

# CANADIAN GROCER

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

Montreal: 107-109 Avenue Tonnellerie Bank Bldg.  
London: 2nd, 3rd, 4th Floor 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

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Winnipeg: 311 Union Bank Building

New York: 115 Broadway

VOL. XXV

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NO. 3.

## ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for the Dominion of Canada

FRANK MAGOR & CO.,

403 St. Paul  
Street,

MONTREAL

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

## "CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

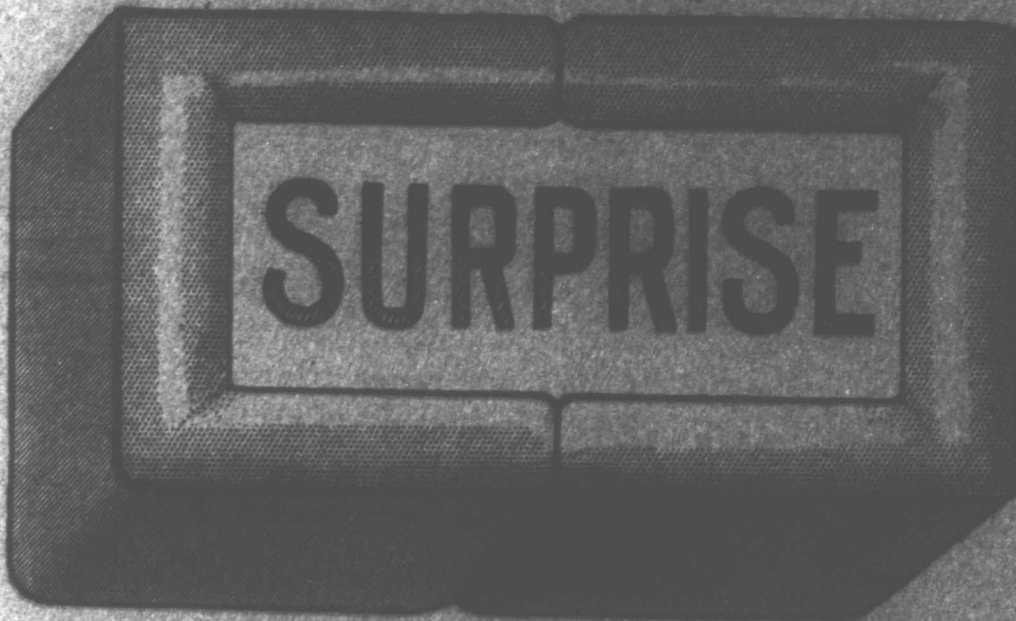
EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

Windsor, Can. Dist., Ont.

164 St. James St. (Montreal)

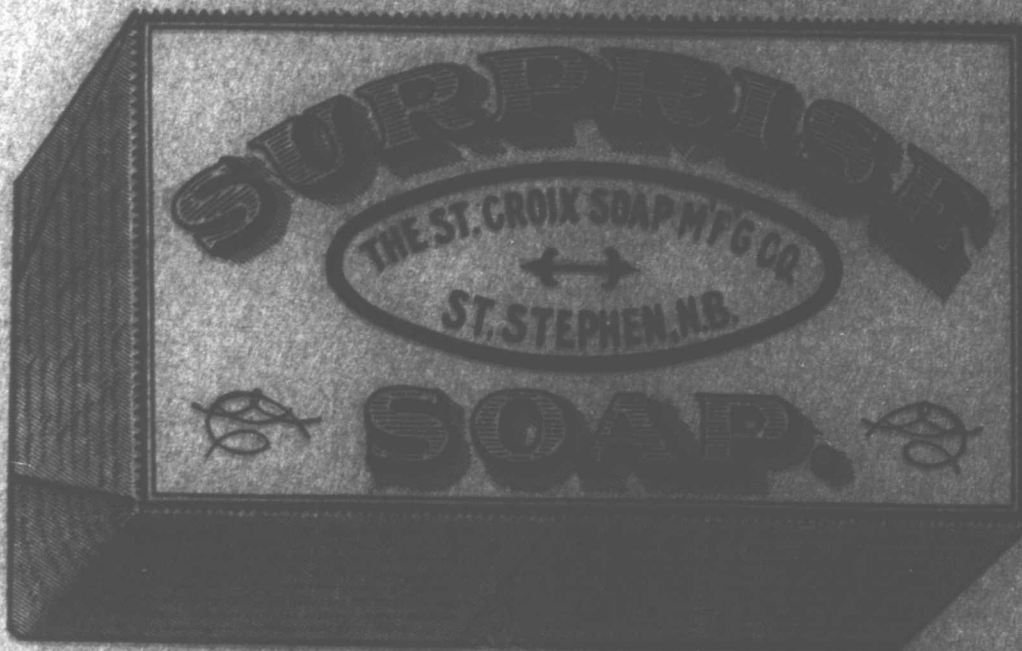
A Cake of "SURPRISE" Soap



A  
Soap  
Your  
Trade  
Requires

Every  
Month,  
Every  
Week,  
Every  
Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

**The St. Croix Soap Manufacturing Co.**

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies



Don

8 1/2 lace R  
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**Sell the Best**

**It Pays**



Is pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with "Calice" Soap. Antiseptic, sanitary, clean. Not a Pure Oil "tallow soap"—no decaying animal matter in it.



