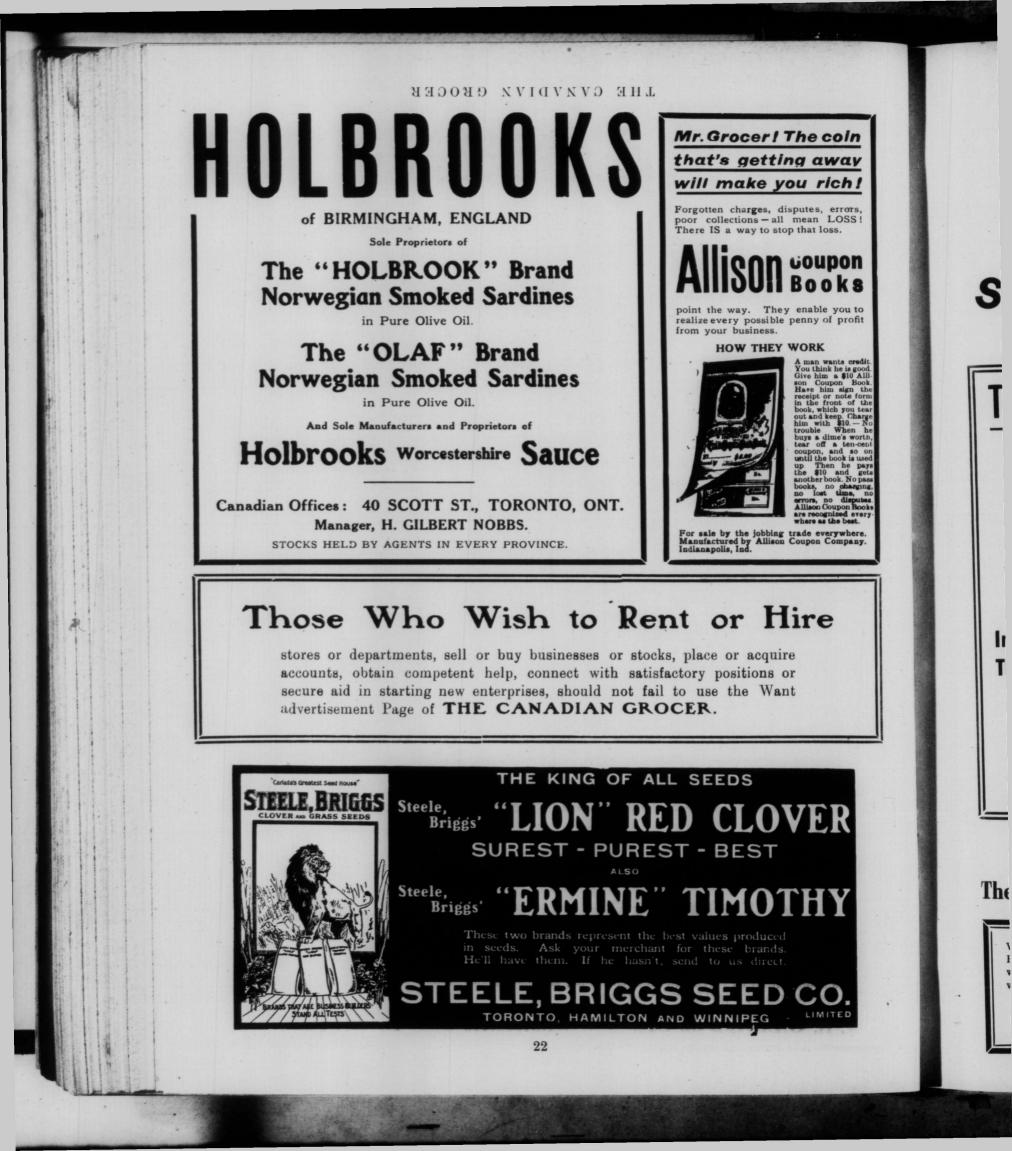
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HAMILTON, ONT.



JAPAN TEAS

are the best value on the market to-day.

Write to

S. T. NISHIMURA & CO.

for samples of the balance of their last season's stock.

There may be housewives

to whom all goods in cans appear to be exactly the same. This kind of woman is more to be pitied than blamed. She is certainly deficient in what

is known as "Horsesense."

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> But if the dealer will take a can of syrup bearing the name of the

Imperial Syrup Co., Limited, Montreal, The "Cabinet" Maple Syrup People,

and call her attention to the intrinsic value of the goods she will leave his store a happier and wiser woman. And the dealer—he'll be happy too.

Imperial Syrup Co., Limited MONTREAL PEEK FREAN'S

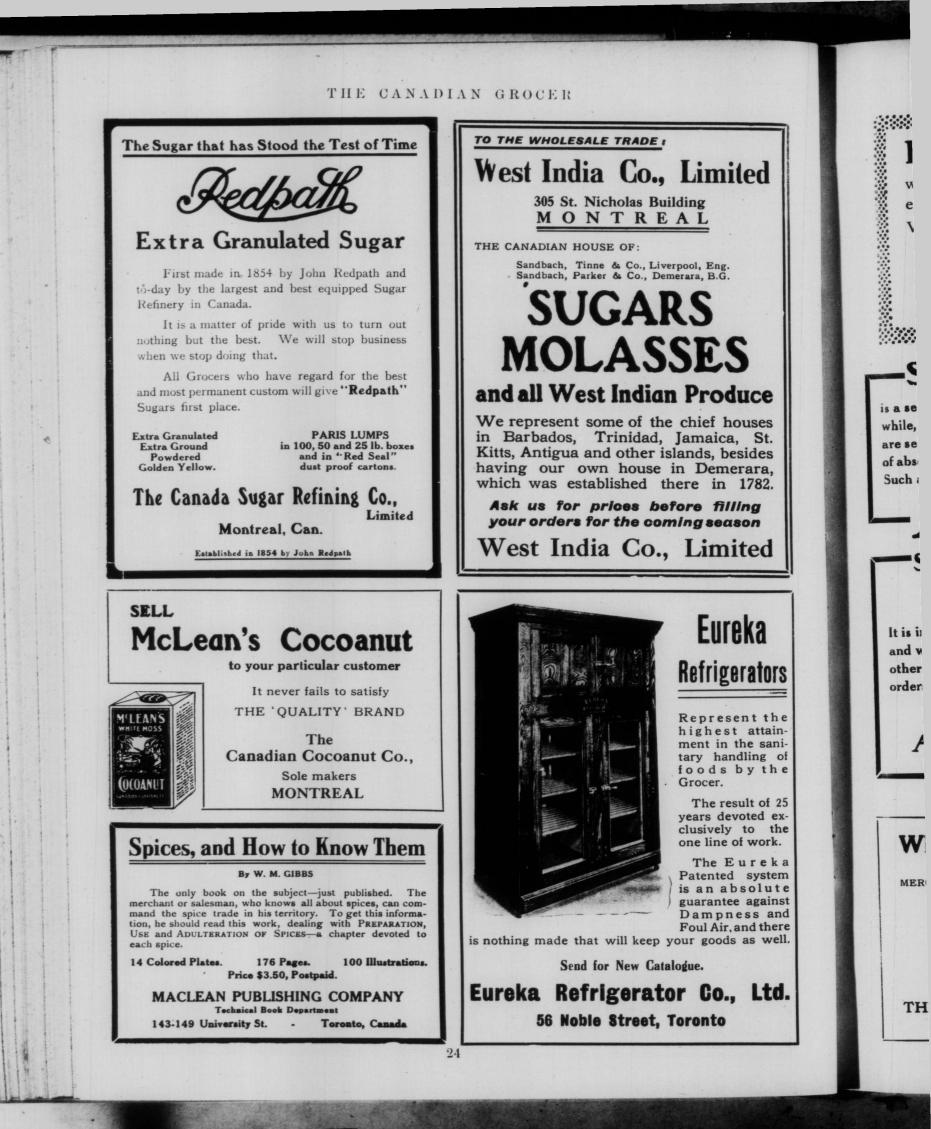
PAT-A-CAKE BISCUITS

Dainty Shortbread Squares.

Over 425,000,000 sold in one year.

PEEK, FREAN & CO., LTD., LONDON, ENG.







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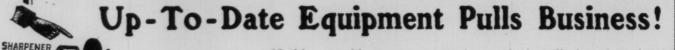
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Nothing so adds to your reputation as the installation of modern devices for handling your goods; and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W.A. FREEMAN CO., Ltd.

Hamilton, Ontario

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Burt. F

Slices Boiled Ham and Bacon down to the last ounce

ESTABLISHED 1750 CONTRACTORS TO THE ADMIRALTY



With a reputation built on Quality and Right Packing, the pickles, sauces and pure malt vinegar manufactured by PURNELL AND PANTER are being found ready and profitable sellers by Canadian dealers.

We are sole proprietors of the celebrated B. V. SAUCE which has met with such widespread favour.

Ask your jobber



Canadian Agents:

Charlottetown, P. E. I.-Horace Haszard St. John, N.B.-C. E. McMichael Halifas, N.S.-J. Billman, 236 Hollis St. Montreal and Ottawa-C. S. Harding, Canada Life Building Vancouver, B.C.-C. E. Jarvis & Co., Mercantile Buildings, Corner Cordova and Hanover Sts.

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Ancient and Modern"

The ungualified success of "SALADA" has been achieved unhampered by trade traditions, and with a scanty reverence for "ruts," but with a deep-rooted conviction in the doctrine of "quality" first, last, and all the time, as the main factor for success.

The sales have now passed the 23,000,000 Packets per Annum Mark.

We leave it to you as to whether we were right in our convictions.

Recall to your memory how many of our competitors have fallen by the way-side through thinking otherwise.

SALADA TEA CO.

Toronto and Montreal

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Where Canada Stands in Coffee Trade

Peculiar State of Affairs in World Crop—Big Sale for April—How Canadian Demand Increased From Insignificance to Splendid Total—How Growth Came About—The Possibilities for the Future.

What Jobber Awaits.

In a cool corner of the wide-spreading verandah of his bungalow many a Brazilian planter is meditating at this moment on the amount of money he will be dize on his erop of coffee. In the mirror of fancy each one looks cheerful

Ge

In the privacy of his office many a coffice broker speculates at his desk on the day when the jobber-his customerwill be forced to re-enter the market. And, as he thinks, he smiles.

That, roughly speaking is the world situation; the planter gleefully rubbing his hands in anticipation of larger returns; the broker, building castles on the probability of jobbers having to buy on a rising market. The Canadian position is somewhat different.

Here the dark shadow of the Brazilian planter is not cast. Brokers are not worrying much whether or not he realizes his anticipated profits. The invisible supply is the one weighty factor.

This consists of the stocks held by wholesalers all over the country. The best posted broker in the trade cannot predicate with any certainty the stocks withdrawn from the visible supply and now lying in the warehouses, but there are some who believe that they are not large enough to suffice for more than another two months, and that there then will come a great rush to market to replenish stores. But no one knows what is working in the mind of the wholesaler-the man who gives to the retail dealer his supply of coffee. He is not telling whether he has sufficient holdings to carry him for four months, or only for two. He is saying nothing, and every now and then, he sends into the big importer an order for a meagre consignment. He is buying only from hand to mouth and seems content. What has he got; is the one question; what is he waiting for, is another. The answers would decide the market, but the answer is not forthcoming.

Big Coffee Sale.

On April 1st next, 600,000 bags 01 Brazil coffee will be sold. The distribu-tion will be as follows:-New York, about 300,000 bags; Hamburg and Bre-men, 125,000 ; Havre 11 000 Marseilles men, 125,000 ; Havre 5,000; Antwerp, 25,000; Rotterdam, 20,-000; Lrieste, 12,500. This coffee will be disposed of at the best price it will bring. On April 22nd, three weeks later, another 600,000 bags will go on the market. These, however, are to be sold at a limited price,-in this case, not less than 75 francs, on a basis of "good average Havre types, for spot coffee." The equivalent of 75 francs on the good average Havre basis is about 13.83 cents for Santos No. 4, and 13.65 cents for Santos No. 5. According to an official cable, which George Musson, Sr. of Musson & Co., Toronto, received recently, announcing the sale, the reason for the setting of the limited price for the second half of the 1,200,000 lot was that the valorization committee have a firm offer on that basis for all of the 600,000 bags, remaining unsold at that price on the 22nd of April next.

Now it is just possible the Canadian jobber is awaiting the verdict of the world on that large supply of valorization coffee before he commits himself to any heavy purchasing. Apart from that the sale will not affect him directly because, as will be noticed by a moment's consideration of the ports at which this coffee is to be unloaded, the holding countries will be the United States, France, Germany, Holland and Austria, with the first three far in the lead in point of bulk. On coffee from any of these countries, the Canadian importer would have to pay a duty of 10 per cent so, for that reason the sale will have no direct effect. But the selling of that stock may establish a new market price. However, it is not even known whether the Canadian jobber can stay out of the market long enough to see the result.

Any big broker in Canada will tell you that to-day the market is dead. At the same time he will add that the demand is constantly increasing. More and more coffee is being bought every day throughout the length and beadth of our land irom retail dealers. With no purchasing of consequence by jobbers since last December is it not reasonable to assume that the staple is now approaching the fork in the road, and safe to predicate that something definite will result right speedily?

A Manufacturer's Opinion.

Let us turn for a moment to a survey of recent coffee history as given by big manufacturer. Said he: "The crop of 1910 was, approximately, 14,500,000 bags, while the demand can be estimated to be at least capable of taking up 16,500,000 bags. As you see there is a shortage of 2,000,000 bags. Some place the demand higher by 1,500,000 The situation in Canada in bags The situation in Canada is peculiar. The jobber has been out of the market for nearly three months and we have no means of finding out just what his, the invisible supply, is. Last October when Santos 4's were quoted at 10 cents he bought freely. Later on, in December, when the crop shortage had caused the nrice to rise to 121 cents, he became a little frightened and bought more. a man has bought coffee since. Now generally speaking, the wholesaler keeps about four months ahead of his demand, but I believe the invisible supplies held in the warehouses of the wholesale dealers of Canada will not suffice to keep the retailers going for more than two months. Since December Santos 4's, for example, have gone up four cents a bound. That is a good reason why the wholesaler keeps out of the market it seems, and it is taken for granted he won't come in until he has to. It is also probable that when he does come in to buy it will be in a higher mar-The world's supply is short; the ket. demand is big, and growing bigger; which all seems to point to dearer coffee. In Canada there will be little effect, directly, from the sale of 1.200,600 bags of valorization coffee in April. None of it will be sold in Great Britain

or Canada, but the manner in which the world absorbs it will have an effect upon the trade in Canada. The market cannot be fixed here until the wholesaler shows his hand."

Growth of Canadian Trade.

Primarily the Canadian was not coffee-drinker, and it is interesting to trace the growth of the trade in this country. The people of German and Dutch descent formed the nucleus. These used to buy their Rios and Santos from the retailer green and roast it them-selves Gradually the demand widened, and kept on growing with every foreigner that came to our shores, because the man from other lands is generally a coffee drinker. The trade kept on increasing until now it has reached a consumption of one pound and a quart-er per head of population, representing at the present, on a population of 7, 500,000, an annual consumption of 9,-875,000 pounds. The United States people who, every year pour into our western plains are adding to the demand. In fact it is now a moot question whether the coffee houses of the west are not greater than those in the east. But with all that our coffee-drinking is insignificant beside the tremendous demand of the Dutch and Americans. In the latter country it is estimated that the consumption is more than 14 pounds per head of population, and that it is still growing.

Call for Good Coffee.

That, however, is hardly the point. The demand in Canada is thriving. It is not moreover for cheap coarse coffee that the people call; it is for the higher grades of mild smooth stock. So that the coffee trade of to-day is worth tremendously more than that of a few years ago. Even the dealer in the counties where the German strain is strong, has felt the change. The sturdy stolid citizen from the Fatherland, who once was devoted to his coarse Rio. bought green in the store and roasted in his oven at home, has turned his call over to better and more expensive goods. It was a natural evolution with him, and yet it served to show that people of Canada needed little urging to purchase high grade stock.

And even though the price of his drink is forced higher the Canadian is not going to stop his coffee supply. It seems probable the price will go up, unless something startling happens soon. The crop is short, and as the crops of the last few years have also not exceeded the demand, there can hardly be any great reserve stored anywhere. But if it does go up it will not be any great increase, and this the Canadian has come accustomed to for years. Coffee has come to stay, and every year is sure to show a greater demand. There are There are great possibilities for the trade, and Brazil, Colombia, Venezuela, Mexico. Guatemalo, Java, Sumatra, Central America, and Arabia—sun-kissed coun-tries of the southern seas—are all send-ing their best to make the conquest sure.

Drink morning felt call Dealer: a harmfi Surely tetish v insist th fagged often, n week is Didn't perfectly roffee ev FEEL. ful, whi good ? Well fast tab. you, wh who doe arouse through own kee done. B but conv a doubt

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Selling Talks to Swell Coffee Trade

Some Reflections on the Value of Studying Human Nature When Boosting of Coffee Sales is in View—Hints That May Be of Some Use in Your Own Case—Coffee Windows.

Drinking your beloved coffee in the morning Mr. Dealer, have you never felt called upon to declare to Mrs. Dealer: That talk about coffee being a harmful drug is all bosh.

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Surely you have, for it is almost a tetish with most Canadian women to insist that coffee—the inspirator of the tagged brain—should not be drunk too often, meaning thereby that one cup a week is sufficient.

Didn't you think too, that you were perfectly justified in defending your coffee even from your wife? Didn't you FEEL, that the drink was not harmful, while it tasted most wonderfully good?

Well then why not take that breaktast table argument to the counter with you, when you are facing a customer who does NOT drink coffee. Why not arouse in her a desire for coffee through the simple channel of your own keen appreciation of it. It can be done. Be intelligent and tactful always, but convince her beyond the shadow of a doubt that YOU can drink coffee steadily without injury to your constitution; then enlarge upon its stimulative

properties, and the battle is won. It isn't particularly hard, is it? Where Sales are Sales.

That is one way to sell coffee, and it is only one sale. Let us assume for a moment you sold her a coffee you had been drinking but which was not quite good enough to meet her taste, even though she was but a beginner. You did not make the best of that sale, in fact you' lost upon it, because very probably she would decide to quit coffee before she tinished that one supply. But supposing you knew your customer and gauged to a nicety her required standard? You made a devotee of coffee, then. That was Salesmanship.

And again it is helpful in selling coffee for the retailer to be able to tell what a beautiful drink some particular blend of bean makes and how to make it. He isn't talking of possibilities there, he is stating a fact he himself has proved. Sometimes too, it is a good thing for a dealer to get from a customer, when she is good enough to tell him the coffee was good, the method she adopted in getting that result. That might prove valuable because some other woman may have made a failure of preparing the same coffee. It's better to be able to advise some new manner of boiling coffee when a customer comes in with a complaint than to say: Well, I don't see how that is, Mrs. So and So takes it and she likes it. Give a practical answer. It may be just what she is needing.

Coffee always is coffee and those who once commence its use will generally continue to do so unless there is some physical reason against it. And, in that event there will be no force in your arguments as far as that customer is concerned.

Some Selling Points.

These are some of the things to be borne in mind when coffee is to be sold. A consideration of them may be of value. But still there are tricks and tricks peculiar to the locality, that only the dealer knows anything about. There are some folks to whom you can enlarge on the advantages of getting coffee fresh every few days, ground in your own mill. Others again want only the blended ground, product in tins, while others call for the bean alone. The dealer knows how to handle these classes of customers. Now, this article is designed to help those merchants whose coffee trade is not large. It needs special attention and a lot of hard work but good results will follow in the wake of patient effort. Coffee will not build a



trade in itself. If you want to prove the truth of this just stock it and let it lie, you won't find many even asking about it. But you can by individual calculated effort build up a remunerative trade, and your window will be one of your biggest assets. And handle good coffee even if you are compelled to stock up with a little of the coarser goods.

A Montreal Instance.

In a Montreal store the other day, there was a small but nicely arranged coffee display on the front counter. A customer entered and having given an order for a few groceries, the clerk enquired, Now, what about some coffee, Mrs. Customer? We have an excellent brand here, and picking up a package he dwelt upon its good points and told the customer just how it should be prepared in order to give the best flavor. As a result of the salesmanship of this clerk, a pound was purchased which probably will result in other sales.

New Brunswick Window?

A St. John, N.B. merchant made a 3, striking display last week in one of his ; show windows by moving his electric' coffee grinder into the window and surrounding with it with bags, filled and empty, and an attractive card, announc-ing-"Quality" Coffee, 33 cents per lb. The bottom and sides sides of the window were covered with white paper, while the bright red coffee mill and bags of the same shade, made a pretty contrast. Empty bags were tacked flat against the back and sides of the window, while the filled bags were placed on the floor of the window, below the mill which was raised about 12 or 15 inches. The change was only a temporary one but it made a very neat appearance and had the effect of drawing considerable attention to the coffee department of the store.