## Don't substitute

You can substitute some other brand of Macaroni for Codou's, but when you do it you are not "fair to yourself"—*you cheat yourself out of a woman's confidence.*

There *is* no Macaroni quite as good as Codou's—quite as white, tender and delicate. "Be fair to yourself" next time when a woman asks for Codou's, and if you don't happen to have it on hand it will pay you better to get it than to try to convince a

*Codou's* woman that something else is just as good, because "She'll find you out."  
*Macaroni*

**Be  
Fair  
To Your-  
self!**

*A. P. TIPPET & CO., SOLE AGENTS*

8 Place Royale,  
MONTREAL

84 Victoria St.,  
TORONTO



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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.

<p><b>R. B. Colwell</b> BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS <b>E. D. Smith Lowneys Toblers</b></p>	<p><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen <b>ST. JOHN, - - - N.B.</b> Open for a few more first-class lines.</p>	<p><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers <b>TORONTO, Ont. DETROIT, Mich.</b></p>
<p><b>J. W. GORHAM &amp; CO.</b> JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p><b>Car assorted grades Salmon to arrive.</b> Can give best quotations.</p>	<p>Arrived in store one car <b>NEW ORLEANS MOLASSES</b> HALF BARRELS PRICES RIGHT <b>Lind Brokerage Company</b> 73 Front St. E., Toronto</p>
<p><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. <b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen  27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p><b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO  NEWFOUNDLAND <b>T. A. MACNAB &amp; CO.</b> ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p><b>THE HARRY HORNE CO.</b> 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE  <b>WATSON &amp; TRUESDALE</b> (Successors to Stuart, Watson &amp; Co.) Wholesale Commission Brokers and Manufacturers' Agents. <b>WINNIPEG, - - - MAN.</b> Domestic and Foreign Agencies Solicited.</p>
<p><b>ROBERT ALLAN &amp; CO.</b> MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p><b>—WINNIPEG—</b> <b>H. G. SPURGEON</b> Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p><b>WESTERN DISTRIBUTORS LIMITED</b> Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. <b>SASKATOON, - - - WESTERN CANADA</b></p>	<p><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885</p>	<p><b>DISTRIBUTORS, LIMITED</b> P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads.</p>
<p><b>George G. Hunt</b> Broker and Commission Merchant St. John's, - - - Newfoundland  Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices. CORRESPONDENCE SOLICITED.</p>	<p><b>BUCHANAN &amp; AHERN</b> Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29  <b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p><b>A. Francois Turcotte</b> COMMISSION MERCHANT Quebec One or two more agencies wanted. FIRST CLASS CONNECTION  <b>—MOOSE JAW—</b> <b>WHITLOCK &amp; MARLATT</b> Distributing and Forwarding Agent. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p>

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1926



J. F. EBY, Pres. HUGH BLAIN, Vice-Pres.

# MAPLE SYRUP

Here's your opportunity to "get in."

We are quoting "SPECIAL PRICES" on:

**"ANCHOR" brand**

for immediate shipment, also for shipment of NEW SYRUP as soon as ready.

Wine Pint, Quart, Half Gallon and Gallon Tins.

Wine Quart Bottles.

IMPERIAL MEASURE, 5 Gallon Tins.

**"PANCAKE" brand**

Wine pint tins, to retail at - 10c.  
" quart bottles " " - 20c.

IN

**PURE MAPLE SYRUP**

We quote special prices on

**"SMALL'S SELECTED"**

AND

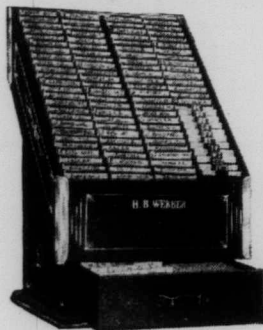
**"PRIDE OF CANADA"**

IN ALL SIZES

**IT WILL PAY YOU TO BOOK YOUR ORDERS NOW**

# E. F. EBY-BLAIN, LIMITED

WHOLESALE GROCERS TORONTO



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

## BEGIN THE NEW YEAR RIGHT

Do you want to make more money this year than you did last year?

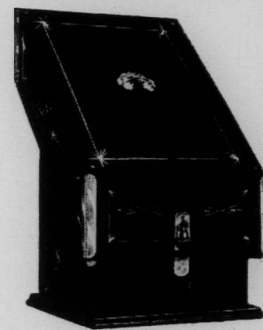
Do you want to save more money this year than last?

Do you want to take life easier than ever before?

If so—Install a **KEITH FIRE-PROOF SYSTEM.**

It will make money for you, because,

1. It will please your customers and increase your trade.
2. It will keep your collections up and your bad accounts down.



Cut of 100 book size, showing hood locked to cabinet, when not in use.

It will save money for you because,

1. It will do away with forgotten charges.
2. It will cut out concessions to customers over disputed accounts, as the accounts are always correct and posted up-to-the-minute.

It will enable you to take life easier, because,

1. Your mind will be at ease in the knowledge that your profits are not leaking away.
2. You will have leisure time to spend more pleasantly and profitably than in the bugbear of keeping books.

*Now is the time to buy.*

*The price is right.*

*Ask for Catalog G.*

## The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street

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FREMONT, OHIO

and Hartford, Conn., U.S.A.

# SUNNY MONDAY LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap. Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin**.

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

**THE N. K. FAIRBANK COMPANY**  
MONTREAL, CANADA



## SANITARY CANS

FOR

### WINTER PACK

OF

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.



## Note the Green Label

on the top of every can of SIMCOE BAKED BEANS. It furnishes you with a selling point that is stronger than any other could be.