In an adjoining window, several dozen "stair whisks," with long handles were shown; a timely suggestion for the spring cleaning. A third window featured marmalade oranges. All had attractive cards of uniform size and lettering and they could not fail to be effective.

The window given in connection with this article also supplies an idea. It could be elaborated or changed to suit individual requirements and bring results. The suggestion in it is to show all classes of coffee. There are the beans in the foreground with the word "coffee" pieked out in sugar. On either side of the mill are piles of cans while the ground coffee is seen pouring out of the mill. The show cards of course, give opportunity for originality to suit local needs.

Remember that quality in this, as in every other staple, is a strong selling point and that it keeps on selling for you.

There are stores, to reach which, you will go five blocks out of your way. Find out why you like them and apply the principle to your own store.

A Few Suggestions for the Grocery Trade

Veteran of the Counter Gives a Number of Little Things Which Have Returned Him Dividends in Practice—The Rejuvenation of Currants, Raisins, Prunes and Onions—Care of The Basement.

By J. M. Donovan.

Many are the tricks of the grocery business. Some of them are small, some of them are smaller, but nearly all of them, when practiced properly return dividends to the practicer.

dividends to the practicer. To old grocers, who have gone through life gathering knowledge from bitter experience, this little chapter of recipes will hold nothing that is new or strange; to young men, starting in the "mill" with but little equipment, they may be of some value. Anyway I give them for what they are, and if anyone in carrying out their spirit should discover an advantage, then they shall have served their purpose.

To Rejuvenate Currants.

To make any priced currants look to be of a better quality, remove a portion of them to another box from the original case, rolling out all lumps between the hand while doing so : then make a mixture of two parts of dark molasses to one of water. Three tablespoonfuls of this mixture will suffice for a quantity filling an ordinary raisin box. Do two or three of these boxes at once : the results of this will surprise any one.

For prunes that are very drv and are becoming white, soak for a while in hot water mixing un occasionally until you feel them getting soft. Remove them from the water into a box, make a mixture as above for currants and scuffle it well through them. It will make them look like new with but a little labor.

For Shrivelled Raisins.

Raisins that are shrivelled and becoming sugary can be treated as the prunes, but they must not be left long in the water, and must be squeezed well and placed on a cloth for ? or 3 hours. They can be left on the cloth over night when

they will become as it were "fatter" then throw them into a pan or box and mix well through them a little corn syrup (the molasses being too dark for raisins); place back into their original box; do this a week or so before you need them as by that time they have more of their natural consistency. Sprouted onions, after the bulb be-

Sprouted onions, after the bulb becomes soit, are a total loss, unless made use of in the following manner. Bed them in sand or sifted coal ashes placed in a shallow box and place in a locality where the sun shines some part of the day. If the dealer does this carefully he has an opportunity to make some profit on what might otherwise be a loss, as many of the onions throw out four or five sprouts.

Save your zinc lined tea chests (which have a covered end if properly opened) for rice. tapiora, bears. barley. etc., which will provide against loss from mice or rats. Sprinkle a little red pepper occasionally on the floor and on the shelving where flour and meals are kent and it will banish mice and rats from that quarter and save a lot of bother and expense. Sprinkle slacked lime-dust around the

Sprinkle slacked lime-dust around the cellars, under boards, boxes and barrels that are going to remain for a time. Also sprinkle slacked lime-dust on the bottom floor of your refrigerator. It will keep out the small red ants.

A pail of lime and water standing on the cellar floor will keep the cellar sweet and free from must. Remove slats from your refrigerator in

Remove slats from your refrigerator in the fall on which the ice is kept. Leave same out during winter. Thoroughly wash drip-pan and dry and then smear over with good clean lard.

LOOK FOR CHEAPER EGGS AND POTATOES

W. C. Miller Expresses Opinion at Monthly Meeting of Toronto Retail Grocers' Association—The Question of Cheap Soap and How Hamilton Men are Solving It—A Five-Pin Tournament.

Toronto, March 23.—The spread of the cut price in the grocerv trade of this eity provided one of the chief tonics of conversation at the regular monthly meeting of the Toronto Retail Grocers' Association in the Temple Building on Monday night.

President W. Miller, who occupied the chair, introduced the subject. In a moment the whole gathering warmed to the task and all the alleged bad phases of the so-called evil were freely bandied about. Soap was the principal item, but sundry jelly powders and marmalades also came in for passing attention.

J. C. Beaumont mentioned the names of several grocers, who, he said, were selling soap at 6 bars for a quarter, and other members presented similar testimony. President Miller then informed the meeting that a similar condition obtained over in Hamilton, but that,

over there, the trade were lining up, and were trying to reach a mutual understanding. W. S. Frv then pointed out that certain soap makers were reducing the size of the bars to such an extent that some grades of imported goods were actually cheaper. This he thought should be taken up.

Methods of increasing the dealers' profit on various grocery items were also discussed, but no decision was arrived at.

The talk turning, President Miller said, anent eggs: "I had a country storekeeper come into my store the other day who wanted to know how much I paid for eggs. I didn't want to commit myself all at once."

"He told me," continued Mr. Miller, "that the commission men were offering only 16 cents, f.o.b. This means that eggs v at 16½ to looks as th cheaper egg "I sold i day," broks were counth C. F. Thorn for 19 cent mine," said came from it."

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tion given l a store tha tious energy city, with h give many reward has her citizens them would this one. Six years George Gibl this city. desire to ge frugal, and their resour sufficient in to business Two do shown they They ness.



that eggs will be laid down in this city at 16¹/₂ to 16³/₄ cents a dozen, and it books as though we are going to have cheaper eggs."

"I sold them for 28 cents on Saturday," broke in R. Matthews, "but they were country eggs." "So did I," said C. F. Thorne, "but I was offered some for 19 cents." "I paid 20 cents for mine," said the president, "but they came from the country and were worth it"

"I think potatoes are also going to be

cheaper," continued Mr. Miller. "Good Delawares are being talked about, around 95c to \$1.00." "I hope they do get cheaper," said a member.

It was decided on motion of R. Davies to hold a five-pin tournament in April. Mr. Davies' scheme would make all the contestants "scratch" men, the fee \$1.00 per member. It was his desire to hold the meet on the first Thursday in April, but the meeting seemed to favor leaving the matters of date and entries to the executive. Secretary Thorne was instructed to send a letter of condolence to the widow of the late F. S. Roberts, one of the veterans of the Association.

W. S. Fry was welcomed to the Association and gave a brief speech in reply. The names of two other grocers were proposed for membership.

Arrangements were completed for the annual banquet of the association which was held in the St. Charles last night, and a report of which will be given in The Grocer of next week.

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One of Port Arthur's Grocery Stores

Port Arthur, March 23.—The illustration given below shows the interior of a store that is a monument to ambitious energy, intelligently applied. This city, with her twin, Fort William, can give many an example where abundant reward has followed the perseverance of her citizens, but probably in none of them would the case be so complete as this one.

Six years ago James D. Campbell and George Gibbon were grocery clerks in this city. Fired with ambition and the desire to get on, they both had been fragal, and on coming one day to count their resources found they had money, sufficient in their opinion, to venture into business for themselves. They did so Two doors to the south of the store shown they established their first business. They succeeded. As year followed year their business grew until a twelvemonth ago they found themselves in possession of money enough to buy the block containing their present store, which they did.

This establishment, as evidenced by the cut below, is most commodious. The main floor measures 90x20 feet, and is well lighted. Below stairs there is a basement clean, and dry, 90 feet long and 42 feet wide. Here is stored the stock they use in the retail and jobbing trade. The members of the firm are classified as keen buyers and many have been the times, according to those in touch with them, when good judgment has added considerably to the firm's bank account, Campbell & Gibbon are said to have plenty of capital, and their credit is good. Because of these things the firm has often been enabled to take advantage of favorable swings in the markets.

A strong feature about the business of this firm is that it is conducted on a regular steady profit basis. Competition has been of the keenest, but it is said of Campbell & Gibbon that never have they condescended to cut prices to hold their trade. They held to this principle because firmly convinced the public is not unwilling to allow the merchant a reasonable profit provided the service and treatment that dealer accords is good.

Port Arthur and the district round about is making rapid progress, but such merchants as Campbell & Gibbon will always keep abreast of the times. Last year their turn-over was in the neighborhood of sixty thousand dollars



INTERIOR VIEW OF CHEERFUL PORT ARTHUR STORE. There doesn't seem to be any waste space in this establishment, and note how neat and clean everything in it appears. Observe the silent salesmen, cash register and computing scale. The metallic ceiling also adds brightness to the whole interior.

Real Hints for Retail Advertisers

Things the Retailer Might Do Well to Consider—Place Held by Location of Store in Campaign—Tremendous Importance of Keeping Everlastingly at It, Once Started—Value of Being Able to Speak Truth.

By Henry Johnson, Jr.

I am in receipt of a note asking me: "Can you tell me through your columns or otherwise what you recommend in the way of advertising for corner grocery and market?"

Such a question covers the whole ground of business structure and goes into greater details than my friend probably thought of when he wrote. It would have been easier had he stated whether his store is new or old-established; whether he has long been located in his present stand or is new to the location : and how much he wants to spend regularly for his printed matter. I differentiate printed matter from advertising, or rather, set it aside by itself, because, as I shall hope to show later on, that is only a part of the campaign.

Advertising Complex.

Advertising is a much more complex matter than most grocers think. Many believe that, when they print a few circulars or a "card" in the paper and pay the bill, therefore they have advertised. Such is not the case. They have no more advertised than the summer boarder who hoes a few hills of potatoes for pastime has farmed. And I might say at the beginning that, unless my friend is ready to build up his busines on a basis of true advertising, he might better let it alone entirely and keep his Which is money not saying, on other hand, that the proper way need be expensive, for it can be just as expensive or economical in expenditure as man's resources may render desirable or necessarv

Spirit of Personality.

The Endless Chain.

This is a "corner grocer." There's an excellent point to start with. Is it central? Do the principal thoroughfares of the town lead to it or toward it? In this case, there is an excellent opportunity to say: "All Roads Lead to Smith's." and, if all roads lead there, 'tis well to think what good things can be had at the end of the journey; which, again, will presuppose good service in the handling of these things; also, naturally, fair prices and prompt delivery. You will seg that the entire argument holds together so logically that we must work carefully so we may lead the customer on to find one good thing following another until she not only comes, but sees and is thereafter ours.

Sequel of Advertising.

But suppose my friend's store is on a side street, or a corner somewhat out of the beaten track. What then is the advantage of the "corner?" Is it readily reached by those who find it inconvenient to go down town? and, after they get there, do they find things so good that they need go no further? and, after that, do you deliver so much more promptly because of your proximity that they do not miss the big, down town stores? All these points can be made excellent ammunition in your advertising, provided, always that you do just as you say, Your money spent advertising will work you positive harm if. after customers respond to your invitation to call, they find you sitting indifferently on the counter, hardly willing to bestir yourself when they ask for goods. An advertiser is expected to be a hustler. If he's not, he'd better not try to advertise.

Keep Pounding Away.

Now, what has my friend determined he can afford to spend. For let me say to him one thing as impressively as I may; that he can look for no permanent success as an advertiser unless he prepared to set aside an appropriation of so much per week which he will spend continually and forever. Let him make it small as need be to start with, feeling sure that he is able to invest that much every week. Then let him go on unflinchingly spending that sum each week, through thick and thin, never planning to change the amount until such time as he can INCREASE IT. Continuity is the main thing in publicity-next, of course, to knowing your business, doing the square thing and telling about it right.

I have been in business here for 32 years. I have run my business alone for over 17 years. The business has been advertised more or less continually for 54 years. Yet recently the advertising was dropped for six months. I started it again ten weeks ago, spending \$8.50 per week on my newspaper ads, and the effect is just beginning to be felt. This shows me, as I knew before I started the campaign, that continuity gives nearly all the value to printed publicity.

How to Advertise.

What form my friend's advertising shall take is a matter about which we must take thought. If he's centrally located and has a clientele who read the daily papers, he can use space in papers to advantage. If his is a "neighborhood" store, he must use circulars and

letters, together with personal solicitation. His personal solicitation must bby telephone, of course, for the merchant must never be away from hiplace of business. It is the greates mistake in the world for a man to think anything important enough to take himout of his store. But whatever form it takes, let it be CONTINUOUS, UNRE-MITTING, EVERLASTING. Let nothing interfere with its continual issue, every week, without any chance of failure. Neglect or put off some other things, defer other jobs, but let the ad be written and carefully printed just at properly stated intervals, "if the heavens fall."

Monday Bargains.

I work special sales at reduced prices for Monday only. This because I have always found plenty of business to attend to at the end of the week, My crifort has been to bring business my way on Monday, which is usually the slow day, and I figured that the advertising would eventually fetch enough orders to run us well over Monday into Tuesday, that Wednesday would care for itself and that the latter end of the week would be stimulated by the business of the former end. Such has been my experience. People do come, if you induce them to come with special prices on certain limited days. The same rent the same help, the same light, fuel and insurance, will care for twice the trade properly distributed evenly throughout the week. And, as things grow, all you have in the way of added expense is help—all the other factors remain stationary.

Have the Stock.

To plan this way makes a merchanalert, enterprising, keen. He knows how to buy better and sell better. He knows how to offer goods attractively He knows how to speak convincingly because he believes it himself. A ladi called at my store last fall on a Satuday morning. She wanted a few peach es—not a basket. I happened in the rush to be outside by the fruit displaand heard her ask for the peaches. grabbed a basket containing seven peaches, picked over from Friday, and selling regularly at 30 cents per dozen One or two were slightly bruised. said: "Here's what you want; just the nicest, few delicious peaches you're look ing for. Ten cents." She bought and I hurried on. Later she came to my desk where I was taking 'phone orders "on the wing," and said: "I wish I could talk my wares the way you can yours. Mr. Johnson." I looked up at her with a smile and said; "Mrs. Bennet, it's all on the principle that 'THE TRUTH WILL PREVAIL.' It's no trick to talk goods when you have them of the right sort."

And there is the keynote of advertising. Have the stock; have the right prices and the service; tell about them. That is the whole tale. If my friend will send me some details, I shall take pleasure in definitely helping him along."

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The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED John Bayne MacLean - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland

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MONTREAL	shin Ra		ms 701-702. Eastern Town- lding. Telephone Main 1255
TORONTO	-	-	143-149 University Avenue Tele, hone 7324 Main
WINNIPEG	•	•	511 Union Bank Building Telephone 3726
ST. JOHN, N.	В.	-	W. E Hopper
UNITED STAT	ES-		
NEW YORK	•	115	R. B. Huestia Broadway, New York, N.Y. Telephone 2282 Cortlandt
GREAT BRITA	IN-		a crophone 2202 Corthand
LONDON	•	-	- 88 Fleet Street, E C Telephone Central 12360 E. J. Dodd
FRANCE-			L. J. Dinit
PARIS -		•	John F. Jones & Co 31bis Faubourg Montmartre

PUBLISHED EVERY FRIDAY

COUNTED THE FISH.

Checking up invoices carefully is a trait in a retailer to be commended. Occasionally incidents come to light to prove the wisdom of the precaution.

Not long ago a dealer received a barrel of mackerel, guaranteed on the invoice as containing 325 fish. In accordance with his policy this grocer counted the contents of the barrel. It contained only 298, or 27 less than the invoice called for. Had he "gone it blind," and retailed the mackerel at the price he had fixed in his mind before the counting, that dealer would have lost \$2.70 on the consignment.

It wasn't much, but it prevented a little leak and it is the little leaks that often lead to disaster. History records on many a page, how great catastrophes which occurred solely because some one neglected to remedy the small beginnings—the little things. Most things grow.

The Grocer is not insinuating that skippers are dishonest and that retailers need exercise constant vigilance to prevent themselves being "trimmed." But men make mistakes and the dealer by checking up the invoices every time provides a safeguard against himself being made the victim of the mistakes.

THE WINDOW NEGLECTED.

No retail dealer can hope to really succeed until he comes to a sense of appreciation of his display windows. It is idle for anyone to argue that the space enclosed by the plate glass window is not valuable. It is, real valuable; and yet there are a few merchants who fail to realize what the windows are for, and who deliberately fill them with the most uninteresting articles in their

stock, in such a manner as to convey the impression that the storage of the goods was the only result sought.

There is some excuse for the country merchant, who does not have a small army of interested spectators passing his store every day, if he does not dress his windows with an eye single to the selling of his goods, and yet with some striving after an artistic effect. There is none for the city dealer. In the larger centres men trained as window artists in all lines of endeavor, strive almost daily to outdo each other in putting forth displays that will catch the eye of the great public and draw customers to the counters within The value of the window is constantly pressed upon him.

In the west end of Toronto, where usually one expects to find merchants using modern equipment and making fullest use of every advantage in floor and window space, location, and so on, there was to be seen the other day a window piled high with full bags of charcoal, the tied ends facing the street. The goods were piled so high as to shut out completely any view of the store within.

That merchant was NOT realizing on his window. The incident might have passed unnoticed had it not been that some little time ago the SAME window offered to public view a pile of apples, dumped most carelessly out of a harrel or bag.

THE EDITOR AND MAIL ORDER BUSINESS.

Usually when the inroads of the mail order houses upon the country trade comes up for discussion, the grocer in the smaller towns develops a tendency to attribute the whole blame to someone, anyone, rather than himself. He is unwilling to accept even a small share of the responsibility.

Editors of country weekly newspapers, and sometimes those in charge of the small dailies, are often made the butt of the dealer's invective, and are described as a "useless, boneless, money-grabbing lot."

It is always a lot easier to blame some one else for an undesirable state of affairs but it is not always fair to do so. In the case of the editor, the dealer will generally find him a man ready at all times, even at considerable cost to himself, to advance the interests of the community in which he labors.

These traits of human nature, were aptly illustrated in a little incident which developed at a recent meeting of the Board of Trade at Sackville, N.B. An editor who was present informed the meeting that he had, with the idea of helping the merchants of the town, thrown open the columns of his paper at

a low rate that the dealers could meet the competition of the department stores. The reception he received was not such as to induce him to err on that side of generosity again. The merchants would not use the space he offered on such liberal terms. They were prone to complain and loath to take advantage of any scheme designed to help them.

Mr. Dealer, the business of the Mail Order House is sure to expand as the population of the country increases. The voicing of reasonless, vindictive, general complaints, will never help you to head it off. YOU must DO something, and do it QUICKLY. Stand on your own feet and meet that competition, as best you can, for, like the poor, you will have it always with you:

TRUST THE PEOPLE.

The tendency of almost every general manager of almost every great corporation to-day is to take the public into its confidence. It doesn't matter that the public has in great measure forced the thing upon him; the point is that it is here.

It is only a rehash of the advice of the wise old man, who said: "trust the people, and they'll trust you;" it's only perhaps a breeze returned from the golden age; but it's here, and it's working. Now if it is good for the big fellow to take the people into his confidence, it is good for the little fellow, in proportion. There are many ways of doing it. The dealer can do his talking through the newspaper, the dodger or through his window. He can evolve a policy that can be worked out systematically, a little at a time. He can talk about his goods-tell how much care he exercises that only the best goes on his shelves. He can tell how keenly he feels on the question of sanitary methods in his establishment.

There are, in fact, any number of things he can talk about. Any dealer who wants to use the suggestion can think out a list that would carry him around the year. It's a good idea trust the people. 「おいい」の

The delegates at the R.M.A. convention in Guelph last week endorsed a resolution requesting the Dominion officers of the association to get out a pamphlet setting forth the facts and arguments of the dealers' case against the mail order houses. It was suggested that these pamphlets should be turned over at the net cost price to the dealer, who, in turn would distribute them to his customers, There are possibilities in the ideas.

Practical Methods of Retail Stores

Montreal Firm Makes Business by Advertising Specialties—Care of Awning Proves Profitable—Dresden Dealer Opens New Department—Edmonton Retailer on Catalogues—Consideration of Customers—Building Business on Service.

Advertise Specialties.

Montreal, March 23.-Fraser, Viger & Company, Limited, of this city, claim to have achieved considerable success by confining their advertising to specialties.

They have been running ads. two columns wide in some of the local papers which show three distinct branches only.

First comes the announcement that they are entering the sixth week of an annual sale of seedless California oranges. The point is made of the fruit being much nicer and riper than when the sale opened. Next comes a long list of 25 cent. specialties covering such goods as tea, coffee. salmon, canned goods, cheese, vermicilli, and spaghetti, jelly powders, green goods, extracts, jams, nuts, marmalade, honey, candies, biscuits, and so on. They also announce that they have fresh every morning strawberries, mushrooms, lettuce and celery, sweet potatoes, grape fruit and other dainties.

The ad. is so arranged as to make reading and understanding easy. Everything is arranged in concise form so that the reader can pick out at a glance just what is wanted.

A Stitch in Time.

Vanconver, B. C., March 23.—"A stitch in time saves nine," is as true in the grocery business as any other, and particularly so in regard to fixtures around the store and the store itself," said a local merchant recently.

"A practical demonstration of this was made to me the other day. My neighbor and I both purchased a new awning for our stores, at the time, three years ago. Last fall during a heavy wind storm, the end piece on each awning was ripped about a foot. When the wind abated I sewed up the rip in my awning and made it as sound as ever. My neighbor neglected to do so. During a strong wind last week, the foot rip in his awning was extended around to the front, making repair almost impossible. I expect he will have to buy a new awning next year, while mine looks as if it would stand at least three years longer."

Opened Milk Department.

Dresden, Ont., March 23.—E. B. Madden of this place is one of those who believe that anything coming under the caption of table supply is within the legitimate province of the grocer. He has by pushing his conviction secured, he says, a measure of success that otherwise would probably not have come to him.

Recently he made a radical departure

from the beaten path of Dresden trade by introducing a milk department in connection with his regular grocery business. When the idea came to him he entered into an arrangement with a nearby farmer whereby he secured a daily supply of pure wholesome milk. Cleanliness was insisted upon and the milk was to come to him in the regular pint and quart bottles.

Under the terms of the contract the farmer takes back all unsold milk each morning when he brings in his load, thus ensuring fresh milk to the customer and absolutely safeguarding the grocer against loss in the venture. Mr. Madden delivers milk to his customers only when it can go with an order of goods. For this reason he says he secures a good many orders for general groceries which otherwise might pass the door because people want the country milk, and buy the other goods to have it delivered.

Catalogues on Counter.

Edmonton, Alta., March 23.—"I always make it a strong point in my advertising," observed an Alberta country merchant the other day, "to impress the fact upon the people in this town that I can sell just as cheaply as can the big mail order houses in the city. This is not idle boasting, for I guarantee to sell goods at prices as low, quality considered, as any mail order house in this province."

"I never try to draw trade from customers by advocating loyalty to the town" he continued. "That is, I think of no value in keeping trade at home, at least when introduced by the merchant. It leaves the impression on the people that your goods are priced higher than are those of the mail order houses and that you are employing this method of getting their trade, so that instead of getting trade, it is more likely to work in the opposite direction."

"A method which I employ, and which I believe helps in convincing customers that we do not fear mail order competition," he continued. "is to leave the catalogue of a couple of those big concerns on the counter where customers may inspect them. "Sometimes on the outside I will paste a note 'we guarantee to give equal value on any article in this catalogue."

The first thing in starting a campaign against the mail order evil, is for the merchant to thoroughly convince himself that his prices are as low as those in the catalogue. This is, no doubt, true in almost every store, where business is being conducted along proper lines.

Consideration of Customers.

Brandon, Man., March 23.—Consideration of the little things that go to make up the comfort of customers has resulted, it is said, in a grocer of this place extending his trade considerably with the farmers.

"It was borne in upon him last summer that he was getting only a small proportion of the farmers' patronage. He cast about for a reason. His investigations led him to the discovery that the trade he desired to secure gravitated to a nearby street, where ready at hand, there was ample accommodation for horses, and room where the "rigs' could stand while the occupants made their purchases. During the summer the grocer did nothing, but in the early fall he had erected a large shed. To all the farmers of the surrounding country he sent out a circular drawing attention to the shed, and to the fact that they were free to use it at all times. The circular also bore an attractive list of prices for staple goods.

The response of the farmers, was most cordial. It is said now that his trade has grown and that he has expressed himself as entirely satisfied with his investment.

Service His Watchword.

Toronto, March 23.—A young man with limited means, opened a store, a short time ago in a district chiefly populated by well-to-do people. It had always been taken for granted, in the trade, that when the residents of this locality desired goods they sent down town for them to one of the big estabhishments.

Speaking to him the other day, he said: "I found business here a great deal better than I had expected and already I have no doubt as to the future. GOOD SERVICE is my first thought always for it is my belief that the residents of this locality will deal right here if they are treated fairly and are not kept waiting too long for their goods."

This dealer had had his telephone number inserted in the check-printing device of his cash register, and, as he handed the check to a patron at the conclusion of a sale, he always quite courteously drew attention to the fact that the number of his telephone was on that card, and that he would appreciate their phoning when in need of anything.

The man who places confidence in no one may avoid some disappointments but he will live a lonely and suspicious existence. The basis of all business is confidence. Q POINTI

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The Markets-Sugar Advance Probable

Raw Market Continues Strong—Demand for Sugar Keeps up Well—Strength Continues in All Lines of Dried Fruits—Primary Market in Candied Peel is Higher—Syrup Trade Continues Satisfactory.

See also Provisions, Cercals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS :-

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Sugar-Firm, advance expected. Dried Fruits-Quotations are high.

Montreal, Mar. 23rd.—The leading wholesale houses in the eity report satisfactory conditions of trade, and there is unity in this regard, for not a discordant note of disappointment is heard. It is a very gratifying state of affairs and promises well for the entire year.

Sugar is on the high tide of trade just now and even with advancing prices the demand is heavy. This is somewhat unusual for this time of the year but the jobbers explain it by the present condition of the market. It is reported that retailers have advised buying owing to advancing markets and the run still showing itself. Local jobbers state that the refineries have been behind with their deliveries, so heavy has been the demand. This is the general report showing that the tendency is general and that the total volume of the sugar trade has been at a high figure. Reports anticipate another advance and the market from a local standpoint is very firm. There is just the likelihood that this activity in buying may be followed by a slump but while it continues as at present there is nothing gained by looking for a reaction.

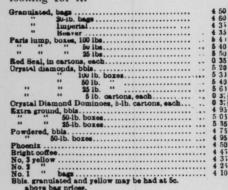
Owing to the searcity of salted and pickled fish, the Lenten trade this year through the wholesale grocery houses has slumped badly. At the beginning of the season only a fraction of the required stocks could be secured and they were soon exhausted. This is a loss to the trade and may be more or less permanent as the tendency seems to turn more to fresh frozen lines. However, it is claimed by some of those in touch with demand that, if trade in fish shows a diminution it has been balanced by heavier demand in other lines.

One report states that some lines of jams are short, noticeably strawberry and raspberry. It is stated that it is next to impossible to secure stocks in these lines. The Canadian erop last year was short because there was not sufficient rain, whereas the Scottish erop was light on account of too much rain. At any rate one house reports a shortage of and at the same time says the demand is good.

There are interesting conditions to notice in dried fruits and canned goods. Otherwise there is no particular change to record this week.

Sugar.—Following last week's advance, sugar continues to show strength, Business has been brisk locally and refiners could hardly cope with the demand. Some state that the heavy de-

mand is explained by the belief that prices were going higher and that the trade are beginning to be well supplied. Whatever the reasons may be, the demand has been good. The situation in the primary market seems to be strong. Local jobbers state that another advance is not unexpected, and some of them are looking for it.



Syrups and Molasses.—There is no change in the markets. Enquiry for new molasses to arrive is good. Trade in syrup is very encouraging.

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Dried Fruits .- Generally speaking dried fruits are in small compass. Prunes are scarce, and as will be noticed by a glance at the accompanying quotations, are dear. Evaporated apples are limited in quantity. Raisins and currants are also in smaller quantity and the whole dried fruit market is strong and advancing. Already reports are received in regard to the growing crops. From Smyrna comes the news that the weather is having a deterrent effect on the crops and higher prices are expected. On the other hand the weather conditions in Greece are reported favorable to the growing crop. Demand for dried fruits is good.

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Raisins-		
	seeded raisins	0 (8
	fancy seeded, 1-lb. pkgs	0 (9
"	loose muscatels, 3-crown, per lb 0 071	0 08
"	" 4-crown, per lb.	0 091
Malaga ta	able raisins, clusters, per box 2 40	5 50
Valence	a, fine off stalk, per lb 0 07	0 074
	solect per th	0 00.
	select, per lb	0 081

 Nuts.—The market is firm with a fairly good demand for this season. Stocks of Sicily filberts are reported to be smaller in the primary market than for many years. There is practically no change from last week's conditions.

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 0 15 0 16

 Brazile.
 0 15 0 16

 Filberts. Ridly, per ib.
 0 15 0 16

 Brazile.
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 Walnute.
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 Marbots. per ib.
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 Walnute.
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 Tarasona Almonds. per ib.
 0 15 0 16

 Walnute.
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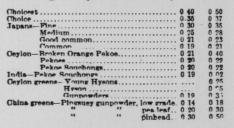
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Coffee.—There is not a great deal of interest in coffee locally. One of the objections is the price and it is felt by jobbers that if this could be lowered there would be much more activity shown in regard to coffee. In the primary market interest is apparently tame and coffee is reported dull.

Tea.—Japan tea is in good demand, enquiries being encouraging. Cevlons are firmly held and with little or no prospect of lower prices. The demand is only moderate. China greens seem to be rather neglected. Tea on the whole is strong and prices are firmly held.



Rice and Tapioca.—There is a good demand for rice but at former quotations. The market does not show any particular change,



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Peas and Beans.—There is a steady demand in this market but nothing eventful has been reported.

CANNED GOODS

MONTREAL.-There is an extensive demand for imported canned peas. This has been assisted by the rather high prices ruling on Canadian canned goods. The imported variety, brought from Belgium for the most part, are quoted at \$7.75 per hundred tins. It is stated that the trade in this line has been heavy of late. Canadian peas of the better qualities range from \$1.15 to \$1.25. Gallon apples are scarce and are quoted at from \$3.20 to \$3.50 a case. Even at that figure they are in fairly good demand but stocks are very light. There is nothing new in regard to tomatoes. It is claimed that the situation would have been more accute had not Ontario dealers imported stocks from the United States. It is believed that the supply is sufficient for all requirements but that there will be no surplus at the end of the season. The situation, it is claimed, was relieved by these importations. Canned goods are, altogether, in good demand now, but jobbers look for better conditions in the near future, for the reason that the supplies purchased by many retailers throughout the country last autumn are not yet exhausted, but that it is only a short time until these grocers will begin to replenish their stocks.

Apples, gal	3 20 #:
reas, standard, dosen	
Fess early June dozen	
Fees, sweet wrinkled dozen	
I OBS, EILFS SILLED, GOZED	
rumpting-310, 95C.; gallon, 35.00.	
Beans, dozen	1
Despoernes, 7 8. dozen	
reaches, 28, dozen	
Pears, 3's, dozen.	1
]
Clover Leaf and Horseshoe brands selmon-	1
1-lb. flats. per dozen 1-lb. flats. per dozen	
1-lb. flats, per dozen	1
Other salmon-	1
Humpbacks, dozen.	
Cohoes, dozen. Red Spring dozen	1
Red Spring, dozen. Red Sockeye, dozen	
Red Bockeye, dozen	1
Lobster-	1
\$-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.50 1-lb. flats, dozen, \$5.00.	
Compressed corned Minced collops, 1	s

beef, 1s.	2 00	Minced collope, S	1	1
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Stewed or tail, 1a	1 60	T	4	
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3	Б
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Minced collops, 1s.	1 40	au		
		Rliced smoked beef. 1s		5
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TORONTO.—There is practically no change in canned goods since last week, Prices remain at about the same level with a normal trade passing, some firms noting an increase in the sales of canned fish and fruits. In peas and tomatoes, sales are not brisk, high prices having evidently curtailed consumption, while retailers are buying for immediate needs only. The fact that tomatoes can be brought in from United States markets and sold at present quotations will likely keep prices from going to any excessive limit. Some firms report that on account of the high price of gallon apples, sales have not reached the volume of other years.

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 VEGETABLES
 Per dos Group B Group B

 Asparagus tips, 7*, talls
 5 5 4 5 4 5 6 1 1 00

 Beans, Golden Wax, 8*
 0 97 1 100

 "Midgate, 3*
 1 37 1 100

 "Refugee of Valentine (Green) 3*
 1 57 1 00

 "Midgate, 3*
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 "Midgate, 3*
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 "Selected, blood red, 3*
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 "whole, Bood red, 3*
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 "whole, Boosebud, 3*
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 "foncy, 2*
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 "on cob, sal
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 "Early June, size 3, 7*
 1 35 1 77 1

 "Sense Minkle, size 3, 7*
 1 50

 "Borne, 5*
 1 35 1 40

 "Early June, size 3, 7*
 1 50

 "State 3*
 1 35 1 40

 "Early June, size 3, 7*
 1 50

 "Borne, 5*
 1 35 1 40

 "Early June, size 3, 7*
 1 50

 "State 3*
 1 35 1 40

 Pumpk Spinach, table, 2 FRUITS Apples, standard, 3's Blueberries, standard, I's 60 30 50 55 95 55 95 55 95 55 95 55 95 55 95 55 95 55 95 55 95 55 95 55 95 27 52 92 52 17 62 02 52 Cherries, black, not pitted, heavy syrup, 2's black pitted, heavy syrup, 2's. red, not pitted, heavy syrup, 2's. red pitted, heavy syrup, 2's. white, not uitted, heavy syrup, 2's. white pitted, heavy syrup, 2's. Gooseberries, 2's. Lawtonberries, 2's. Peaches, 2's. white ATY SYFUD. 90 80 05 80 05 30 55 red, heavy syrup. 2's... red, standard gal..... red, solid pack, gal. Rhubarb, pre standard, gal ries, heavy syrup, 2's. Clover Leaf and Horseshoe brands salmon tallz, dozen 2 05 2 07 flats, dozen 1 30 1 32 flats, dozen 2 22 2 25 Cohoes, per doz. Red Spring.doz Lobsters, halves, per dozen salmon prices are: Humpbacks, doz 1 Pinks 1 Northern River Sc pbacks, doz 1 30 1 35 Lobsters, quar-ters, per dozen Soup, 2's. Soup, 1's.

ONTARIO MARKETS

POINTERS :-

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Sugar-Strong, advance probable. Evaps-Prices firmer. Dried Fruits-Strength continues.

Toronto, Mar. 23.—Raw sugar has been steadily advancing, and a further upward movement in refined is not unexpected. The speculators seem to have the situation well in hand, for the time, and it looks as if refiners would have to get supplies. It is felt by some that a further advance may take place at any time. But the large European sugar erop has to be taken into consideration. The trade in sugar during he past month

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has been large and even at the present time is of considerable volume.

All lines of dried fruits continue strong with stocks of many lines notably light. These lines that are in fair supply are balanced up by shortage in others, so that strength is well maintained throughout the whole list. Prunes and evaporated apples are in small compass, with apparently no chance for improvement until the new crop. Candied peels are higher in the primary markets, reflecting some firmness in local prices.

It looked like a higher market in beans for a time, but recent arrivals have been heavier and the firmness is not so noticeable. Last year, prices advanced in the spring and the opinion has been expressed that farmers are this year holding off for higher prices. Differences of opinion prevail as to the amount of beans in the hands of the farmer.

The grocery trade on the whole continues normal. With the approach of spring, an improvement in trade is looked for in soaps, cleansers, starches and similar lines, but there will likely be no marked increase in demand until about the middle of next month.

Sugar.-Up to the time of writing no further change has taken place in refined, Toronto quotations being \$4.60. but the raw sugar situation seems to be gradually growing stronger and further advances in price are looked for by some. European beet sugar has now reached the highest point in the campaign with 10s 81/4d being quoted, which is equal to 4.25 duty paid New York, while Cubas are quoted at 3.92. Sales to speculators for May shipment are reported at 3.95. indicating their confidence in near future prices. Java sugars which many expected might come in with lower quotations and break the market, have sold at ruling prices, and it now appears as if speculators had the situation well in control, at least for the present. One dealer said, "locally, it looks like one or two further advances with prices being maintained indefinitely, perhaps without a break for some time, but the fact should be remembered that when raws reach a high point, speculators may want to take their profits which may mean a reaction. However, nothing is certain in sugar, but a great deal depends on how well the speculator handles the crop."

Syrups and Molasses.—Trade in table syrup is favorable. Some increase was noticed of late in the movement of old maple syrup but the arrival of the new stock on the market will restrict its sale somewhat. The molasses situation shows no steady.

Syrupa-21b. sins, 3 do 10 cass. 5 ib. tins, 1 do 10 cass. 10 ib. tins, 2 do 10 cass. 30 ib. tins, 2 do 10 cass. Barreis, per ib. Haif barreis, 11 Pails, 35; bs. se

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> Dates-Hallowees-Full boxes....

Tea.-Tl least affec The advar fined for grade teas ing in val not expect market in tea values the presen cases of m cent tea c values adv substituted cents. On ly low gra a few year Sd. and early as

Coffee. change thi trade is be

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Provenue Pr		Maple Syrup-	
1b. tins, 3 dos.		Gallons, 6to case	4 80
ш онее	2 35	1 18 "	6 40
ib. tins, 1 dos.		Quarts. 34 "	5 44
in case	3 60	Quarts, 94 " Pints, 94 "	1.
UID. tins, & dos.		Molases-	
in case	3 50	Now Orleans,	
10 lb. tins, & dos.		medium 0 30	0 35
10 0860	9 45	New Orleans,	
Barrels, per 1b	. 031	bbls	32
Half barrels, 1b	0 01	Barbadoes, extra	
Juarter " "	a mi	Dat Decore, erete	0 45
distor	1 74	fancy. Porte Rico 0 48	
Pulls, 381 lbs. es	1 10	F 0100 1.100	
" 25 " "	1 90	Muscovado	0 30

Dried Fruits .- The market for dried truits continues strong, with stocks radually growing lighter and prices firming up. Down through the whole list there is not a single line that shows any break in the firmness, noticeable for some time back, and no improvement can be looked for in the situation until the new crop arrives. Peaches are in larger supply proportionately than most of the other lines, but this is balanced, by the scarcity of other lines, particularly prunes, in which the situation is gradually growing more acute. Cooking tigs are going out more freely, being the only low priced fruit on the market. Currants, although trade locally is quiet, still continue strong.

Prunes -										
30 to 40. t	n 25.1h	hore					. 0	154	0	138
40 10 50	"									
50 to 60									ŏ	
00 to 70										114
10 10 80	68								õ	
\$0 to 90										
90 to 100										
Same fi	mit in I	O.Ih		1 cent	lass	•••••		•••	•	
	uit mi	W-10.	UUAUE	I CON						
A pricous- Standard Ohoice, 2 Fancy,	b lb box						0	16	0	161 17 95
Candled Pe	-als	1.22	-				1			
Lemon		0 09	0 11	Oltr	on		(16	0	17
Órange		0 10	0 12	1.000						
Figs- Elemes, 1 11 inches 2 21										
Riemes, I	per lb.			21	**			0 11	1 0	121
14 inches	0	08 0	10	24				0 11		13
2 "	0	081 0	101	Ūn	abrell	a boz		0 12	. (14
22 "		091 0	12	-						
Tapnets, Bag figs	"						(04	0	04
Bag figs							(04	0	06
Dried peac	hes						(10	0	10
Dried appl							(09	0	091
Currants-										
Fine Filiata	861	0 07	0 08	Vost	IZZAS.		(10		12
Patras		0 08	0 08							
Uncle	eaned }	o less					1.20			
Raisins-	-									
Sultana								10		12
H for	cy							111	ň	13
ATI	ra fanc							0 14		16
Valencias	selecte	4						80 0		081
Seeded, 11	hnacke	ta far						0 081		09
" 16	or naci	rata c	hoice					0 074		08
" 19	01.	, .	11					0 07	h	071
					irs					04
Dates-				Pa	ckage	da	tes,	0.00	1 .	
Hallowe					per 11	D		0 06		
Full boxes.		05 1	000	Fa	ras ch	loice	st	U 10		101

Tea.-The better grades of tea are the least affected by market fluctuations. The advance in prices have been confined for the most part to the lower grade teas which have been steadily rising in value. One dealer said: "I do not expect to see a 25 cent tea on the market in a short time. Lower grade tea values have advanced so much that the present 25 cent teas are in most cases of much inferior quality to the 25 cent tea of a few years ago, for, as values advanced, lower grades had to be substituted to maintain prices at 25 cents. One particular tea, an extremely low grade which used to be bought a few years ago at $41/_2d$, is now worth 8d, and many others have advanced nearly as much."

demand for the better grades. Speculative coffee continues to waver in value but the statistical position is still strong. Willett and Gray's Journal says, "the available stock of Brazil coffee in New York to-day is only 590,000 bags, in New Orleans 125,000 bags, afloat from Santos and Rio for New York, and New Orleans 260,000 bags, making a total of 975,000 bags. In ordinary times this would barely suffice for sixty days' distribution. Looking at the impoverished condition of interior supplies, if normal trading returns, which it surely must do soon, these million bags would disappear from the American visible supply within two months. The country cannot continue to abstain from the markets and the above coffee or some other must be found for trade purposes."