It is our guarantee that

## "Simcoe" Baked Beans

are not only supremely good in quality but that the Simcoe Brand cans contain more beans than the 3's flat sold at higher prices.

It is a case of high quality plus greater quantity for the same money.

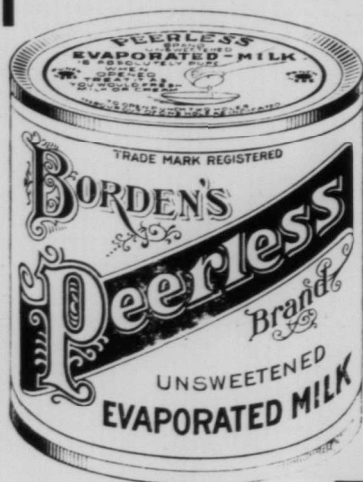
We can supply "Red Cross" Brand in place of "Simcoe" wherever desired.



**Dominion Cannery Limited**  
**Hamilton** **Canada**

# Quality, Purity and Cleanliness

Just how heavily these count is attested by the fact that the best merchants always give the preference to Borden's Brands, and by the further fact that the great majority of consumers will consider no others.



Leaders of quality for over 50 years.



The Original

## Borden's Condensed Milk Company

ESTABLISHED 1857

### WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co.,  
Vancouver, Nelson and Calgary.

## Conceded the Best Egg Carrier

by the army of dealers who handle  
and use

## STAR EGG CARRIERS AND TRAYS

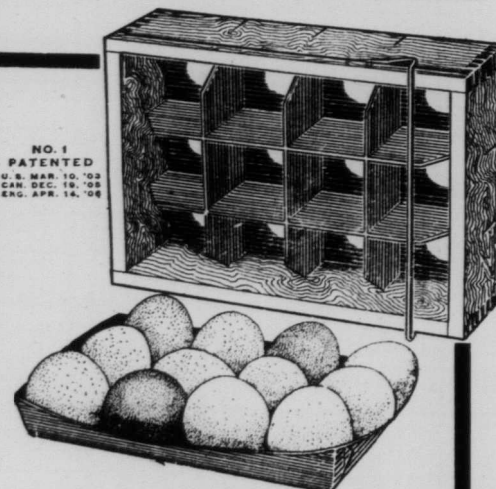
FOR SAFE EGG DELIVERY

The Star Egg Carrier itself, made of tough white wood, strongly built, will last a lifetime, and is especially designed to protect eggs during vehicle delivery.

Star Egg Carriers and Trays also prevent miscounts, save time and satisfy customers.

If you want to make money on eggs, write for our booklet, "No Broken Eggs," and ask your jobber—he knows.

NO. 1  
PATENTED  
U. S. MAR. 10, '03  
CAN. DEC. 19, '05  
ENG. APR. 14, '08



Made in one and two dozen sizes.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

## STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



# Money Talks. Listen !

It will *pay you* best  
to sell

## COMFORT SOAP

“It’s All Right”

**BECAUSE** it gives you the greatest actual profit  
(figure it out for yourself.)

**BECAUSE** it sells easiest (largest sale in Canada), ensuring less  
selling expense and a quicker return of your money.

**BECAUSE** it is a perfect Laundry Soap, giving the  
greatest satisfaction to your customers (most people use it.)

**BECAUSE** it is a larger bar than other good Laundry  
Soaps, giving the biggest value to your customers.

*Why not push the Soap that serves best the interests  
of yourself and your customers?*

## COMFORT SOAP

“It’s All Right”

TORONTO

CANADA

THE CANADIAN GROCER

# PERRIN'S

LEMON



NECTAR

# BISCUITS

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

BEYOND COMPARISON JUST THE GOODS



## BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

**THE EASTERN CANNING CO., Port Canada, N.S.**

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. O. Hannah, London, Ont.; G. Wallace Weese, Hamilton;  
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



THE CANADIAN GROCER

Time and time  
again it has been  
proved that house-  
wives will gladly  
pay the extra price  
for

# PURITY FLOUR

when grocers explain to  
them that PURITY has  
more than enough extra  
quality to merit the differ-  
ence in price. We know  
of cases where women have  
gone miles out of their road  
to get PURITY flour be-  
cause their nearest dealer  
was afraid his trade  
wouldn't buy as high-class  
a flour as PURITY. Are you  
making the same mistake?

**Western Canada  
Flour Mills Co.  
Limited**

Toronto      Montreal      Winnipeg  
St. John, N.B.      Goderich      Brandon



# Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have **THE BEST**.