Spices .--- Trade in spices continues as usual for this time of the year. The second picking of cloves in Zanzibar is now coming on and it looks like a short crop. A feature which would indicate that prices of cloves and cream of tartar will eventually be higher is that primary quotations for these lines are at present higher than spot quotations, and the latter will have to be increased before the heavy season for sales of these lines arrives.

	Bbla	Pails o Boxes	Tins	pkgs. d	4-1b. time do
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 15	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Gream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 80
Mace			0 80		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 171	0 75	0 90
Pepper, white	0 24	0 25	0 26	1 00	1 10
Pastry spice	0 23	0 24	0 36	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0.75
Turmerio			0 15		
Mustard seed, per 1b.					0 12
Celery seed, per lb. in					20

Rice and Tapioca.- A fair trade is passing at unchanged prices. The market in rice is steady. While the bulk of the trade in this country is confined to the lower grades of rice, dealers report an increase in the sales of higher grades within the last year or so, particularly Patna and Japan.

Standard B, from mills, 500 lbs. or over, f.o.b. 3 00

	Per lb.	Sago, medimn
Rice, stand B. Rangoon Patna Japan Jaya Carolina	n 031 0 031 0 032 0 031 0 051 0 051 0 041 0 06 0 06 0 07	Bullet, doubl gost Medium pearl Flake. Seed

Nuts .- There has been no change in the nut market. Stocks of Brazils on hand at present are light. Prices in general are steady.

0 051 0 06

0 051 0 08 0 051 0 08 0 051 0 08

Almonds,	Formig	etta	 				 	 				. 0	15	0	15	
	Tarrage	. 8110	 				 	 						0	16	
* ** ,	shelled.											. 0	35	õ	38	
Walnuts,	Grenob	e	 	.:			 	 				. 0	15	O	16	
······································	Bordea	ux .	 				 	 						0	14	
	Marb t	8	 			-		 ÷ .						0	15	
	shelled.															
Filberts.			 									0	12	0	13	
Pecans			 		. :		 	6.				. 6	18	0	24	
Brazils					2		 2			1		0	151	n	.7	
Peanuts.	ro sted		4	3					2			. 0	091	0	121	

Coffee — Prices of coffee show no Beans — Trade continues normal. The hange this week. A fair amount of firmness in beans is not so noticeable rade is being done with an increasing this week. Offerings are more liberal, 89

the farmers having evidently been holding for higher prices, as last spring beans made a big advance in price and holders evidently thought the same thing would occur this year. Differences of opinion exist as to the amount of beans in the country.

 Prime beans, per bushel
 1 90 2 00

 Hand picked brens, per bushel
 2 05 2 15

 Evaporated
 Apples.
 should be the best selling season for evaporated apples just coming on, stocks are found to be extremely light and holders are gradually asking higher prices.

Seeds .- Wholesale seed men are already commencing to ship seeds out, as many retailers start showing these lines of seed early in the season, as by getting the farmer interested early in the season, they are more liable to get their trade. Timothy has reached the highest point in many years. Some retailers held off at the opening of the market, hoping that something might cause prices to break, but there has been nothing but strengthening of prices, with the outlook that the strength will be maintained. Supplies are short and timothy being a line which the farmer can hardly do without, everything points to strength. Being over twice the price of last year, it is no doubt that farmers will cut down their timothy needs as low as possible. Red clover and Alsike which show no great change from last year in price have been ordered freely this year on account of the high price of timothy, while alfalfa or lucerne is increasing in demand as the farmer begins to learn more about it.

MANITOBA MARKETS

POINTERS-

Canned Goods-Scarce and high. Sugar-Still firm. Apricots-Advanced. Coffee.-Easier.

Evaporated Apples-Out of stock.

Winnipeg, March 23.-There is a great scarcity in the leading grocery stocks in the western country at the present Manufacturers and importers find it difficult to supply the demand of the wholesalers and jobbers, and merchants are clamoring for a wide range of stock. All the local wholesale houses are communicating for fresh supplies, and relief is expected in about days. The condition is not looked upon as serious, as it is believed there are plentiful stocks in crop centres, and it is just a matter of time in having transportations made. The cause of the scarcity is that merchants have been stocking heavily since the weather has been favorable, and wholesalers have been shipping very freely during the past few weeks since transportation became normal. Every item in the following list is more or less scarce in local wholesale houses.

This has also tended to strengthen the market and higher prices are being paid for many lines. It may well be expected, however, that the advances in most cases will only be temporary as prices will revert to normal figures as soon as supplies come to hand.

Sugar.—The price is still high on all sugars, and there is little hope of any reduction in the immediate future. The demand is excellent for all lines, and refineries everywhere seem to be taxed to supply the demand. As far as local merchants are concerned all are well stocked and only special orders are being received.

montreal and H.C. granulated, in bbls	5 10	
··· ··· ··· ··························	4 31	
" yellow, in bbis	4 70	
11 " LD 6160KB	4 63	
Icing sugar, in bbis	6.U 590	
" in sumali quantities	0.5	
Powdered suzar. II Dola	5 LU	
i i Duaba	570	
" " iu smali quantities	6.0	
Lump, hard, in bbis	6 00	
10 g-001g	6 10	
** ** 10 100-10. Gases	6 00	

Dried Fruits.—Apricots have been advanced to 16½c. and peaches are strong at 10½c. The prune market is bare, and prices have been advanced considerably. This is one of the lines that is very much needed everywhere in the West, and wholesaiers are endeavoring to purchase stocks in the crop centres. The ordering in apricots is very liberal despite the advanced price, and new stocks are coming in large quantities.

Smyrns Sullans raisins, uncleaged, per 10		1.1
" " " Cleaned, per 10	U	138
California raisins, choice seeded in 2-10. packages		
Der Dackage,	0	071
" fancy securit, in 2-10. packages		
per package	0	07
" choice secued in 1-1b. packages		
	0	081
" " fancy seeded 11 1-10. packages		
per package		09
Raisins, 3 orown muscatels, per 10		071
	U	072
Prunes-		
251b by 41-100 lb 0 09 Prunes 50-60 **	0	13
80-90 " 0 115 Prunes, 40-50, 1b		134
" 70-80 " 0 12 Silver prunes, mo.		
" 60-70 " 0 124 to quality 0	119 0	148
		U7.
Ourrants uncleaned, loose pack, per 10		48
" dry, cleaned, Filiatras, per lb		Uct
wet, cleaned, ppr 1b		Ubi
" Fillatras, in 1-1b. pkg. dry, cleaned, per 1b.		
Pears, per lb 0 161 Nectarines, lb	0	12
Peaches, stand- Dates, per 1b.,	1.1	
ard, per 1b 0 09 3-5 Hallows, bulk	0	651
Peaches, choice 0 10 Dates, packages		
Apricots, stand- 30 in case		061
ard, per 15 0 16 Peel, 15., lemon		IU
Apricots, choice " " orange	0	10
per 1b 0 16 " " citren	0	147
Plums, pitted, lb 0 12		

Syrup.—The market continues weak in syrup, and there has been no change for some time. The ordering is good, as syrup is always popular on the Western market. There is a large quantity of cane on the market in crop centres, and this is the sole reason of the weakness in the general market of the cane products. Prices are as follows:—2's \$1.98, 5's \$2.33, 10's \$2.21, 20's \$2.22.

Syrups-	
24 2-1b. tins, per case	19
2 5-1b. tins, per case	23
6 10-lb. tins, per case	22
3 20-16. tins, per case	2 2
Half bbls., per lb	00
Barbadoes molasses in t-bbls., per gal	0 8
New Orleans molesses + bbls per val	0.2

Coffee.—There is a temporary weakness in the coffee market, due to a cause quite unknown here, but the price is still firm, and to all appearances prepared to go higher if necessary. The demand is always good, and the consumer apparently is willing to pay high prices for the product.

Coffee, standard Rio.... 0 15 Coffee, choice...... 0 16 Coffee, extra choice. 0 17

NEW BRUNSWICK MARKETS.

St. John, N.B., March 23, 1911.--While there were few changes last week in the markets, prices are decidedly firm with an upward tendency. Some dealers are looking for higher prices in sugar and molasses to come almost any time. Flour

is reported weak. Clear pork is a little lower but domestic mess is unchanged. American clear pork is now quoted at \$22.50 to \$24. There has been a pronounced advance in the price of olives. This is attributed to the fact the last year there was a shortness in the crop. Queen olives that are usually sold for \$4.50 are now quoted at \$5.75.

NOVA SCOTIA MARKETS.

Halifax, March 23.—Eggs are in good supply, but there is no demand. The prices quoted are 26 and 27 cents for fresh laid stock, but the dealers are not buying. The weather is now becoming very mild, which fact is favorable for laying, and a "break" in the market may come at anytime.

Butter prices are a shade firmer, with the demand fair. Some small tubs of iresh dairy are coming in, but the quantity is so small that it does not affect prices. It is believed there is still a lot of winter butter in the farmers' hands.

Potatoes are selling at one dollar per bushel in some parts of Nova Scotia and they are even scarce at that price. As the stocks held by the dealers are pretty well cleaned up, they are now importing from Maine and quite a few are coming from the Island. The price here rules about 80 cents per bushel, though for extra choice stock some of the jobbersare paying a little more. There is a fairly good demand for

There is a fairly good demand for green fruit, such as are on the markets. Outside of California seedless oranges, and lemons, the quality of the fruit is only fair. Celery was a scarce article this week, the usual supply not coming to hand.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Sandbach, Parker & Co., Demerara, British Guiana, was established as long ago as 1782, the name and style of the firm at that time being McInroy, Sandbach & Co. It was, however, not British Guiana in those days, the colonies of Demerara, Berbice, Essequebo, which now constitute British Guiana, not having been finally ceded to Great Britain by the Dutch until the early part of the nineteenth century. For the whole of this period Sandbach & Co. have been largely interested in the mercantile life of the Colony, especially the sugar industry, and have always been prominent in all movements tending towards the progress of British Guiana and the West Indies in general. The English house of Sandbach, Tinne & Co., is situated at 3 Cook street, Liverpool, and the partners of the firm have long been associated with the mercantile and charitable life of that city. Their name is known in mercantile circles throughout the world, and in shipping circles, their clipper-built sailing vessels, which were engaged in the passenger-carrying trade between England and Demerara, and in the carriage of coolie immigrants from Calcutta to the West Indies, before and after the advent of steam, will not yet have been forgotten. The present part-

ners are John Ernest Tinne, Evelyn S. Parker, and John A. Tinne, and the resident representative in Demerara is C. G. A. Wyatt, who will be well known to numbers of Canaidans who have visited Demerara. The firm is keenly interested in fostering trade between England and the British West Indies and Canada, and appreciate very much the preference extended during recent years to their produce by the Canadian Government. They recognize, along with most thinking people in the West Indies, that the best interests of Great Britain's tropical possession in this part of the world will be best served by a closer commercial alliance with Canada. A lot is hoped for as the result of the report of the recent Royal Commission, and the action that is to be taken with regard to same is awaited with great interest and some anxiety. To take care of their growing business with the Dominion, Sandbach, Parker & Co., in 1909, opened a branch office in Montreal, under the name and style of the West India Company, Limited, and the management of this office will be always found ready and willing to give Canadians any information in their possession regarding business or other matters connected with Demerara and the West Indies.

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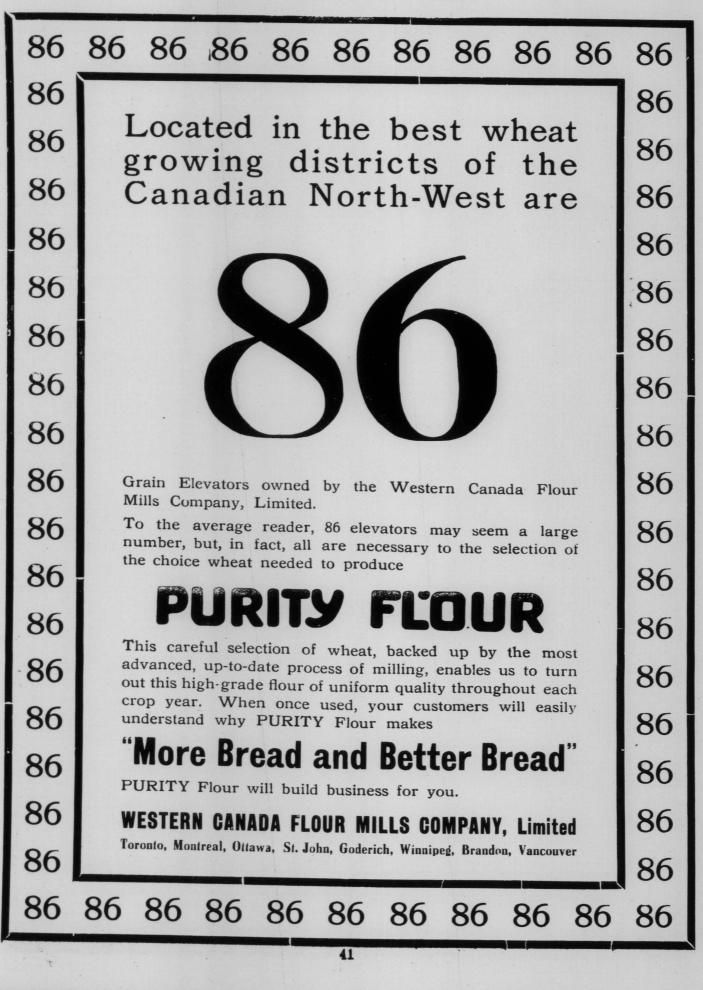
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J. W. Gorham & Co., 251-253 Holly street, Halifax, N. S., have been appointed special agents for Nova Scotia of James Epps & Co., Ltd., cocoa and chocolate manufacturers, London, Eng. J. W. Gorham & Co. will be pleased to receive any inquiries for Epps' lines.

Easter is only two weeks away. John Taylor & Co., Toronto, soap manufacturers are offering an appropriate novelty for this particular season. It is "Egg Soap" and in size and appearance is made to represent the common ordinary egg so much sought at this time of the year. Their advertisement in this issue gives particulars.

The Quaker Oats Company have devised a unique idea to push the sales of Quaker Oats for 30 days from March 15th to April 15th. Not only are they making a special reduction of 10 cents per case on both size packages of Quaker Oats but they are editing a paper which is being sent daily to over three hundred salesmen, which contains all the news of the campaign and editorials from each member of the staff on how to secure more business on Quaker Oats. It also gives a record each day of the most notable achievement accomplished by any salesmen the previous day. They are conducting a particularly widespread campaign on advertising; not only are all the leading magazines carrying their advertisements, but wall signs and bill boards are being put up at a rapid rate. The company is sending a post card to every retail grocer in both city and country and will send buttons, window streamers and display cards to any grocer who will use them. This is one of the largest campaigns this company has ever originated and bids fair to outrival any of its predecessors.

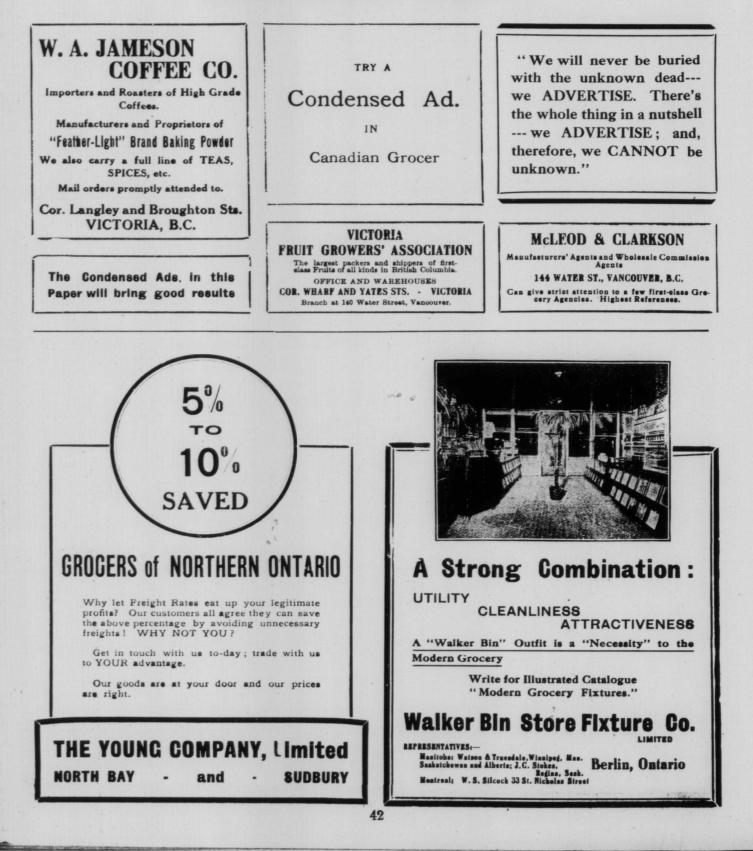


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Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY



Fr 31

The Real Reason

Get right down to the real reason for every great success and it is quality in one form or another. Nowhere is this more often demonstrated than in the grocery store. **RED ROSE TEA** is a fine example. It came into the Ontario market about ten years ago when the field was overcrowded with different brands. To-day it is a leader with only enough opposition to make good healthy competition. The basis of this success has been the quality of the tea and the quality of the service both to merchants and consumers. The quality of **RED ROSE TEA** does not vary. You are always sure it is the same "Good Tea."

The grocers who are using Red Rose in their homes believe most strongly in its quality; their confidence makes it easy to increase their sales. They know it pays to recommend



Earned \$39.50 in 3 days

The above statement indicates what a representative of the MacLean Publications earned in three days, from March 7th to March 10th.

He hustled, indeed he did! But it was worth his while.

We want men of this calibre to act as circulation representatives, to take the exclusive charge of all our business in their respective localities.

We want men and boys who are live, hustlers, straightforward, and of good character.

If you have the ability to deliver the goods, to get results, to make good on a proposition like this, write us at once.

> The MacLean Publishing Co., Ltd. 143-149 University Avenue, Toronto.

THE SONG OF THE WHOLESALE BUYER.

The agents and commission men Come crowding in the door,

They sometimes hand you out a bunch Of talk that makes you sore. From sunrise until close of day

They come each mother's son, Whene'er we want to punish them,

We introduce a pun. The man who sells us teas comes in,

He is an awful teaze; The coffee man is coughing, though We never heard him sneeze;

The gent who pushes candied peel

Is candid I don't think; "Old Pickled Goods" gets pickled Though he never takes a drink.

The whiskey drummer comes along, With whiskers on his chin; Officious is the talk of him

Who sells tish by the tin; A seedy individual

Sells bird and cotton seed; The hops are purchased from a man Who hops, he does indeed.

The currant salesman interrupts The current of my thoughts; The character who offers figs

His figures all are noughts; The traveler who talks canned corn

Has corns upon his feet; The beet man beats them all, for he Is seldom off the beat.

The guy with orange marmalade, An orangeman is he;

The salt man ain't a salt, because

He never sailed the sea; The prices they are raisin'

On raisins every day; The saucy chap that sells us sauce Has saucer eyes, they say.

The savory is sold by one Who savours of the barns;

The fellow with the spices has

A spicy lot of yarns; The sage is handled by a sage

With thin and hoary locks; A funny looking butter-in

Quotes butter packed in crocks.

The mustard man was in the war. But mustered out was he:

The prune man was a gardener, And learned to prune a tree: The cereals are advertised

In serial magazines; The agents in our sample room Are crowded like sardines.

By an Employee of Perkins, Ince & Co., Toronto.

GOOD ENOUGH.

Rummaging about in the barn one af-ternoon a farmer and his son came upon a nest containing a dozen or more eggs. It was an old nest and so were the eggs That night the son was astonished to see the old man trudging down the road with the house egg basket on his arm. "Where are you going father ?" asked the boy

"Oh ! just over to Brown's store with these eggs," answered the elder. "But you know those eggs are mighty

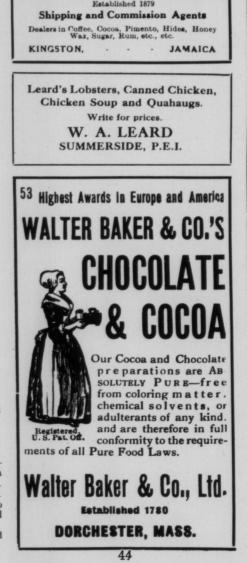
old," persisted the other. "Yes, I know," returned other, wither-ingly, "but I'm only going to trade them for a little tobacco; they're good Groceries, Flour, Grain, Provisions, Etc.