## "VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

### START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

**DO IT NOW!**

Head Office :  
Cor.  
Church & Colborne Sts.  
**TORONTO**

*The Charles*  
**Ciceri**  
Company LIMITED

Branch :  
256 St. Paul Street  
**MONTREAL**

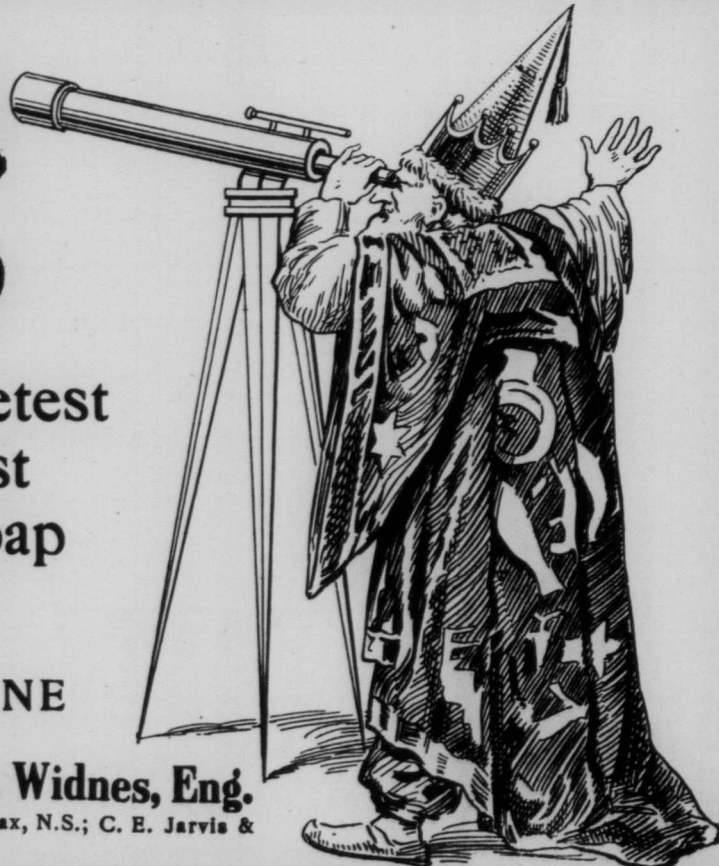
# Gossages' Magical Soap

The Best, The Sweetest  
and The Cheapest  
Free Lathering Soap  
in the Market.

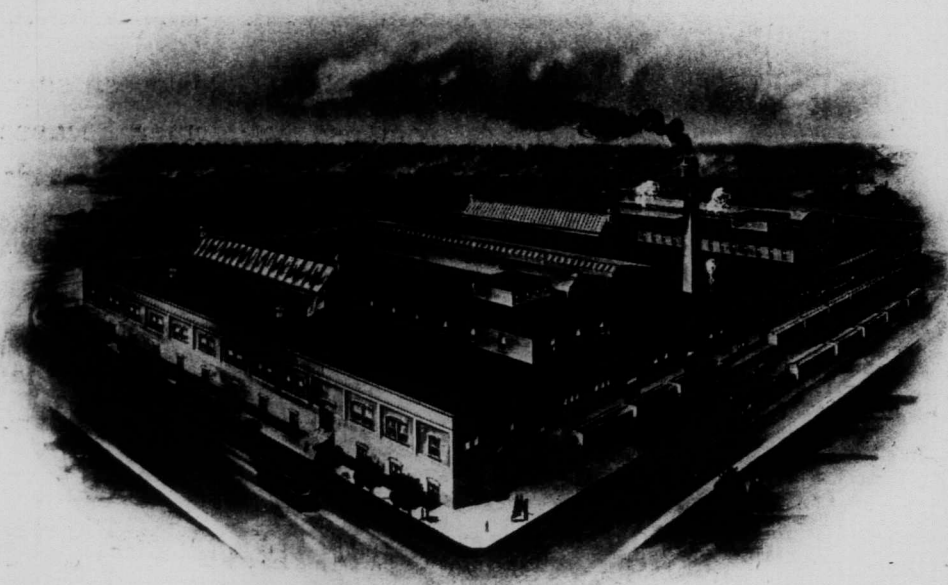
**GUARANTEED GENUINE**

**William Gossage & Sons, Ltd., Widnes, Eng.**

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.







The most up-to-date Fruit Preserving Plant in Canada, costing upwards of \$75,000.00 when completed.

**WAGSTAFFE'S** Pure Jams, Jellies, Marmalade, Sealed Fruits, Mince Meat, etc., are prepared in COPPER Kettles, Boiled in SILVER Pans, and Packed in GOLD Lined Pails.

**WAGSTAFFE LIMITED**

Pure Fruit Preservers

HAMILTON

**"TRIAN"**  
BRAND

STANDARD  
OF  
QUALITY



LARGE AND  
COMPLETE STOCKS  
OF ALL LINES  
AT  
CLOSE PRICES

**NEW ONTARIO**

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

**The CAMERON-HEAP CO., Limited**

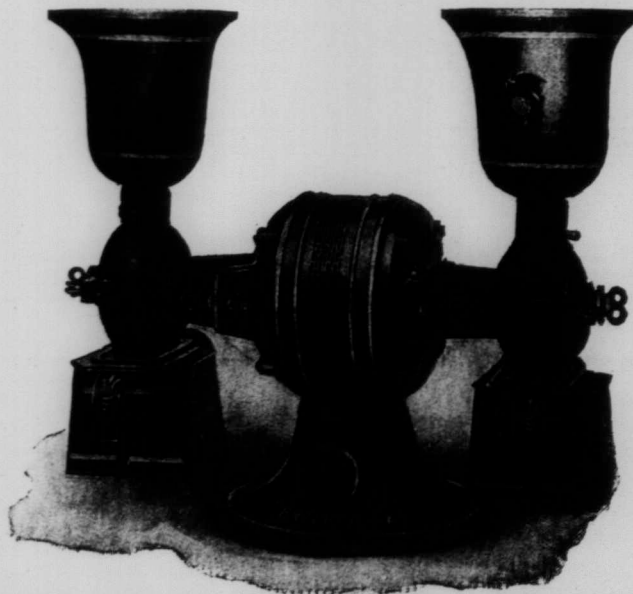
FORT WILLIAM, ONT.

CAMERON & HEAP  
KENORA

CAMERON & HEAP, Limited  
REGINA and PRINCE ALBERT, Sask.