The C. E. Plain Company, Limited, has been incorporated at Toronto to earry on the business of general commission merchants and cold storage warehousemen. The provisional directors of the company are Norval Robert Hodgson, Edwin Fay Holcomb, and William Young Denison. The head office will be located in Ottawa.

Messrs. H. Irvine & Son, of Drayton, Ont., will move soon into their newly erected store, which is said to be upto-date from top to bottom and equipped with the latest improvements.

It is announced that a reward of \$100 is being offered for information as to the whereabouts of Charles Abbot, a Toronto grocer, who disappeared from that city Feb. 28 last.

GEORGE & BRANDAY



us for prices. TORONTO SALT WORKS TORONTO, ONT. GRO. J. CLIFF, MANAGER The name of Fels-Naptha soap is a familiar and welcome one to women everywhere.

C. LANDRY

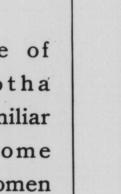
JOBBER

STE. FLAVIE STATION

Making specialty of wholesale in

No retail grocer can afford to neglect an opportunity to put Fels-Naptha before his customers.





For

Manufacturers and Shippers

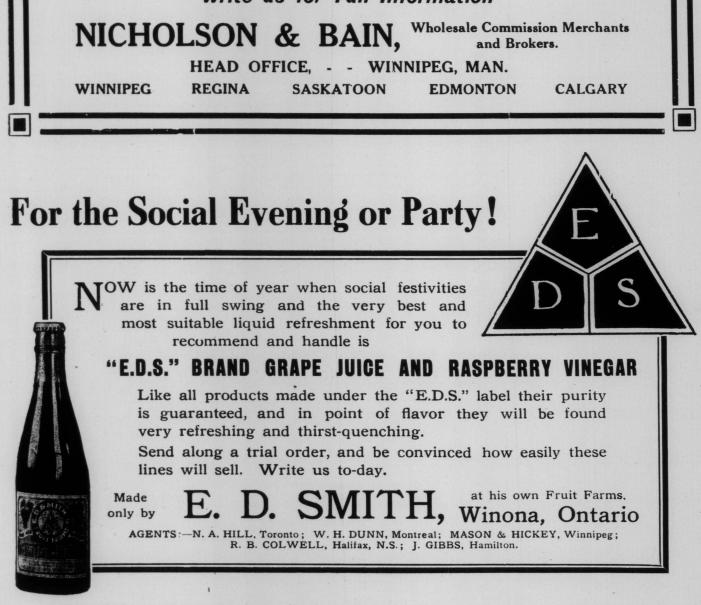
of Eastern Canada, Europe and the U. S. A., who wish to get in right with the hustling, booming West, should avail themselves of the facilities and service we offer.

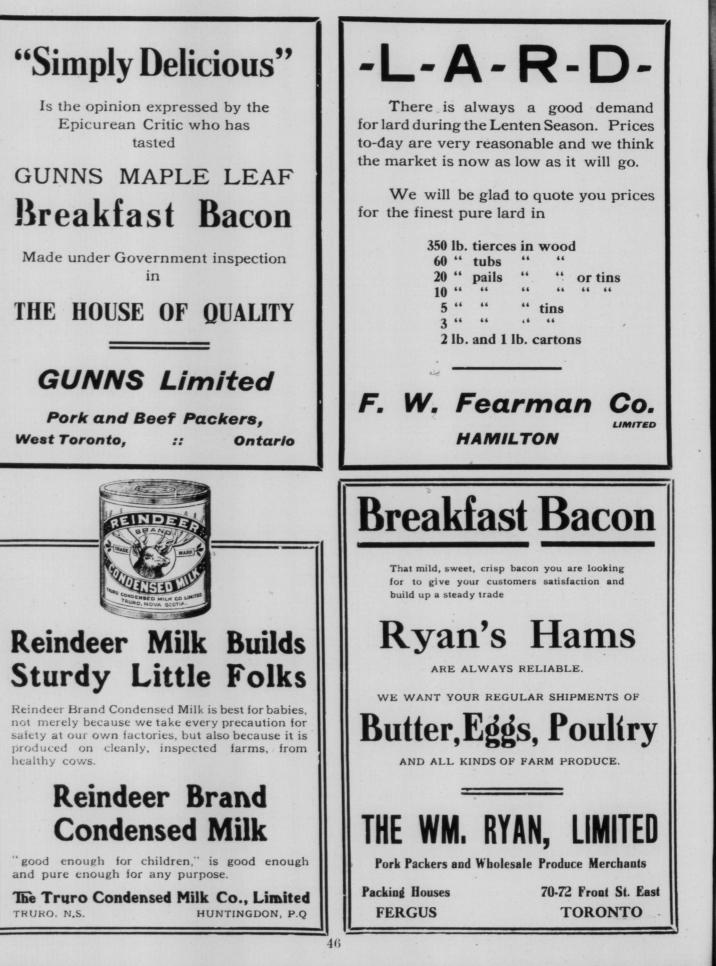
We have large track warehouses at the five main distributing points in Western Canada, and from these centres we cover the territory in an aggressive and thorough manner.

May we push the sale of your grocery lines in this territory? We have an unrivalled connection among the whole wholesale trade of Western Canada and enjoy the highest financial standing.

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

Write us for Full Information





The hog states at iarger than onsequent the arrival ket was sl week, the ago. In C tion is a l market is The supp the United a year ag hog supply steady bat can packe hog produc named are but whene hold back up again. of hogs for is looked live hogs than was reached the Eggs, as come easie to increase The dem to a high which has heir plei looking for arrival of also poin start layin keep it up Butter re in most c increase i mand, as has been g Cheese i been steadi most mark extremely mall. and steady. N ket well prices will The pro ately activ presence at reasona what from not disco spring trai

Eg

Provision ther quiet mand is li situation ket report show an in ture price the suppl short. Pure Lard-Boxes, 50 H

Eggs are Lower with Brisk Demand

Heavy Arrivals Cause Further Reductions in Egg Prices Reasonable Prices Bring Large Demand - Butter Steady Provision Situation a Little Easier-Trade Rather Quiet, But Good Spring Trade Expected-Cheese Firm.

The hog movement in the Western O States at the first of the week was even larger than expected and provisions were consequently weaker. While last week the arrival of hogs on the Chicago market was slightly less than the previous week, they were in excess of a year ago. In Canadian markets, the situation is a little easier, while the English market is barely steady.

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The supply of hogs in both Canada and the United States is greatly in excess of a year ago. In the latter country the hog supply is reported to be large and a battle is going on between Amerteady ican packers on one side and American hog producers on the other. The first hamed are endeavoring to break prices, but whenever they do this, producers hold back supplies and bring the market up again. A much lower range in prices of hogs for 1911, than prevailed in 1910, is looked for. In Canada, the price of live hogs is already about \$3.00 lower than was quoted a year ago, when prices reached the high water mark.

Eggs, as predicted last week, have become easier throughout the country due to increased arrivals at most centres. The demand has been good, stimulated to a high level by reasonable prices, which has encouraged the housewife into their plentiful use. Some dealers are looking for still lower prices with the arrival of the warm weather and it is also pointed out that once the hens start laying in the spring they generally keep it up for some time

Butter remains steady with quotations in most centres showing no change. An increase in arrivals is noted. The demand, as during the past three weeks, has been good.

Cheese is an article that seems to have been steadily shaping for higher prices, on most markets. While the demand is not extremely heavy at present, stocks are small, and prices will likely continue steady. New cheese will come on a market well stripped of stocks and opening prices will likely rule rather high.

The provision trade continues moder-ately active, the Lenten season and the presence of such lines as fish and eggs at reasonable prices, detracting some-what from its usual line, but dealers are not discouraged and look for a brisk spring trade to open up soon.

MONTREAL.

Provisions .- The market has been rather quiet during the past week. Demand is lighter than it has been and the situation is generally easier. The mar-ket reports from United States centres show an increase in spot stocks and future prices are a little easier. Locally the supply of live hogs is temporarily short.

Boxes, 50 lbs., per lb	0 11
Cases, tins, each 10 lbs., per lb	0 12
	0 12
	0 12
Pails, wood, 20 lbs. net, per lb	0 12
Pails, tin, 201bs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 12
Tierces, 3751bs., per lb	0 11
One pound bricks	0 1

ompound	Lard	_		
Boxes.	50 lbs	net.	per	lb

Boxes,	50 lbs	. net,	per lb						10%
	10-lb.	tins, 8	0 lbs. to) Case,	per l	b		U	11
	5	-	**	**	**			0	113
**	3	**	-	=					111
Pails.	boow.	201bs.	net, per	r lb					11
Pails.	tin. 20	lbs.g	ross, pe	r lb			0 101		101
Tube	50 lbs	net	per lb				0 101		101
Tierre	. 375	lha n	er lb						101
									113
	ound	JIICKS.		• • • • • • •				U	114
Pork-									
Heavy Ca	nada s	hort c	ut mess	, DDI.				23	
Bean port								17	
Canada st	ort cu	it baci	k pork, i	bbl. 45	-55 pi	eces		23	
Clear fat								25	
Heavy fla	nk por	k, bbl						22	
Plate bee	ť, 100 l	b bbla							75
	200							17	00
								25	00
Dry Sal									
Bolled ha	m, sm	all, sh	tinned,	bonel	ess			0	23
	" lar	ge, ski	n on rol	1				0	20
Green ba	con, fl	anks.	b					U	11
Long clea	r baco	m. hea	vy. lb.					Ō	114
Long clea	r baco	m, light	ht. lb						12
Hams-	-								
Extra lar	ge size	8. 25 1	bs. upw	ards.	lb			0	11
Large siz	es. 18	to 25 1	bs., per	lb.				õ	131
Medium	sizes.	13 to 1	8 lbs., p	er lb.					15
EXCra sm	all siz	es. 10	to 13 lbs	L. DAT	ib				16
Bone out	, rolle	d. lars	te. 16 to	25 lbs	. Der	lh			15
		sma	ll, 9 to	12 lbs	Der	lb			161
Breakfas	t baco	n. En	glish, bo	neles	, Der	lh			15
Windsor	bacor	. skin	ned, ba	aka De	ar lh				171
Spiced ro	oll bac	on, bo	neless.	short	Der It				15
Hoga, liv	e. Der	cwt.			por in		7 25	2	50
1 Am	Assed.	per cu	vt				8 25	10	00 0
							0 20		, 50

Butter .- The market is steady at the former figures. Prices are considered firm owing to the diminished stocks of butter that have been held in storage. There is already some new milk creamery butter on the market but receipts have been small. It is practically assured that there will be no held-over stocks by the time the new make is arriving in liberal quantities. Just now prices are firm.

New milk creamery	!	0 20	
Dairy, tubs, lb	!	0 22	
Fresh dairy rolls			0 23
Change Stanky of abaans an	. 1:		

Stocks of cheese are light and it is a question whether there is enough for local requirements. Jobbers intim-ate, however, that there is sufficiebt to go around. Prices are firm. The most of the stocks held now are for export and of colored cheese there is acarcely any left. It is colored that the local trade ask for. The total exports of cheese to date amount to about \$20.-000.000.

Quebec, lar	ze				 								 1	0	14
Western, la	rge				 				 					0	14
	twins.								 	 					14
	small,	20	Ib	8.					 		Ì.,			0	14
Old cheese	large													0	16

Eggs.-The market is down to 22 cents this week, thanks to the heavy receipts Demand is good but supplies seem keep ahead of it. The lower prices are welcome and it is expected they will not long remain at this figure. In the meantime business in eggs is brisk.

New laids

Honey.-The market shows no changes Prices are steady and the same may be said of demand.

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

Poultry. There is nothing of unusual interest in this market yet. Demand is steady but there are no exceptional features to note.

Fowl..... 0 14 0 15 Geese.... 0 14 0 15 Chickens 0 18 Ducks 0 17 0 19 Turkeys 0 20 0 21 47

TORONTO.

Provisions .- Trade in provisions continues quiet, with prices showing little change. The Lenten season is probably having some effect in curtailing the use of pork products, while the plentiful supply of such commodities as eggs and tish at reasonable figures is also responsible for a share of the depression in business.

Live hogs are quoted at a reduction this week, in sympathy with the easier feeling that has been noticeable for some time back. As a rule, provision prices are moderately steady. Heavy mess pork and short cut are slightly easier, due to slack demand.

Long clear bacon, per ib 0 11 0 11	à
Smoked breakfast bacon, per lb 0 16 0 17	ī
Pickled shoulder	÷.
Roll bacon, per lb 0 121 0 13	
Light hams, per lb 0 15 0 16	
Medium hams, per lb 0 14 0 15	
Large hams, per lb 0 12 0 13	
Cooked hams 0 21	
Fresh shoulder hams 0 12	
Shoulder butts	
Backs, plain, per 10 0 18; 0 19	
" pea meal	
Heavy mess pork, per bbl 20 00 21 00	
Short out, per bbl	3
Lard, Lierces, per 1b	3
Lard, tierces, per lb	24
" pails " 0 124 0 15	3
" compounds, per lb 0 10 0 11	2
Live hogs, at country points 6 65 6 7	5
Live hogs, local	0
Dressed bors 8 50 9 0	

Butter.--Under the pressure of more liberal receipts than for some time back, the firmness in butter is not so noticeable this week, but prices remain steady at present quotations. There is a good demand, especially for the better grades. Dealers are not looking for any marked change in butter prices, but, of course, the market will be controlled by supply and demand.

		rer		
Fresh creamery print	0	27	0	29
		24		
Farmers' separator butter	0	24	0	25
Dairy prints, choice	0	21	0	22
Fresh large rolls	0	19	0	20
No. 1 tubs or boxes	0	18	0	19
		16		

Eggs.—The further reduction in egg prices which we forecasted in our last issue has materialized and quotations this week are 19 to 20 cents. Arrivals have been large, but demand has also kept up as the hens-seem to have started in earnest, and dealers are looking for some further reduction in prices if present conditions continue. New laid eggs.....

Cheese.-The firmness in cheese, noted last week, has turned into an advance in price, as expected. Large new cheese have been raised to 13^{3}_{4} cents and stocks are light, while twin cheese, which are in very limited supply, are quoted at 14 cents, with some firms asking as high as 1412. The new cheese will come on a pretty bare market, and opening prices are likely to rule quite high.

0 19 . 20

Honey. -- Trade in honey continues slack at unchanged prices and the arrival of new maple syrup on the market will not help the situation at all.

 Clover honey, extracted, 60 lb. cans.
 0 101 0 11

 ""10 lb pails.
 0 114 0 12

 ""5 lb. pails
 0 12

 "oomb, per dozen.
 2 00 2 50

 Buckwheat honey, lb.
 0 061 0 07

"INSPECTION AND SALE ACT."

Poultry. - Prices in poultry hold steady with only a normal amount of trade passing.

Chic*ens, dress-ed......016 018 Ducks, dressed . 014 015 ressed.. 0 13 0 14 ressed.. 0 13 0 14 Storage, 2 cents lower

THE MANCHURIA WALNUT.

This Has Just Been Introduced on Eastern Canadian Market.

Toronto, March 23 .- One of the new items on the local grocery market is the Manchuria walnut which was introduced a few days ago. This nut figured fairly prominently on the Winnipeg and Van-couver markets last Christmas, but has

just made its way here. The story of the discovery of the Man-churia walnut so far as this continent is concerned is an interesting one. Two years ago two young Californians were out in Manchuria and observed that, while the walnut grew quite extensively

while the walnut grew quite extensively there, it was not exported. They sent a trial shipment to the United States and it took so well that they have gone in-to the business of exporting walnuts. Last year they directed considerable attention to Western Canada, and the Christmas markets in Vancouver, Win-nipeg and other cities were supplied with the Manchuria nut with the Manchuria nut.

The eastern markets are now being given attention. The Manchurian walnut has a little different flavor from the French nut, it being a little more bitter in taste—a characteristic which some non be formed. characteristic which some people favor.

WILSON'S

FLY PADS

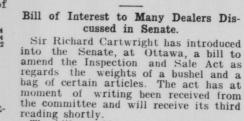
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vertised goods sold by Grocers.

killers.

By far the best advertised fly

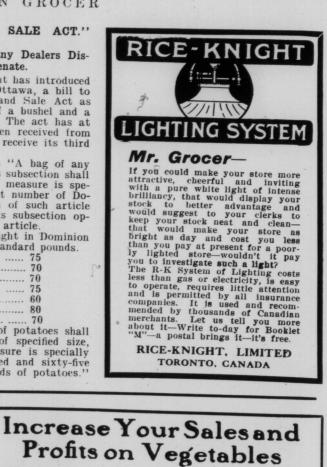
By far the most profitable well ad-



reading shortly. The bill provides that "A bag of any article mentioned in this subsection shall mean, unless a bag by measure is specially agreed upon, that number of Do-minion standard pounds of such article which is shown in this subsection op-posite the name of such article. Description Weight in Dominion

of article.	standard pound	s
Artichokes		
Beets		
Carrots		
Onions		
Parsnips		
Potatoes		
Turnips		
Also that "A ba	arrel of potatoes s	hall
	Po cheoden r	

mean, unless a barrel of specified size, kind or content by measure is specially agreed upon, one hunhred and sixty-five Dominion standard pounds of potatoes."



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You can do both with our Vegetable Display Stand, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply. GALESBURG CORNICE WORKS

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Grocers: The sale of an inferior branded article at the same price as a similar article of standard quality may show a *temporary* increase in profit, but is sure to result in a loss of patronage. A more lasting profit comes through handling a widely known and highly regarded article that will attract the people to your store, and so bring increased numbers in closer touch with your entire line of merchandise.

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

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal





Be helped instead of hindered in your accounting.

The McCaskey Gravity Account Register System

(First and Still the Best) will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

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Moving Time in the Spring

Winnipeg

means an extra demand for prepared meats.

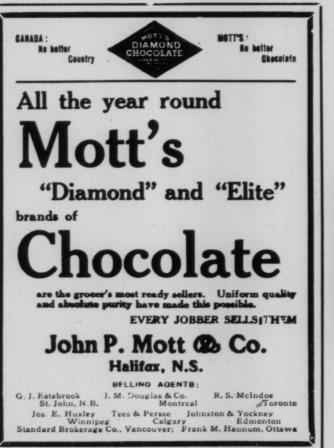
Look over your stock and see that your supply of

CLARK'S MEATS

is sufficient. If not, order through your jobber. Don't forget the unusual demand there is for Clark's Pork and Beans and Clark's Chateau Brand Concentrated Soups.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.





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BRAND'S A 1 Sauce

has come to Canada with an unsullied 76 years' reputation, and it is a line that will not fail to please the palate of your most particular patron.

Adds a piquancy and zest to the plainest fare, and is equally tasty with fish, flesh or fowl.

Is a line you can handle with excellent profit. Write for details of the full Brand Line of Specialties.

BRAND'S Essence of Beef

is a clear, amber-colored jelly, invaluable to invalids and convalescents, which should be stocked by every first-class grocer.

It is easily assimilated in any manner the Doctor orders and is retained when no other food can be. There is nothing better for a weak digestion.

"Brand's Essence" has a world-wide reputation, and is right in the grocer's line.

Get wise to this opportunity of further profit-making, and be ready to supply your customers' requirements.

Give "Brand's Essence" the prominence it deserves, and let your customers know you handle Brand's Specialties.

Brand & Company, Limited London, - England.

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

H. Hubbard, 27 Common St., Montreal.

50

McLeod & Clarkson, Vancouver.

No Change in Flour and Cereal Prices

Flour Prices Unchanged Although Wheat Continues at Low Level—Reduction of 20 Cents a Barrel Reported From Markets East of Montreal—Trade in Flour Not Brisk—United States Markets Extremely Quiet.

Wheat prices continue a see-saw movement, fluctuating within a small margin at all markets, and Canadian prices show little change from a week ago. There is, however, a slightly firmer feeling in sympathy with the same feeling in European markets. American markets during the last few days of last week acted in direct contrast to the markets of the old world and on Saturday while cables on wheat futures at Liverpool closed a halfpenny lower, the markets of Chicago and Winnipeg were a half cent higher on May options.