**"ENTERPRISE"**

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



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

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

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

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

**The Enterprise Mfg. Co. of Pa.**

PATENTED HARDWARE SPECIALTIES  
Philadelphia, Pa., U. S. A.

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



**WRIGLEY'S**  
**SPEARMINT**  
**PEPSIN GUM**

THE FLAVOR  
LASTS  
TRADE MARK REGISTERED U.S. PATENT OFFICE.

The gum that is  
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &  
CANADA

## Teas, Coffees, Spices, Etc.

During the last few weeks there has been quite an advance in the prices of TEAS, COFFEES and some lines of SPICES.

We bought these lines FREELY, previous to the advance, and you will find our quotations interesting.

	Per Pound.
China Black Teas, good style and cup quality (Splendid Teas for blending purposes).....	at 11½, 12½, 14c.
China GREEN Teas, extra values.....	at 12½, 14, 16½, 18c.
Ceylon BLACK Teas, ½ chests and chests.....	at 16½, 17½, 18½ to 20c.
Ceylon GREEN Teas, ½ chests and chests.....	at 16½, 17½, 18½ to 20c.
HIGH GRADE Ceylon BLACK and GREEN Teas, ½ chests and chests.....	at 25, 28 to 30c.
JAPAN TEAS, good style and cup quality.....	at 17½, 18½ to 20c.

ROASTED RIO COFFEES, No. 1 quality ..... at 17½c. per pound.  
 PURE Cr. Tartar, in kegs..... at 21c " " "

**Robert Simpson & Co.,** Importers Teas, Coffees,  
 Spices, Etc., and Whole-  
 sale Grocery Specialists.  
 Cor. Gore and Hughson Sts., - Hamilton, Ontario

PHONES No. 3541 and 3444.

## SOAP SENSE

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is

## **ASEPTO SOAP POWDER**

"The enemy of dirt."

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.

**ASEPTO MFG. CO.**  
**ST. JOHN, N.B.**

Agents—Rose & Laflamme, Limited, Montreal.

SELL  
 GINGERBREAD  
 BRAND  
 MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins--2's, 3's, 5's, 10's and 20's,  
 Pails--1's, 2's, 3's and 5's gals. and in barrels  
 and ½ barrels.

The  
**Dominion Molasses Co.,**  
 LIMITED

HALIFAX, NOVA SCOTIA



# KNORR

## The Household Word for Dainty Cooking

*Knorr's*

SOUP SQUARES—One square yielding 3 or 4 large plates of delicious, tasty Soup, equal to home-made. Prepared in a few minutes. 30 varieties.

*Knorr's*

CONSOMME IN CUBES - One cube sufficient to make at a moment's notice, a cup of excellent Bouillon. Very refreshing and invigorating.

*Knorr's*

MACARONI—Manufactured after a patented automatic process and dried by a continuous current of fresh air. 1 lb. and ½ lb. packages.

*Knorr's*

VERMICELLI—Prepared from the best Wheat Semolina with fresh eggs only. The best that can be made.

*Knorr's*

JULIENNE—Dried Mixed Vegetables. Made from selected prime vegetables and herbs. Excellent for making Soups and Stews. Keep good and fresh for almost any length of time. As good as fresh vegetables.

## Large Profits to the Trade.

AGENTS:—The MacLaren Imperial Cheese Co., Ltd., Toronto, Ontario  
The Macdonald-Marpole Co., Ltd., Vancouver, B.C.



**"THE SALT THAT SATISFIES"**

*That is the great advantage of handling*

# PURITY SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity" Salt.

**The Western Salt Co., Limited**

Mooretown  
Ontario



## The washday wonder worker

For economy in use and effective cleansing properties no soap is so good as

# Wonderful Soap

and in addition to its sterling qualities, it is very attractively packed and made up and commands a rapid and profitable sale.

Write for details of our dealer-helper selling plan.

**THE GUELPH SOAP CO.**

GUELPH - ONTARIO

Toronto Agents MacGregor Specialty Co.

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**St. Charles**

## Evaporated Cream

**BETTER PROFITS  
MORE SALES  
SATISFIED CUSTOMERS**

With a Good  
Stock of  
St. Charles



**St. Charles Condensing Co.**

INGERSOLL, ONT., CANADA

## Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

**"KING OSCAR"  
NORWEGIAN SARDINES**

A line that never fails to please the particular palates of your best customers.



"King Oscar" Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

**JOHN W. BICKLE and GREENING**  
(J. A. Henderson)

HAMILTON :: :: ONTARIO



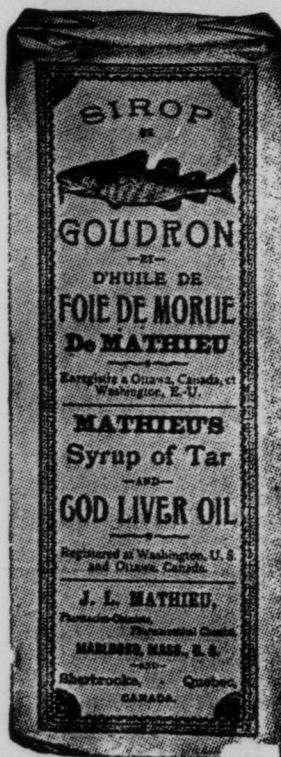
## To Retailers

You can double your sales if you stock our brands. Cabinet Maple is the best value on the market. Made from pure maple and cane sugar. You can guarantee every tin to your customers. Get in line, big syrup sales this season. Save freight.

### CABINET BRAND MAPLE SYRUP

Quart Bottles	-	-	12 to a case, \$2.35
Pint Tin, Wine Measure	24	"	2.50
¼ Gallon Tin	-	24	4.70
½ "	-	12	4.70
1 "	-	6	4.40
2½ " Imperial Measure	2	"	4.00
5 "	-	1	3.90

**Imperial Syrup Co.**  
**MONTREAL**



### MATHIEU'S SYRUP

of Tar and Cod Liver Oil

### MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

**J. L. MATHIEU CO., Props.**  
**SHERBROOKE, P. Q.**

Distributors for Western Canada—

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

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



## Stop and Consider

what it means to have lines which will make customers! Stock

# Rowat's Pickles

AND

## Paterson's

## Sauce

and you will materially strengthen your hold on your trade.

## Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



**INVALID OXVIL**



**THE PERFECT FLUID BEEF**

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

Write for particulars and Price List to

**THE HARRY HORNE CO., 309-311 King St. W., TORONTO**

**You are the man we want**

—that is, if we haven't yet had the pleasure of putting an

**ELGIN National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.

Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.

TORONTO—Eby, Blain, Ltd.

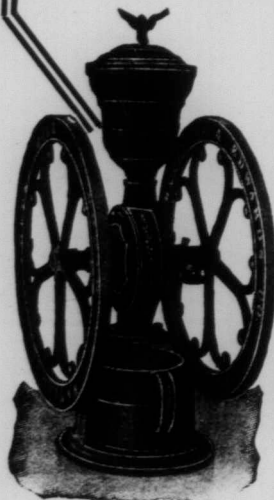
LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.



**Woodruff & Edwards CO.**

ELGIN, ILL., U.S.A.



We know of no trade-mark that covers a product that is nearer perfection, or that is more universally used in Canada, than the

**WINDSOR SALT**

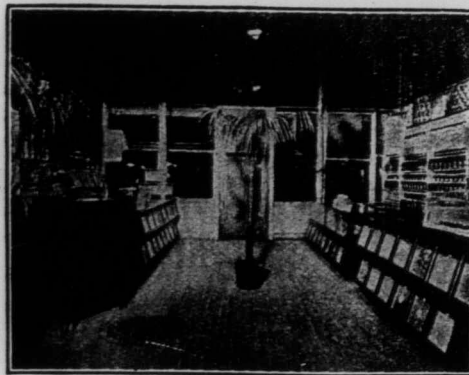
trade-mark, shown on this bag.

Windsor Salt is the only satisfactory salt for a good grocer to sell.

**CANADIAN SALT CO., LIMITED**

Windsor

Ontario



**A Strong Combination :**

UTILITY CLEANLINESS ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue "Modern Grocery Fixtures."

**Walker Bin Store Fixture Co. LIMITED**

REPRESENTATIVES:—  
Manitoba: Watson & Truendele, Winnipeg, Man.  
Saskatchewan and Alberta: J. C. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock 33 St. Nicholas Street

Berlin, Ontario



# The makers of OXO have always done *big things*

They originated Concentrated Beef Foods in 1865.

They *OWN* the largest cattle farms in the world in this industry.

They created and perfected OXO CUBES —the greatest achievement known to the science of concentrated foods.

They are advertising OXO and OXO CUBES heavily in Canada.

Get your share of **THE TRADE**

SOLE AGENTS:

**CORNEILLE DAVID & CO.**

35 Lombard Street : TORONTO  
52 Nicholas Street : OTTAWA

334 Clarence Street : LONDON, ONT.  
41 Common Street : MONTREAL



# OXO



## Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend



## Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins.

Shows a good profit for the merchant.

WRITE FOR PARTICULARS TO

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

H. HUBBARD, 27 Common St., Montreal

**BRAND & CO.,**

Purveyors to  
H. M. THE KING

**London, England**

**Tartan**  
**BRAND**

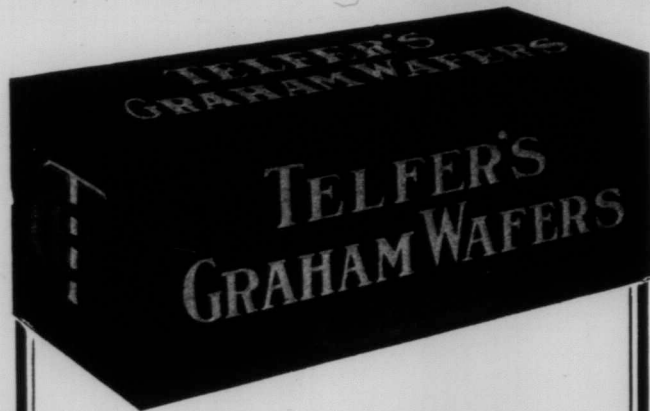
**TEAS**

Our stock is full, anticipating our annual sale. All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

*Be wise and take advantage of this special sale*

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



**Golden Brown Squares of Nourishment**

You can please the palates of your customers and add to your own profit by featuring