While under the lower wheat prices of the past two months, United States flour has been reduced as much as 50 cents per barrel. Canadian prices remained at about the same level as when wheat prices were highest. While some dealers say that the reduction in wheat prices during the past two months, and the continued low level, should warrant an casiness in flour prices, still there may be no change, as any reduction in price would hardly cause any increase in trade, and would probably only mean that millers would have to deliver present contracts at the lower price.

Trade in flour is not brisk, and a large percentage of the flour moving is made up of the delivery of contracts. Export enquiries continue to come in slowly, and bids in some cases are considerably out of line with quotations here. The English flour market is reported quiet, and the same inactivity that has characterized United States markets for some time continues, with general complaints from all parts of the country of lack of shipping instructions at all points and absence of new business.

The visible wheat supply in Canada last week was 10,131,000 bushels, compared with 11,316,000 bushels the previous week and 8,020,000 bushels last year. The United States visible wheat supply on Mar. 20th was 36,562,000 bushels as compared with 26,788,000 bushels on Mar. 21, 1910, and 37,080,000 bushels on Mar. 22, 1909.

Cereal prices remain unchanged, with a normal trade passing in most centres. A slightly firmer feeling is noticeable in oats, but is not at present expected to affect rolled oats quotations.

MONTREAL.

Flour.—The local flour situation remains unchanged. Demand is mostly in small lots. Present stocks show an increase.

Winter wi	heat patents, bbl	4 85	5 10 4 60
Manitoba	1st spring wheat patents, bbl		5 60
	straight patents bbl		
	second "		

Cereals.—Trade is steady in rolled oats and remains at the figures shown for some time.

Fine oatmeal, bags	
Standard oatmeal, bags	2 25
Granulated " "	2 25
Boited commeal, 100-baga	1 70
Rolled oats, bags, 90 lb	2 05
" barrels	4 40

TORONTO.

Flour.—There has been no change in the flour situation since last week and first patents, Manitoba, are still quoted at \$5.40 per barrel, although a reduction of 20 cents per barrel is reported from the markets east of Montreal. Wheat continues at the same low level, $97\frac{1}{2}$ cents per bushel, this being the average price for No. 1 Northern and while the continued low price seems to warrant easiness in flour, still there may be no change. Millers see no necessity of reducing prices, as this would mean the delivery of present contracts at the lower price also. Ontario wheat is dull at 80 cents per bushel, with flour prices unchanged.

Manitoba Wheat.

1st Patent, in car lots			5	4
2nd Patent, in car lots			4	90
Strong bakers, in car lots Feed flour, in car lots			4	70
Winter Wheat.				
Straight roller	4	25 80	4	4

Patente 4 80		45
	5	00
Blended 4 60	4	90

Cereals.—The situation in the different lines of cereals is about the same as last week, although on account of the continued lowness of wheat prices, some mills have reduced the price of rolled wheat ten cents per barrel, but at present there is not much trade passing in this line. There is a slightly firmer feeling in oats but no change is looked for just at the present time.

CHILLIWACK CREAMERY.

Financial Statement of Edenbank, B.C., Establishment Shows Prosperity.

Vancouver, March 23.—The excellent demand for butter which obtains in the coast cities has apparently brought prosperity to the Edenbank creamery in the Chilliwack district. The annual meeting was held last week, and the returns to the patrons showed a marked increase over the previous years. The butterfat sold in 1910 was 207,652 pounds, bringing \$66,804.17, averaging 32 cents a pound. This creamery company has established a branch office in Vancouver for the marketing of its product.

Remember that price cards are a valuable addition to a window display. 51



may be a pretty live issue in some parts of the world, But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable fo you by handling MOONEY'S as a specialty.



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

Berlin Merchant Was Brake on Council

Councillor Dunke, Who is a Grocer, Combats Garbage By-Law and Saves Expense to Berlin Merchants -- The Early Closing Observance-Difficulties of R. M. A. in Securing New Members-Fine New Grocery.

Staff Correspondence.

Berlin, March 23 .-- C. B. Dunke, of the in getting the Berlin grocers into the grocery firm of Dunke & Co., is a member of the Town Council, and that fact was of considerable benefit to the retailers recently when an attempt was made in the council to railroad through a measure affecting garbage collection, that would have saddled a proportion alleged to be unfair, of the total cost on the King street merchants. This will serve as an illustration of the advisability of retailers being always vigilant in seeing that they have proper representation on municipal councils.

Berlin has a by-law against keeping a store open later than 10 o'clock Saturday nights and 7 o'clock on other nights. Generally speaking the law is pretty faithfully observed but it was found necessary at a recent meeting of the Retail Merchants' Association to draw the attention of the police authorities to the fact that several grocers have been persistently ignoring the by law, keeping open every night and until nearly midnight on Saturdays. The Retail Merchants' Association

finds it difficult to make much headway

association, by reason of the vexed question of price-cutting. Several of the down-town firms make a specialty of Thursday bargains and use up large use up large spaces in the newspapers in advertising their "Thursday Specials;" one firm frequently using four and five newspaper columns. The firms that do not advercolumns. The firms that do not adver-tise and even some of those that do, are bitter against the system of pricecutting and some make it a pretext for antagonism to the Retail Merchants' Association, forgetting that price regu-lation is rather beyond the province of an association of retailers, for obvious reasons. Officers of the association are endeavoring to convince merchants that there is far more chance of rectifying existing conditions, admitted to be evil, from within the association than by staying out of it.

Stuebing & Son, grocers, Queen street south, have doubled the size of their grocery by taking over the store next door to the one they have occupied during the past three years. By taking down the partition between the two stores and extending modern store fix-tures over the entire store they have succeeded in fitting up premises that will compare favorably with any outside the large cities.

Trade Notes.

A despatch from London, Ontario, says that new maple syrup has arrived on that market, and that, in consequence, there is little or no call for the old canned product. London grocers sell but little of the local brewing, chiefly because the farmers are able to dispose of it without difficulty on the local market at \$1.25 the gallon and 35 cents per quart. Around London the indications would seem to point to a short sugar and syrup season.

With a share capital of \$5,000, the Trent Valley Cheese and Butter Company, Limited, has been incorporated at Toronto. This company, as the name implies, proposes to make and sell butter and all kindred dairy products. The head office will be at Campbellford, Ontario, and the provisional directors, Wal-ter Charles Todd, John Oliver, Josiah Tinney, Charles Nelson and Luther An-drew Denike.

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The Bell Fruit Farms, Limited, has been incorporated at Toronto, with a share capital of one hundred and fifty thousand dollars. The firm will carry on the business of horticulturists, agriculturists, canners and preservers. The head office will be Grimsby and the provisional directors: Thomas George Davis Bell, Sara Augusta Bell, and Frederick Charlton Irvine.

The grocery store run by William Boulter at O'Leary, a little village in Prince Edward Island, was destroyed by tire. The loss is estimated at \$1,000.



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We Have Tons of Tea to Offer

At Less than Present Cost of Importation, having made SPECIAL ARRANGE-MENTS FOR OUR SUPPLIES PREVIOUS TO THE ADVANCE.

This is an Opportunity You Cannot Afford to Miss

Secure

BLACK AND GREEN TEAS at 12¹₂c. per Pound

We Mean Business and Can Deliver the Goods We Get the Business Because We Have the Values

DELAYS ARE DANGEROUS---Send your orders or enquiries DIRECT or give same to our Travellers

R. SIMPSON & CO., Importers of Teas, Coffees, Spices and Wholesale Grocery Specialists Corner of Gore and Hughson Sts., HAMILTON, ONT. PHONE Nos. 3541 and 3444

BILL TO COMPEL DATING OF CANNED GOODS

Provisions of Legislation Introduced Into New York House of Representatives at Albany—Opinion of Prominent Canadian Canner as to What Would Follow in Wake of Passage of Such Law in the Dominion.

A bill has been introduced to the Legislature of the State of New York, at Albany, which, if passed, will compel the manufacturers of canned goods in the U.S. to label upon the can the date when the contents were packed. The document also provides for a fine of not less than \$500, and not more than \$1,-000 where the data is omitted or where the information was fraudulent.

Interviewed by The Canadian Grocer as to the results which would accrue were such legislation passed in Canada, a prominent canner expressed the opinion that such legislation was unnecessary here as conditions were uniformly good.

"In my opinion," said he, "such legislation would be a scource of great trouble and loss, to all interested in the manufacture and sale of canned goods, while no benefit would be derived. Canned goods that are properly put up, will keep indefinitely, and indeed many lines improve in quality with age. Large quantities have been carried in stock for more than a year. It would, I think, be a great hardship to all the fruit and vegetable growers if such an act were passed because it would prevent the canners, when there were super-abundant crops, from taking care of the surplus. It has been frequently demonstrated that if the canners were not in a position to take care of all fruits and vegetables grown each season this surplus would go to waste.

"There are many other good reasons why such an act should not be enforced here," he continued. "I am really at a loss to know any benefit direct or indirect that would be derived if it were effected. It would mean serious loss and inconvenience to the growers, manufacturers, wholesalers and retailers. If canned goods would not keep indefinitely there might be something in favor of the proposition."

ITEMS FOR BUSY DEALERS.

Events and Sayings That Have Attracted Some Attention.

According to Charles M. Pepper, of the Bureau of Trade Relations of the United States, that country is by far the leading source of Canada's egg importations, and Canada is only a small exporter. Mr. Pepper says the quantity Canada had for export has decreased from about 3,000,000 dozens in 1906 to 82,000 dozen in 1911. Imports by Canada from the Republic to the south average, Mr. Pepper insists, about 1,000,-000 dozen a year, while Canada is able to spare to the United States an average of only 35,000 dozen a year. Last year Canada took from the U. S. A. 750,000 dozen, and exported to her 40,000 dozen.

In connection with the case of the city of Montreal against certain storage people who were holding against the wishes of that municipality Chinese eggs that had been condemned as impure by the city's health officers, The Montreal

"Gazettee" says: "Mr. Nasmith, a baker of Toronto, went upon the witness stand and testified that he had used these Han Kow eggs in preference to fresh eggs in the shell in his establishment in Toronto, and was thoroughly satisfied with the result."

Mr. Justice Weir, who was presiding on the case, decided that the evidence of the Toronto man could not be admitted, because the eggs he had used were taken from the shipment before it was seized at Montreal.

James Brown, of Montreal, a retired grocer, wandered from home clad in little more than his nightelothing, and perished from exposure. The body was found near Crystal Park, a mile from his house the following morning.

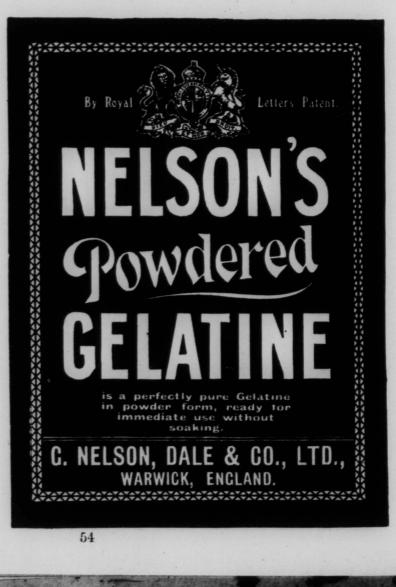
It is reported from Galt that a movement is on foot in that town to re-organize and re-vivify the branch of the Retail Merchants' Association in that town.

Woodstock is accredited with having closed an arrangement whereby Libby, McNeil & Libby, a pickling firm of Chicago, will construct there a branch $f_{ac-tory}$. It is said that the farmers of O_{X-tory} ford round about have contracted to grow some 200 acres of cucumbers to supply the establishment.

. It is reported from Trenton, $O_{\rm nt.}$, that an English syndicate, heavily capitalized, has representatives in Prince Edward County bargaining with farmers for the control of orchards. The scheme, it is said, is to be operated on a ten-year lease basis. Some of the progressive orchardists, it is understood, consider the move a good one.

W. R. Orr, of Detroit, Mich., president of the Detroit Ad. Club and of the affiliated ad. clubs of Buffalo, Rochester and Cleveland, speaking to the Toronto Ad. Club at its birthday dinner, said that Canadians comprise a big proportion of the men occupying prominent positions and ranking high in the professions of the United States. There are, he said, 100,000 Canadians in Detroit. The speaker also pointed out that a widespread demand for greater cleanliness in advertising had arisen. This, he said, formed part of a movement for the betterment of moral, political and business life. Clean advertising meant honesty and square dealing with the public and the elimination of fakes and dishonest schemes.

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When it comes to Biscuits, the Grocer who Knows, Stocks

CHRISTIE'S

Because they are the Best.

The Superiority of Christie Biscuits is unquestioned. Since particular women from Coast to Coast call Christie Biscuits "The Best Baked" and "The Purest of all Pure Foods," the reasons for the wise Grocer's preference are self-evident.

There's just one surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

CHRISTIE BISCUITS are the best and purest because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high-grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

All our energies have been concentrated in *the making of better biscuits*. The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

N.B.---CHRISTIE Biscuits Sell More than Biscuits CHRISTIE, BROWN & CO., Limited

Pineapples

are now coming in good shape.

Tomate sales very heavy, repeat orders coming in fast. Oranges are now at their

best.

LEMONS GRAPE FRUIT BANANAS COCOANUTS STRAWBERRIES HEAD LETTUCE NEW BEETS, CARROTS, POTATOES, PARSLEY, ETC.



HALF MOON NAVELS

See them-try them-buy them The best in Toronto No trouble to identify. Can't put any substitutes on you each orange is marked with the "HALF MOON" sticker, right on the orange. Great opportunity for ambitious grocers to create a high class, exclusive, profitable, orange clientele.

Get a box to-day

From WHITE & CO., TORONTO

J. J. McCABE, Agent TORONTO

Celery and Tomatoes in Good Supply

Big Arrival of Florida Stocks-Demand is Good-Tomatoes are Reasonable in Price With a Brisk Trade-Banana Trade is Expected to Show New Life in the Near Future-Lemons are Firmer.

Milder weather has had some effect in stimulating trade in fruits and vegetables, but if it would continue without a break, it would be much better for the business. With the alternate cold and mild weather, retailers are not inclined to order any large quantities. The banana trade has not taken on much new life, but is expected to do so in the near future, as danger of the fruit be-ing damaged by frost becomes less. Florida tomatoes and celery are ar-riving freely and are enjoying a good

demand, tomatoes especially, being most reasonable in price. It is reported that the Florida celery crop will be much shorter than last year, and as ship-ments of the California article have ceased, it looks as if the market for Florida would rule firmer as the season advances.

The outlook for Florida tomatoes at the first of the season was for the heaviest crop in the history of the state, but climatic setbacks followed, winding up with a dry, hot spell that greatly reduced previous estimates, and while the acreage in Florida in tomatoes is larger this season than last, it is thought that the total crop will be lighter than last season's.

While potatoes in Montreal were slightly higher this week, owing to a temporary shortage of supplies, in Toronto there was a slightly easier feel-ing. Stocks on the whole are reported to be none too large.

Lemons are firmer, owing to smaller supplies due to the effects of frost on the crops in Italy.

MONTREAL.

Green Fruits.—A slightly better feel-is evident in green fruits. Strawberries are in better demand. Apples are scarce and dear. Lemons and oranges are moving steadily. There is no particu-lar feature in this market at present.

Apples, bbl 6 50	8	00	Oranger-		
Spies 7 00			Cal. navels 2 75	3	00
Bananas crated,			Valencia 4 00	4	25
bunch 1 75	5 2	25	Me-ican 2 00	2	25
Cranberries, bbl. 10 00	11	10	Bitter 2 F0	2	73
Cranberries, bxs.			Tangerines 4 75		
Cocosnuts, Dags. 4 2	5 4	50	Pineapples-		
Grape fruit, Flo. 3 50	1 4	00	Floridas, case 4 50	Б	00
Malagas keg	. 7	50	Strawberries, Flo-		
Almerias, keg	. 8	10	rida, qt. bux 0 40	0	50
Lemons 2 5) 3	00			

Vegetables.-Business is beginning to show the effects of winter's grasp re-laxed, by a new activity, although there is no particular feature. Tomatoes are coming more freely on the market and * the price shows a reduction. Potatoes were slightly higher this week owing to a temporary shortage of supplies

Beets, bag	1 00	Onions-	
Carrots, hag 0 75	1 00	Spanish, ¿-cases	20
Cabhage, doz 0 50	0 60	Red, bags 100 lb.,	
Cabbage, bbl 1 00	1 50	per lb	02
Celery, crate 5 00	5 95	Potatoes, bag 1 10	1 2
Celery, per doz., 0 85	1 00	New Bermuda	
Cauliflowers, Cal.		potatoes, bbl	90
half crate 1 75	2 00	Sweet potatoes.	
Cucumbers, doz. 2 75	3 00	basket 2 00	22
Garlic, 2 bunches	0 25	Sweet potatoes, bbl	3 7
Green Peppers,		Parsley, crate	30
smali basket	1 25	Parsnips, bag 1 00	12
Leeks, doz 1 75	2 00	Radishes, dozen	
Lettuce-		bunches 0 50	0 7
Curly lettuce, box 1 60	2 40	Spinach, bbl 4 F0	
Florida lettuce,		Tomatoes, crate 3 0)	
hamp*r	3 75	Turnips, bag 0 75	0.9
Boston, box 2 25	2 50		
		and the second	

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TORONTO. Green Fruits.-Imported tomatoes are enjoying an excellent trade as the price is reasonable for this time of the year, being quoted at \$3 per case of 6 baskets Arrivals on this market are large, the stock running mostly into fancy—that is large sized—tomatoes. The firmness in oranges noted in last week's issue has turned into an advance in the price of navels of 25 cents, bringing quotations up to \$3 to \$3.25. Stocks in this mar-ket are not heavy as the rains have caused a decrease in the shipment of California oranges. A few valencias are coming in and are quoted at \$4 to \$4.50 per case. Apples are selling fair-ly well and prices are firming up

Lemons are firmer. Apples, bbl..... 3 50 6 00 Apples box 1 75 2 00 Bananas..... 1 50 2 00 Cocoanuts, sack 4 00 5 00 Pineapples crate Strawberries, bx

Tomatoes, case of 6 baskets... 3 (0 Rhubarb, doz...

2 75 3 00 1 25

Messina..... 270 Limes, box.....

Vegetables,-Prices in vegetables show little change this week. Boston head lettuce are higher and are quoted at \$3 to \$3.50 per hamper. Prices of pa-tatoes are a little easier this week, but most dealers do not look for any reduction in price, holding quotations for On-tario stock at \$1 per bag, although some sales were reported at a slightly lower figure. Florida celery has been coming in freely with a normal demand at \$2.50 to \$3 per case. Yellow onions are steady and most dealers are asking \$2 per bag. Spanish onions continue at \$3 per case, but trade at present is not large.

Beets, Louisania		Endive, 12 heads	1 00
doz	1 00	Lettuce, ('a na-	
Canadian beet.		dian, head	0 40
bag 0 60	0 75	Boston head let-	
Cabbage, case-		tuce, doz	1 25
Canadian 0 75	1 25	Boston head let-	
Cabbage, per 100 3 5)		tuce, hamper. 3 CO	3 50
Carrots, Cana-		Onions-	. 14
dian, bag 0 5)	0 60	Spanish, large	3 66
Carrots, Louis-		Spanish, 1-cases	1 56
ania, doz	1 00	Yellow, per bag 1 75	2 00
Celery, dozen 0 30	0 40	Potatoes. Onta-	
Celery, Califor-		rio, hag 0 90	1 06
nia, case 4 50	4 75	Sweet, hamper	2 00
Celery. Florida.		Parsley, per doz	0 75
case "s 6's, 4's 2 50	3 00	Parsnips, bag	0 60
Cucumbers, Bos-		Newturnips, p r	
ton, doz 2 23	3 00	11-qt. basket	0 50

COFFEE CARD PHRASES.

The rare flavor and delightful aroma of our coffee brings returned trade. Have you tried it?

When you want a real good cup of cof-fee, order from us. Did you order coffee? If not, why

not?

Our coffee adds the finishing touch to a delightful meal.

Our coffees are blended to give the right strength and flavor. Good coffee is healthful. Everybody ikes a good coffee. Try our 40c. grade. Do you like good coffee? If so, try likes a good coffee.

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Be the first to show new things. It impresses customers with the fact that you are up to date.

Get several people to point out what they believe to be the defects in your window display. Their criticisms will he of value to you.

Guard against crowding, in your display. Do not try to show your whole stock at one time. A simple display leaves a better impression.

Do not overlook the final touches, such as covering bare spots, and cleaning the outside of the window.

The first important feature to be looked after, before anything else is done, is to have the glass perfectly clean. as this has a great bearing on the finished window.

Price cards should be freely used as they assist in the main object of display -the selling of goods.

Richardson Brothers, Harriston, have sold their grocery business to Prichard & Walkey, who take possession on or before the first of May.

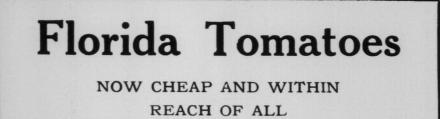
KIND WORDS FROM MONT-REAL.

Montreal, Que., March 22, 1911 The Canadian Grocer:

Twenty-two years ago I started in the grocery business, not having any previous experience. Some of my knowledge has been gathered at random, but most of it I have secured by reading The Canadian Grocer. I have found it profitable because of the expert market reports.

The recent intimation of an advance in sugar paid me well, and on canned goods alone my profits this year will be sufficient to cover 25 per cent. of my total operating expenses. The pointers on store equipment have also been very useful, and I have carried out many of the ideas in my new store.

In my opinion any grocer who is not a subscriber to your paper is doing himself an injustice. (Signed) A. Girard, Jr.



STRAWBERRIES PINEAPPLES HEAD AND LEAF LETTUCE CUCUMBERS

All the Fresh Early Spring Delicacies

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

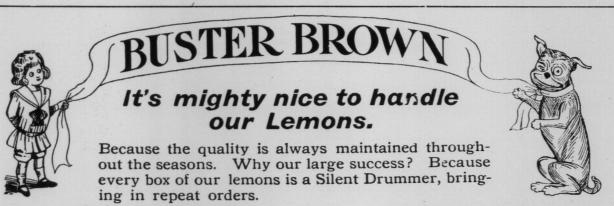
FINEST QUALITY

FLORIDA TOMATOES and **CELERY**

Prices Very Reasonable

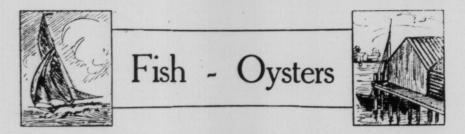
Send us Your Orders

HUGH WALKER & SON **GUELPH. ONTARIO** (Established 1861)



W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



Bulk of Trade is in Fresh Frozen Fish

Demand Continues at Appreciable Figure—Trade Has Lost Some of Its Enthusiasm—Supplies of Salt and Pickled Fish are Limited—Lobsters Continue High in Price—Past Offer Season Has Been Satisfactory.

The markets have lost some of their interest with the passing of the first half of Lent and the approaching finer weather. There is a good trade still passing, but it does not reach the pro- " portions characteristic of business two or three weeks back. The demand continues to reach an appreciable figure but the trade seem to have lost some of its enthusiasm. The situation in regard to supply is practically the same as that which has prevailed for some time. Supplies of salt and pickled fish are, as formerly, reported very limited. Fresh frozen fish are enjoying a good share of the trade. The prices of lobsters continue at a high level, shortage of stocks being due to bad weather and . ice inshore on the coast. Nova Scotia reports iresh cod and haddock in fairly good supply, but below the average of other seasons. The oyster trade is at a low ebb at

The oyster trade is at a low ebb at most centres with a brief revival whenever cold weather is experienced. Stocks however up to the present, have been arriving on the Canadian markets in excellent condition. From most centres come reports of a year's trade in oysters, comparing favorably with other years.

QUEBEC.

Montreal.—With the coming of milder weather and the passing of Lent, the interest of the fish market is departing. Dealers are still active, but the situation is practically the same as last week, with little change in prices.

Some report no offerings of Labrador herrings, green cod, haddock, pollock, hake, sea or lake trout, showing to what limits offerings are confined. Fresh frozen fish is in good supply and is receiving the bulk of the demand. But Lent is not over for a few weeks and business should be felt at practically the former figures.

PPPEH

		FRE	8H		
Steak cod 0 01	0	05	Haddock 0 05	0	06
		FROZ	EN		
Oodmah 0 03	0	03	Flounders, brl	3	00
Dore, winter caught.			Balmon, B.O., red0 08	0	(81
perlb0 07		08	Gaspesalmon		
Haddook 0 (3			per 1b		20
Halibut. per 1b. 0 074	0	08	Qualla salmon. 0 07	0	071
Pike, dressed &			No. 1 Smelts, boxes,	1	
h-adless.ca es			10 and 151bs. each.	0	07
150 lbs., per lb 0 064	0	07	No. 2 Smelts, boxes,		· · ·
Pike 0 05			15 and 25 lbs. each.	0	03
Steak cod 0 04			Whitefish, large,	Ξ.	
Mackerel 0 11	0	12	1b0 07	0	074
		04	Whitefish, small.0 06		67

SALTED AND PICKLED

Green cod, small in bbis., per 1b 0 03	Fresh cured had- dies, 15-15, box,
Labrador sea trout,	per 1b 0 076
bbls 12 50	Lake trout, half bbl. 6 00
Labrador sea trout,	Salmon, B.C., red, bbl 14 00
half bbls 7 50	" " pink, bbl 12 00
No. 1 mackerel, pail. 2 00	Labrador, bbl 16 50
bbls 8 00	11 11 twos
No. 1 pollock, bbl 6 00	
Scotia herrings, No.	Salt eels, per 1b 0 07
2, bbl	Saltsardines,20 lb. pls 1 00
Fancy fillets, 15-	Scotch herring 6 50 keg 1 00
1b. box, per 1b 0 12	Holland herring, bbl 5 50
	" " keg 0 75
81	IOKED
Bloaters, large, per box, 60s.	1 20
Haddies	0 061 0 07
Herring, new smoked, per b	ox 0 25
Kippered herring, per box, s	
	LL FISH
Shell oysters, bbl., choice	12 00 13 00
AAA Shell Oysters	10 (0
Lobsters, live, per lb Oyaters, choice, bulk, Imp.	gal 0 35
", bulk. selects	
Solid meats-Standards, ga	L, \$1.85; selects, gal., \$2.
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ONTARIO

Toronto.—Fish prices continue about the same as last week. The milder weather has been accompanied by slackness; but as one dealer pointed out, trade is regulated a certain extent by the people's appetite and of course after the large consumption of fish that has taken place this season, a dropping off in the demand at times is not a surprise. Then, too, as the weather becomes milder, dealers do not care about handling too large quantities. The oyster trade is also regulated somewhat by the weather, but the quality so far has kept up well. It is noticeable that a few days' continued cold weather brings a big revival in the oyster trade with another slack spell as soon as the weather moderates. Fresh halibut is quoted on this market this week at 10 cents.

FRESH CAUGHT FISH

Steak cod	0	08	Haddock 0 06	0	07
Fresh halibut	0	10			
¥	B	DZEN	FISH		
Goldeyes		05	Smelts, No. 1	0	08
Halibut 0 09	0	10	Smelts, extra	0	14
Lake Superior herring	0	031	Tullibees		06
Pike	0	05	White fish, win-	~	
Pink see salmon 0 08	0	09	ter caught	4:	09
Round red "	0	09	Yellow pickerel		081
Flounders	0	05	Mu lets		04
Salmon trout			Bluefish		12
			AND PICKLED FISH	-	
Acadia S-lb. bxs			Oysters, extra		
per crate	5	40	selects. gal	2	25
Shredded cod			Oysters, selects, gal	ĩ	86
Bloaters, box	1	25	Oysters, standard, gal.		
Ood, Imperial, perlb			Pickled lake herring	•	-
Fillets, per lb			Pickled lake herring, 100 lb. kegs		=0
Haddie, Finnan		071	Quail on toast, per Ib.,	Ä	67
Kippers, box		25		•	
		5	8		

NOVA SCOTIA.

Halifax.—Haligonians enjoyed some fresh Atlantic halibut last week when an American fishing vessel was forced into this port in a damaged condition and disposed of 8,000 pounds of halibut on this market.

The price of lobsters continues to soar. This week a few hundred small lobsters were landed here on one day and they were quickly bought up. Since then the market has been bare. Bad weather and ice inshore are the causes of the shortage. Fresh cod and haddock are in fairly good supply, but somewhat below the average for the season. There are only a few small salt mackerel on the market, but pickled herring are in good supply, the quality of the stock being good. This is the season when the demand for herring is heaviest and all the jobbers report heavy sales. Salt cod is also selling freely. Most of the finnan haddies on the market are storage stock, the dealers having been unable to get a sufficient quantity of fresh fish ahead to cure any new stock.

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There is a good demand from upper Canadian points for all smoked fish. Stocks of smoked salmon are light, and it is retailing at 30 cents per pound. The shipments of fish to foreign ports are very light, in fact there are no large quantities in the stores for export. The Lunenburg bankers are now preparing for the spring trip.

NEW BRUNSWICK.

St. John.—There was little change in the fish market this week. Prices were about the same and the varieties offered similar to those last reported.

HYDRO CONTRACT DATES.

Hon. Adam Beck Introduces Bill to Provincial Legislature.

Hon. Adam Beck has introduced into the Provincial Legislature at Toronto a bill purporting to specify the dates from which the contracts made by several municipalities with the Hydro-Electric Commission shall be binding. The towns of Brampton, Dundas, Seaforth and Mitchell, and the village of Weston are concerned. By this proposed legislation the contract with Brampton will be binding from June 14th 1910

The towns of Brampton, Dundas, Seaforth and Mitchell, and the village of Weston are concerned. By this proposed legislation the contract with Brampton will be binding from June 14th, 1910, with Dundas from November 7th, 1910, with Seaforth, December 19, 1910, and with Mitchell from Christmas Day of the same year. The contract made between the commission and the village of Weston, will, under the bill, be made to take effect from June 17, 1910.

W. H. Everitt has opened a grocery and supply store in Walkerville, Ont. Samuel G. Lamport, who for a number of years conducted a general store in Clandeboye, Ont., has sold the business to McKenzie Bros., of Lobo. Mr. Lamport has been in poor health for scme time, and will move to Exeter to reside.

side. Some time ago the grocery store of Charles McCausland. Paris, was burglarized, and over \$30 worth of tobacco stolen. Chief Felker, is said to have recovered the goods under a bed in a house about three miles west of Burford.



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Place of Change Making in Retailing

Resentment Aroused in Mind of Customer by Dealer Who Persists in Demanding Bill of Smaller Denomination — How it Worked Out in Toronto—Lesson Taught by Mail Order Houses.

By James D. Smith.

"Is that the smallest you've got?" How that question grates on a customer going into a shop to make a purchase and tendering, say, a five dollar bill in payment.

I knew a man in Toronto, who habitually made that inquiry, in an insinuating way, and I have heard old customers of his speak disparagingly of him often and often. That was the recollection of him that remained with them, and you may well believe it was recalled always with a certain underlying feeling of scorn of his business ability.

The man I have in mind was proprietor of a good business, and had two stores. But I know for a fact that a good part of the popularity in which those stores were held, was due to the obliging clerks he always gathered around him. It was they who kept his sales up, and kept customers too, when some unconscious slip on the part of the proprietor had strained relations to the breaking point. Generally it was some such question as that quoted at the beginning of this article that caused the trouble. It seemed impossible for that man to abstain from venting inane remarks every time some one he knew came into his store.

Just Human Nature.

It is a trait of human nature, as firmset as sin, that people remember longest the remarks that seem to the speaker often irrelevant and of no significance whatever. And so it is idle for a dealer to think customers forget readily the little jibes he makes. They don't. More than that when his store happens to enter in any conversation in which she is interested, the allusions to him that are bound to come are sure to be most unflattering.

Why should a customer be made to feel she is doing something wrong when giving a bill of reasonably large denomination in payment for goods just purchased? She is not doing anything she should not do. Why should she be made to feel as though she had no business submitting such an amount of money unless she took out its value in goods. The dealer buys a stock to sell it, and the wise dealer will make it as easy as possible for anyone who wants to leave eash with him, no matter what the amount.

Give Most, Get Most.

Generally speaking I've always found that the man who made most out of his business gave most to his customers. He was never loath to go to any amount of bother to himself to take all worry from the patrons of his store. Most certainly he never inquired: 'Is that the smallest you have?' Not him! He would have tried every store within the block to change the bill given if he could not do it himself.

The correct change customer has gone to the land where stores are not known. If a dealer wants business now-a-days he must have 'ots of change in his till. Why should it be otherwise? Consider the mail order houses. When any one tenders a bill in payment there it is not returned with the "smaller," request. Not much! It goes down to the cash department where probably hundreds of its like had preceded it that day.

An Element in Trading.

The city customer knows that. She goes into any other store with like faith and when * the dealer repudiates his responsibilities she doesn't feel any keen impulse to go to his store again. Change-making is as important an element in trading as service; it is in fact, bound up in service, and the sooner every retailer appreciates it the better for the dealers.

It is only fair to say that the better class of dealers are alive to the situation and that the evil is not so extensive as it was. Still there are a great number of men who persist in running their business on the lines of twenty years ago. The man who persists in evading his just responsibilies is bound to get himself disliked, and dislike is almost always fatal in trade. Let the dealer be wise, and, even if the customer hands a fifty-dollar bill over the counter as payment for \$3.15 worth of goods, do not let her hear that exasperating question: "Is that the smallest you have?"

Busy Housewives Will be Thinking of Papering Soon

With the approach of spring, the seasom when the housewife takes much to heart the beautification of her home, those merchants who handle wall paper should direct their attention to the line and begin to prepare their plans. One of the important features is careful selection of stock. Only those patterns should be stocked that appeal to the fancy of this customer. This fancy varies greatly with different people and in different communities and the merchant will have to use his own judgment in buying. He should not stick to patterns that have been shown before, and he MUST have something new to create interest.

The merchant should not take this to mean, however, that he is to select a 60

pattern because of its oddness, for, while something of this nature may interest a prospective buyer, she might not want to have it for a decoration in her home. Many merchants show lack of taste in selecting patterns that appeal, and for that reason it is well for many that they should secure the aid of some competent persons when deciding on the stock.

Another consideration in the putting in of stocks is the price. The dealer must have goods that will suit the pocket as well as the fancy. This can be quite accurately ascertained by the class of other goods which the customer usually buys. And it is well to commence the display of your wall paper early in the season, as the housewife is generally planning far ahead what she is going to do in the spring. A pattern that catches her fancy will be remembered when the time to purchase comes. The large stores in the city are already giving window space to the showing of wall paper, and the smaller stores might do well in following their lead. Several window displays should be made during the season and a few patterns continually shown in a prominent part of the store so as to catch the customer's eve. These displays' should be changed often, that different pattern may be presented. Clerks should not wait for the customer to enquire about them but should introduce the subject whenever possible, for, although a sale may not be made at the time, it will perhans pave the way for one at a lat-

TO HELP THE DEALER.

Defeat in the grocery husiness oftener comes from lethargy than from any other cause. Lethargy comes generally from lack of ideas; lack of ideas either from lack of travel or lack of communicated news of what other men in the business are doing.

You will notice that THE KEYNOTE OF THE WHOLE IS LACK. The man who lacks, wants something. That is why this is being written.

The Grocer takes the position that one dealer can help another; it also insists that one retailer should help the others if he can do so without injury to his own business. There are many little "tricks" of trade, new innovations, new ideas, which have contributed in large measure to the success of the merchant of eastern Canada, which would be joyfully welcomed by the beginners in the west and vice versa. A dealer knows perfectly how much he can help without sacrificing any assets of his own store Maybe some one is overcoming in some unimagined way the difficulty that has been bothering you for a long time; maybe you are doing something that he is wrestling with. It would not hurt business to tell about them.

The Grocer wants to start a column on HOW TO BETTER YOUR BUSI-NESS. You are invited to send in an article telling, how you have bettered yours. You can write over your own signature or any other, so long as you send you real name for reference. You can be "Old Grocer," "Old Salesman," anything you like. But WRITE. Just as soon as we get in a sufficient number of articles we will start this column. It's sure to help, and it's up to YOU. TRADE CH

Items of Int From

Ontario.chant, Cland McKenzie Br H. H. Jen ceased. Turner Bro ton, have sol Isaac Rean sold to Ed. Robert R. sold to Mr. Timothy G ants, Malver John Brode chant, Cornw The gener Kirkton, sold John A. I has sold to Walsh & 1 Millbrook, su A. B. Bax fered a small Quebec.--(chant, Grac field Trading J. O. Nau has assigned Ernest Ju has assigned.

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TRADE CHANGES OF THE WEEK.

Items of Interest to the Grocery Trade From Coast to Coast.

Ontario .- S. G. Lamport, general merchant, Clandeboye, Ont., has sold to McKenzie Bros.

H. H. Jennings, grocer, Kendal, deceased.

Turner Bros., grocery dealers, Hamilton, have sold.

Isaac Reaman, grocer, Stouffville, has sold to Ed. Baker.

Robert R. Moore, grocer, Alymer, has sold to Mr. Stratton..

Timothy Gray & Son, general merch-ants, Malvern, have sold to J. Lennox. John Broderick, grocery and feed merchant, Cornwall, deceased.

The general store of W. M. Leigh, Kirkton, sold to W. J. Roy.

John A. Henderson, grocer, London, has sold to A. Henderson.

Walsh & Clark, general merchants, Millbrook, suffered loss by fire.

A. B. Baxter, grocer, Hamilton, suffered a small loss by fire.

Quebec.-G. B. Reid, general mer-Gracefield, succeeded by Gracechant. field Trading Co.

J. O. Nault, grocer, Lac aux Sables, has assigned.

Ernest Juneau, grocer, St. Felicien, has assigned.

A. Paiement & Frere, grocers, Montreal, have dissolved.

The stock of Albert Berard, grocer, Montreal, has been sold.

Omer Beaulieu, general merchant, St. Anaclet, has compromised.

M. C. Berube, general merchant, St. Hubert, has assigned.

The stock of Aziz Nageep, general merchant, La Tuque, has been sold.

Maritime Provinces .- J. H. Case, grocer, St. John, N.B., deceased.

A. E. Trentowsky, grocer, St. John, N.B., has suspended payment.

Plummer & Deware, general merchants, Waterville, N.B., have dissolved partnership.

Western Canada .- S. S. Treble, general merchant, Crystal City, Man., succeeded by Salisbury & Co.

Arthur Gardner has opened a general store at Sutherland, Sask.

J. Denora is opening a grocery store at Calgary, Alta.

Vanderburg & Teeple, grocers, Leth-bridge, Alta., have dissolved.

Arch. Matheson, general merchant, Hosmer, B.C., has assigned. A. White of Revelstoke. B.C., has op-

John Buhr & Sons, general merchants, Gretna, Man., are moving to Morse, Sask.

N. Grover is discontinuing his general business at Riding Mountain, store Man.

W. Turnbull, general merchant, D. Abbotsford, B.C., has assigned. E. Finkleman, general merchant. Eye-

brow, Sask., has sold to Mr. Germain. Wheeler & Evans, general merchants, Enderby, B.C., succeeded by Evans & Son.

J. J. Plommer, general merchant, Pitt Meadows, B.C., has sold to E. J. Crickmay.

R. E. Jones has purchased the gro-cery business of Arthur Willis at Manitou, Man.

W. P. Yeo has purchased the general store of W. P. Yeo & Co., at Lloydminster, Sask.

Sauve, McCurdy & Co., general mer-chants, Keremevo, B.C., have dissolved, F. J. Sauve continuing.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRDOUCE

Commission Merchants, and



SMITH and PROCTOR Sole Packers - HALIFAX, N.S.

A Profitable Line to Handle ! There's a distinctive and delicate flavour about-

Order from your Wholesaler

"CONCORD"

Sian Canned

Norwegian Sardines

that cannot fail to please your better-class customers

Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very "well worth-while" one

Don't forget the name "Concord" when ordering.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg. W. A. Simonds, St. John, N.B. A. H. Brittain & Co., Montreal. Radiger & Janion, Vancouver and Victoria, B.C.

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Grocer's Encyclopedia-The Currant

Interesting Figures Dealing With Food Values of Grecian Currant-Comparison with Lean Beef-Where Little Fruit is Grown-Manner of Curing-The Scourge - Law Against Adulteration.

Did you ever stop long enough in handling it to consider at all the little dark wizened up currant? ever wait to wonder of what particular use it is in the world?

A writer recently credits the dried currant with containing no less than 73 per cent. of sugar in its most valuable form. He called it the "invert sugar" a composite of dextrose and levielose. It assists digestion, allays nervous excitement, and builds against nervous exhaustion.

No fruit can show this large proportion except those of and kindred with, the currant. Surely these are facts which the grocer who wishes to extend sales of this line of dried fruit, should not fail to bring before his customers.

In the dietary of the peasant classes of Greece-a people remarkable for their hardihood and health,-the currant appears at almost every meal, while in Germany and Holland, currant bread is a common article of food.