**TELFER'S  
GRAHAM WAFERS**

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

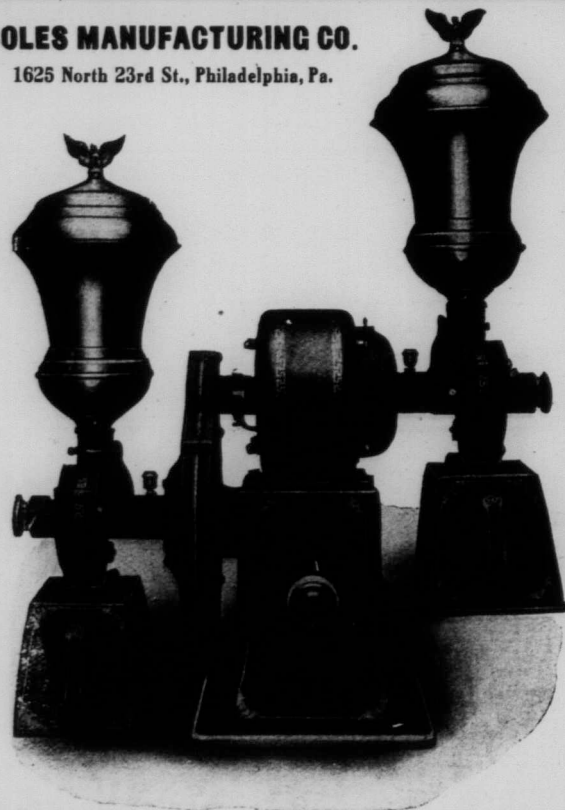
We also make all kinds of fancy and other biscuits. Get our prices.

**TELFER BROS., Limited**  
COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

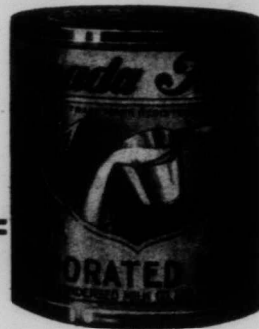
**COLES MANUFACTURING CO.**

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

**“CANADA  
FIRST”**



**EVAPORATED  
MILK**

The most perfect substitute for Fresh purity and quality of every can of unreservedly guaranteed. Order from your jobber.

Cow's Milk it is possible to obtain. The "Canada First" Milk are absolutely and

**THE AYLMEY CONDENSED MILK CO., LTD. AYLMEY, ONT. Head Offices, Hamilton, Ont.**



THE CANADIAN GROCER

## IN SUGARS

the name may mean much or little, but if you insist on getting

## ST. LAWRENCE

that brand will give to you the highest quality obtainable in

## GRANULATED

OR

## GOLDEN YELLOWS

Packed in 100 lb. bags and brls. (Granulated also put up in 20 lb. Cotton Bags.)

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



# Brushes for Spring Trade

We make a specialty of WHITEWASH, KAL-SOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

**Stevens-Hepner Co., Limited**  
PORT ELGIN - - - ONTARIO

## McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS  
PURE AND OF EXQUISITE FLAVOR.

The  
Canadian  
Cocoanut  
Co'y



Sole Makers,  
Montreal,  
Quebec

# KOKOBUT

Unrivalled for Frying, Cookery and Pastry.  
THE NEW HOME ECONOMIZER  
12 ozs. KOKOBUT = 16 ozs. other cooking materials.

**THE HOUSEWIFE**  
ASKS FOR IT AND WANTS NOTHING ELSE.  
NOW IS THE TIME TO STRIKE.  
You can double your profits by stocking this easy seller.  
Write for free sample and terms

SOLE MANUFACTURERS **COCOA-NUT BUTTERS LIMITED**  
206 Papineau Avenue - - Montreal



Branch: Sault Ste. Marie

## BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

# AURORA COFFEE

because superior merit and better value are bound to win.  
"Aurora" is the coffee with that exquisite aroma and flavor  
which guarantees repeats. It is the best that money can buy  
and retails at 40c., leaving you a splendid profit.

**W. H. GILLARD & CO.,** " Hamilton, Ont.

## WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

**W. P. Downey,**  
MONTREAL



## HOLBROOKS

### ENGLISH Specialties

Holbrooks Worcestershire Sauce  
 Holbrooks Punch Sauce  
 Holbrooks Pure Malt Vinegar  
 Holbrooks Pure Olive Oil  
 Holbrooks Pure Pickles  
 Holbrooks Custard Powder  
 Holbrooks Egg Powder  
 Holbrooks Capers  
 Holbrooks Bengal Club Sweet Mango Chutney  
 Holbrooks Essence Anchovies  
 and Swan Brand Pickles.

Canadian Offices:

**40 Scott St., TORONTO, ONT.**  
 Manager: **H. GILBERT NOBBS.**

Agents hold stocks everywhere.

## THE PEOPLE OF JAMAICA

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

## KINGSTON

### "GLENER"

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

## SUCHARD'S COCOA

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

## A. O. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsike Clover Seeds.

## CAMMEMBERT CHEESE

Le Gaulois Brand

\$3.00 a dozen, or \$2.75 per crate of 5 dozen.

CAMMEMBERT — CAMMEMBERT

Le Gaulois

**THE ST. LAWRENCE GROCERY**

395 St. Lawrence Boulevard Montreal

## THE HODGSON GUM CO.

396 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

## WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

**J. N. WARMINTON**

207 St. James St., - MONTREAL

## WINDSOR SALT

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

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

## — CLUB — MILK PUDDING

is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

### No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

### It Pays Well

## S. H. EWING & SONS

Montreal and Toronto



## CHINESE STARCH

HAVE YOU  
 A STOCK?  
 GREAT SELLER  
 ALL THE TIME.