Currants and Beef

A writer makes a comparison between currants and lean beef. Currants show 73 per cent. of grape sugar, the whole of which contributes to manufacture energy: beef contains no sugar at all. Currants contain 1.77 per cent. of proteid: the beef 19.3 per cent. Thus the important fact is thrust home that about 55 per cent. more nutriment is contained in currants than in beef.

It will be seen then that the people have at their command an article of food which is not expensive and of which they would surely and readily avail themselves did they know its value. The grocer has an excellent chance to turn this information to good use.

The currant is the dried berry of a small black delicate species of seedless grape, and the vine so exactly resmbles that of the grape that only an expert can tell the differenece. It flourishes only in certain parts of Greece and the adjacent islands and all attempts to transplant them to other lands have failed.

The city of Patras is the centre of the world's currant fields and nearly all exports are made from this port. The Vostizza currant, one of the best grades received in this country, is grown on a narrow strip of land on the northern side of the Gulf of Corinth. The currant vine, being very delicate requires great care in grafting, pruning, trimming and watering, and does not bear until it is six or seven years old. The gathering of the fruit commences about the end of July, the ripe bunches being cut off and placed in baskets in which they are carried to the drying grounds. The drying is effected simply by evaporation from the action of the sun, being

exposed for 10 to 12 days. It is during this time that the currant grower dreads rainy weather as in that event the process of evaporation is retarded and this delay causes great inconvenience and often damage.

The fruit is sometimes attacked by a scourge known as "Peronopis" which usually affects the leaves but sometimes the fruit as welll. In 1900, because of this, the crop was reduced from 180,000 to 46,000 and that year the price of currants reached a very high figure. Again in 1906, the crop was reduced 25 per cent.

For some time, it was necessary to wash and clean the currant before retailing, but it is now fairly free from earth and other impurities, and can be sold without this trouble and loss.

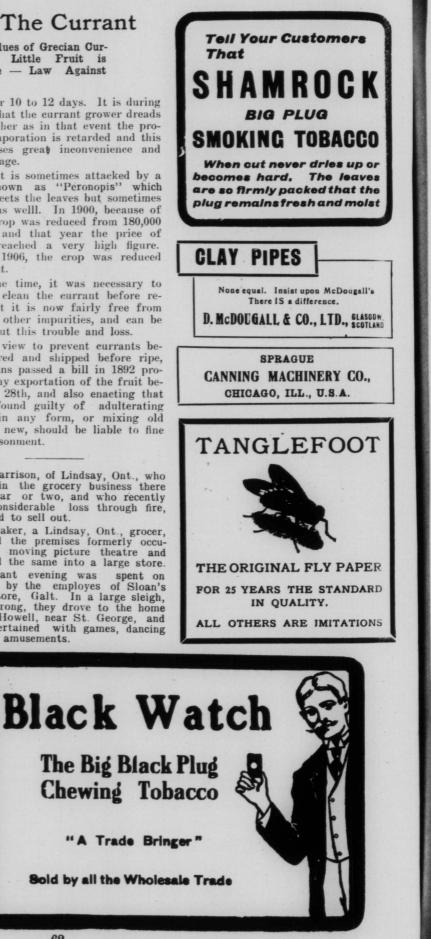
With a view to prevent currants being gathered and shipped before ripe, Grecians passed a bill in 1892 prohibiting any exportation of the fruit before Aug. 28th, and also enacting that anyone found guilty of adulterating currants in any form, or mixing old ones with new, should be liable to fine and imprisonment.

A. S. Harrison, of Lindsay, Ont., who has been in the grocery business there for a year or two, and who recently suffered considerable loss through fire, has decided to sell out.

W. E. Baker, a Lindsay, Ont., grocer, has leased the premises formerly occupied by a moving picture theatre and has turned the same into a large store.

A pleasant evening was spent on March 6th by the employes of Sloan's grocery store, Galt. In a large sleigh, sixteen strong, they drove to the home of L. C. Howell, near St. George, and were entertained with games, dancing and other amusements.

62



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CO.,



CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion. Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five ents must be added to cost to cover postages, etc.

AGENTS WANTED.

FIRST-CLASS English Vinegar and Sauce Makers require Agent to repletent them in Monireal, Arply Box 61, CANADIAN GROCER, 88 Fleet Street, London, England. (13)

WANTED - Manufacturer's agent making regular and thorough cinvass of Toronto retail grocery trade, to handle well-known specialties which are already placed with jobbers and retailers. Liberal commiss on will be paid. Only reliable people con-sidered. SULTANA LIMITED, Montreal. (12)

MISCELLANEOUS.

A DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Bullding, Toronto.

A CCURATE 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 lobs can be recorded on one card. For small firms we recommend this as an excellent combination-em-ployees' 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 eatalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guarentied pure and unsur passed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS - Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and (tf)

COUNTER CHECK BOOKS-Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Sup-plies for Binders and Monthly Account Systems. Business Systems Limited. Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS-Write us to day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handlest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Oris-Fensom band-power elevator will double your floor space, en-able you to use that upper floor either as stock room or as extra selling space, at the same time in-ereasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Oris-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their ad-vantage to write us for callogue of arccial bar-sins in result Typewriters. We have all the well known makes, take 1 as part payment on the MON-ARCH, and at the prices we offer trom, they are remurkable birguins. THE MONARCH TYPE-WRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF-DOING A the work with machine-precision and accuracy, the National Cash Register. Write for demon-stration literature. The National Cash Register Co., 285 Yonge St., foronto.

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. In-guire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 228% Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HART-FORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and MARE MONET AND SAVE MONET with the real printing, 1,200 to 5,000 shees an hour; gets new business with form letters or printed adver-tising; saves 25 per cent. to 75 per cent. of pri-iter's charges on stationery and forms. American Multi-graph Sales Co., Ltd., 129 Bay St., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS.

M If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moor's Non-Leakable Fountain Pen. This is the one pen that gives universal satis-faction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W.J. GAGE & CO., Limited, loronto, sole agents for Canada.

PENS-The very best Pens made are those manu-factured by William Mitchel Pens, Limited, London, England. W. J. Gage & Co., Limited, foronto, are sole agents for Canada. Ask your sta-tioner for a 25c. assorted box of Mitchell's Pens and lind the new rownik you. find the pen to suit you.

INDISPENSABLE in office, store, homs - Canadian Almanac, 1911 - a National Directory. Complete classified information on every subject of Domin ion interest. Full postage, customs, banking, insur-ance, legal, educational, newspaper, army, clerical, governmental, parilculars of leeding institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postgaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 con-tains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, drap-eries, wall papers and pottery with cash prices. Write for a copy-it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as success-fully used in any of Canada's largest buildings— gives better results at lower cost. "A strong state-ment" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West. Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flex-ible, writing surface flat, alignment perfect. No ex-posed metal payts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadins, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYS-TEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTUR-ING NEWS, \$1 per year. Every manufacturer using power should receive this publication regu-larly, and also see that it is piaced in the bands of bis engineer or superintendent. Every issue is full of practical striles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertise-ments one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-146 University Ave., Toronto.

SALES PLANS-This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Heliday Business, Co-operative Advertising, Monty-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technics' Book Dept., 143-149 University Ave., Toronto.

COMMISSION LINES WANTED.

GROCERS requiring the services of a man with 100 per cent, executive ability, coup of with the 100 U per cent, executive ability, coup ed with a prac-tical knowledge of buying and selling, acquired by over 20 vears' practical experience, should com-municate with Box 379, CANADIAN GRUCER, Toronto. (16)

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popu-lar periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appear-ing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLFAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magaz-ing. Toronto.

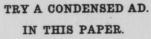
Grocery Business for Sale

The Stock and Goodwill of the grocery business heretofore carried on at the TOWN OF PRESCOTT by the late John Mayberry, under the firm name of John Mayberry & Co.

The purchaser may have a lease of the store premises, which are centrally located and very con-venient The Stock amounts to about \$7000. Terms cash. For particulars apply to

J. K. DOWSLEY

Executor Estate John Mayberry, Prescott, Ont



Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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



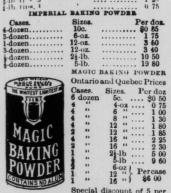
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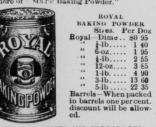




QUOTATIONS FOR PROPRIETARY ARTICLES



OWDER AINS NO ALU Special discount of 5 per cent. allowed on five cases bre of "Marie Baking Powder." Canal the



WHITE WAN SPICES AND CEREALS LTD. White Swan Baking Powder-1-1b. tins, 3-doz. in case, \$2 doz; 1-1b. tins, \$1.25 doz; 1-1b. tins, 800 doz.



Cartoons- Per doz No. 12, 4-oz., 6 dz 0 70 No. 1, 1-1b., 4 doz 2 40 No. 12, 4-oz., 5 dz. 0 75 No. 1, 1-1b., 2 doz 2 50 In Tin Bozes-No. 2, 5-oz., 5 doz 0 80 No. 13, 1-1b., 2 dz. 3 00 No. 2, 5-oz., 5 doz 0 85 No. 14, 8-oz., 3 dz 1 75 No. 5 3, 4-oz., 4 dz 0 45 No. 15, 4-oz., 4 dz 1 10 No. 0, 13-oz., 4 dz 2 10 No. 15, 3-1b.s..., 7 25 No. 10.13-oz., 2 dz 2 20 No. 17, 5-1bs...., 14 00







dozen \$1. White Swan Wheat Ker-nels, per doz. \$1.40. White Swan F laked Rice, per dozen \$1. White Swan F laked Peas, per dozen \$1.

rerdoz	Fear
Strawberry 1 95	Jellies
Baspberry 1 95	Red currant 2
Black currant 1 95	Black currant 2
Red currant 1 75	Crabapple 1
Raspberry & red	Plum 1
currant 1 95	Grape 1
Raspberry and	Marmalade
gooseberry 1 80	Orange Jelly 1
Fium jam 1 55	Green Fig 2
Greengage plum.	Lemon 1
stoneless 1 75	Pineapple
Gooseberry 1 75	Ginger 2
Pure Prese	rves-Bulk
51bs. 71	bs 14's & 30's per 1
dirawberry . 0 59 0	82 0 1
Black ourrant. 0 59 0	82 0 1
Passharry 0 FO 0	00 0.1

 Bine
 0 17

 In 10-box lots or case.
 0 16

 Gillett's Mammoth, 1-gross box.
 2 00

Chocolates and Cocoas THE COWAN CO., LIMITED

THE COWAN CO., LIMITED Constant Co

Butile, bulk, No. 5, perils Condon Pearl, per lb. 5, perils Special quotations on Cocoa in bar-rels, kegs, etc. Unsweetened Chocolate-Per lb. Supreme, is and 1s, cakes, 12-lb. boxes Perfection chocolate, 20c size, 2 dozen boxes, per dozen. Devens, per dozen. Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen. 9 usen's Dessert, is and is, 12-lb. boxs, per lb. Queen's Dessert, is and is, 12-lb. boxs, per lb. Queen's Dessert, is and is, 12-lb. boxs, per lb. Queen's Dessert, is hoxes, per lb. 0 30 Sweet Chocolate-Parisian, 8' Royal Navy, is, is, boxes, per lb. 0 40 Yamila, ib, 12-lb. boxes, per lb. 0 42 Diamond, is, 12-lb. boxes, per lb. 0 42 Diamond, is, 12-lb. boxes, per lb. 0 42 Diamond, is, 12-lb. boxes, per lb. 0 45 lcings for cake-Chocolate waters, No. 1, 5-lb. boxes. 0 36 Chocolate waters, No. 1, 5-lb. boxes. 0 36 Chocolate waters, No. 2, 5-lb. boxes. 0 35 Chocolate waters, No. 2, 5-lb. boxes. 0 35 Chocolate waters, No. 2, 5-lb. boxes. 0 35 Chocolate ginger, 5-lb. boxes. 0 35 Milk chocolate, fc bundles, per hox. 1 35 EPPS: Agents, O. E. Colson & Son, Montreal.

EPPS'S. Agents, O. E. Colson & Son, Montreal. In 1, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35 Smaller quantities. 0 37

JOHN P. MOTT & CO.'s. G. J. Estabrook. St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Ed-monton; Standard Brokersge Co., Vancou-ver; Frank M. Hannum, Ottawa.



Mott's breakfast cocoa, 10c size 90 per dz. breakfast cocoa, 1s. 0 38 No. 1 chocslate, 1s. 0 32 Navy 1s. 0 32 Vary 2s. 100 Diamond Chocalate, 1s. 0 24 Plain choice chocalate, 1s. 0 32 Sweet Chocalate Coatings. 0 30

Watter Bakker & Co., LimiteD. Premium No. I chocolate, i and i b. cakes, 35c. b); Breakfast cocos, i, j, i and 5 b. tins, 41c. b); German's sweet chocolate, i and i b. cakes, 6 b. bzs., 35c. b); Caracas sweet chocolate, i and i b. cakes, 6 b. bzs., 35c b); Auto sweet chocolate, i b. cakes, 6 b. bzs., 35c b); Auto sweet chocolate, i b. cakes, 5 and 6 b. bzs., 35c. b); Vanila sweet chocolate, i b. cakes, 6 b. tims, 44c. b); Falcon cocos (hot or cold soda), 1 b. tins, 34c. b); Caracas tablets, 100 bds., tied 5e, per box \$3.00. The ablets (100 bds., tied 5e, per box \$3.00. The above quotations are f.o.b. Montreal.

above quotations are 1.0.b. Montreal. CANADIAN COCOANUT CO., MONTREAL. Packages-5c., 10c., 20c. and 40c. packages, packed in 15-lb. akd 30-lb. cases. Per lb. 1-lb. packages. 0 27 -lb. packages. 0 27 -lb. packages, assorted. 0 26 1 and 1-lb. packages, assorted. 0 27 -lb. packages, assorted. 0 26 1 and 1-lb. packages, assorted. 0 27 -lb. packages, assorted. 0 26 1 and 1-lb. packages, assorted. 0 27 -lb. packages, assorted. 0 27 -lb. packages, assorted. 0 28 -lb. packages, assorted. 10 5-b. boxes 0 29 -lb. packages, assorted, in 5-lb. boxes 0 29 -lb. packages, assorted, in 5-lb. boxes 0 30 Bulk-In 15-lb. tina, 15-lb. pails and 10, 25 and 50-lb. boxes. Pails. Tina. Bbla. White moss, fine strip 0 12 0 21 0 17 Best. Buredded. 0 18 0 17

Best Shredded 0 10	0 11
Special Shred 0 17	0 16
Ribbon 0 19	0 15
Macaroon 0 17	0 17
Desicated 0 16	
White Moss in 5 and 10 lb. square tin	s, 21c.
WHITE SWAN SPICES AND CEREALS	LTD.
White Swan Cocoanut-	
Featherstrip, pails	0 15

Shredded...... 0 15 T- peckages. S-oz., 6-oz., 8-oz., 1b 0 23

Condensed Milk

BORDEN'S CONDENSED MILE CO. Control of the second s

CALL ERING Contraction of the second



TRURO CONDENSED MILE CO., LIMITED

"Jersey" brand evaporated oream "Beindeer" brand, per case (4 dozen) "Reindeer" brand, per case (4 dozen) "Reindeer" Condensed Coffee, case. 4 80 "Reindeer" Condensed Cocoa, case. 4 80

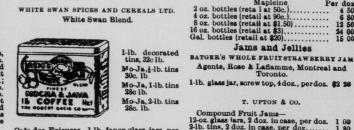


Coffees

EBY, BLAIN CO. LIMITED. Standard Coffees

Package Coffees.

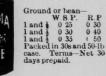
WHITE SWAN SPICES AND CEREALS LTD.











FUSSELL & CO., LTD London, Eng.

Confections

Coffee.

Cream

IMPERIAL PEANUT BUTTER

 Imperial person person
 0 95 dozen

 Small, cases
 -en
 0 95 dozen

 Medium, cases
 dozen
 1 80 "

 Large, cases I dozen
 275 "

 Tumblera, cases 2 dozen
 1 35 "

 25-lb. pails
 0 15 lb.

Coupon Books-Allison's For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montres: \$2, \$3, \$5, \$10, \$15 and \$20. All same price one size or assorted.



Ve stable Mutton Broth Mulligatawny Chicken Ox Tail Pea Sootch Broth Julienne Mock Turtle Vermicelli Tomato Consomme Tomato Vegetal. Soun

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



UN-NUMBERED Infants' Food

Flavoring Extracts

VANILLA mission





BATGER'S WHOLE FRUIT STRAWBERRY JAM

Tolibit allowed up t the new 100 1bg

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with 100 a prac-acquired ald com-ROCER, (16)

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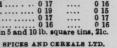
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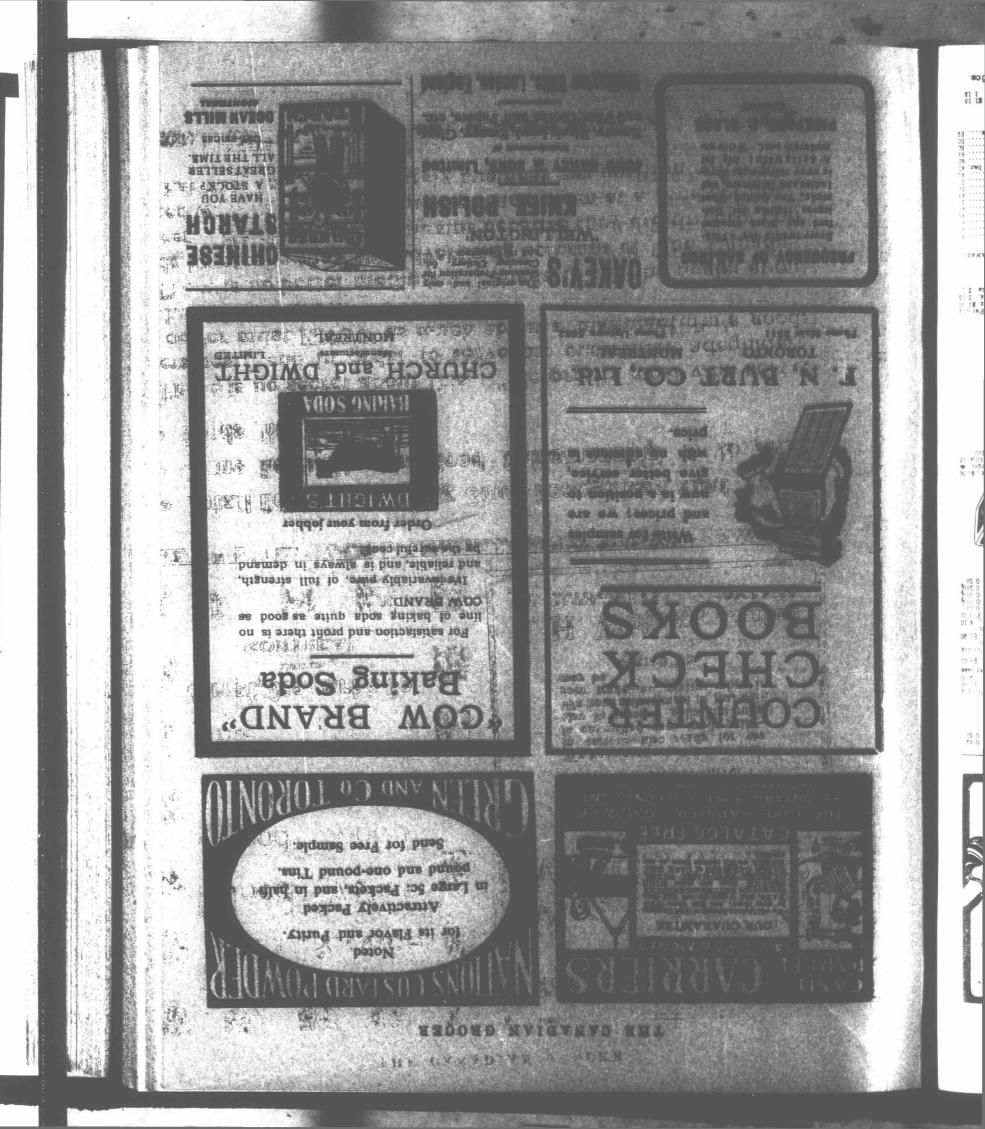














Montreal

VOL.

The Retail Dealer has Long Since Recognized that One of the Prime Requisites in Good Salesmanship is to KNOW the Goods He Sells.

There is no secret about this. "He profits most who serves others best," and in order to serve his customers adequately the dealer must KNOW as much about a manufacturer's goods as there is to know.

There is no better medium in Canada to tell the dealer about goods he stocks than the advertising columns of The Canadian Grocer. He reads these columns because they are directly connected with his business, and he reads them at a time set apart for that purpose—it is a purely business proposition with him.