GET PRICES

**OCEAN MILLS**  
 MONTREAL



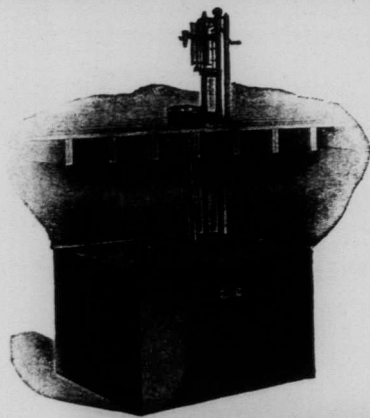
Satisfied Customers are the Result of Selling

# "MELAGAMA" TEA and COFFEE

And satisfied customers add others to the list and increase your business. Keep your shelves well filled with "Melagama," the Tea and Coffee that sell themselves. They show you good profits.

**BULK TEAS AND COFFEES.** Ask for our samples and prices. We know that we can interest you.

**MINTO BROS.** :: :: **Toronto and Buffalo**



## Economy Gets Close To Our Gizzards

**Thousands of Retail Merchants**

after a thorough investigation, have concluded they "Couldn't Afford To Be Without" a

### BOWSER

**Self-Measuring Oil Storage System**

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

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

66-68 Fraser Ave., Toronto

## Do You Lose Money?

through forgotten charges, disputes, errors poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them. The way that thousands of progressive merchants are using every day.

### Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check; save time, money and trouble.

**HOW THEY WORK**



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10. — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

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

## JUST THE SAME!

Under the trade name of

### DOMELINE

you can obtain the same high quality of stove polish as is contained in

## JAMES DOME BLACK LEAD

Domeline is in paste form and makes a good seller as a 5c. Package. Of good quality, gives good results, pays good profits.

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

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO.,

Ltd., London, Winnipeg

## DROMEDARY



## GOLDEN DATES

"Dromedary" is the only brand of dates that means anything to consumers, because it's the only one that has been advertised into consumer's knowledge

The largest and best magazines all carry our advertisement and everybody who has read it is a prospective customer.

Dromedary Dates are wrapped in oiled paper and packed in cartons. They are not the usual dates at all, but are selected, and absolutely clean. Moreover, they will keep moist indefinitely, which is of tremendous importance.

Many a woman doesn't buy dates because as usually sold they are a gummy, dirty and unsavory proposition. You can get this trade the minute you show a Dromedary carton

All Jobbers sell these.

We also pack Royal Excelsior and Anchor brand package Dates.

The HILLS BROTHERS COMPANY  
Beach and Washington Streets, :: :: New York

The Sugar that has Stood the Test of Time

# Redpath

## Extra Granulated Sugar

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

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

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

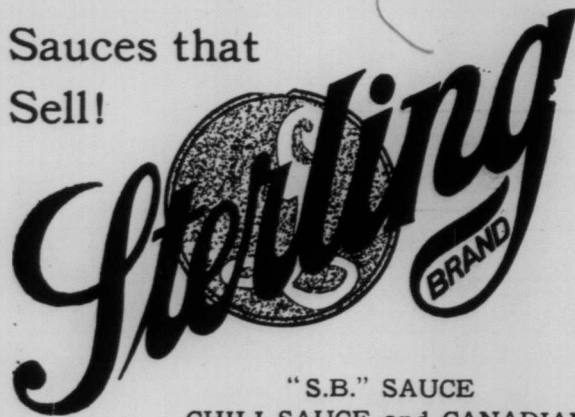
Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

PARIS LUMPS  
in 100, 50 and 25 lb. boxes  
and in "Red Seal"  
dust proof cartons.

The Canada Sugar Refining Co.,  
Montreal, Can. Limited

Established in 1854 by John Redpath

Sauces that  
Sell!



"S.B." SAUCE  
CHILI SAUCE and CANADIAN  
RELISH

For delicacy and piquancy of flavor

## "STERLING"

S.B. Sauce,  
Chili Sauce and Canadian Relish  
stand unrivalled.

You can recommend them confidently to your better-class customers, and be assured of a handsome profit.

GET OUR PRICES. AND WRITE TO-DAY.

The T. A. Lytle Co., Ltd., STERLING ROAD,  
TORONTO



# Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited  
Manufacturers and Shippers  
SARNIA, ONT.

## Afternoon Tea Biscuits



Dainty Biscuits  
Daintily Packed

A post card brings our Album

PEEK, FREAN  
& CO., LTD.

LONDON

ENGLAND

## THE WORTH OF WHITE SWAN

PERFUMED 100% POWDERED

# LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS  
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

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

## BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND  
VEGETABLES  
and  
PURE VINEGAR

Low Price  
High Quality

JOHNSTON, BAIRD & CO.  
GLASGOW, SCOTLAND.

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

# BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited.

All Codes Used.

## ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

### MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for  
Minute Tapioca

#### Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



TO THE WHOLESALE TRADE:

## West India Co., Limited

305 St. Nicholas Building,  
MONTREAL

ESTD 1828

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.  
Sandbach, Parker & Co., Demerara, B.G.

### SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling  
your orders for the coming season

West India Co., Limited

## The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of  
Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty  
and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

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**The Real Thing at Last!**

**FUSSELL'S PURE RICH THICK CREAM**

(GOLDEN BUTTERFLY BRAND)

*Samples and particulars of:—*

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.  
 C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.  
 W. H. Escott, 141 Bannatyne Ave. Winnipeg, for Manitoba, Saskatchewan and East Alberta.  
 The Harry Horne Co., 309 King St. West, Toronto for Ontario.  
 J. W. Gorham, 251 Hollis St., Halifax, for Nova Scotia.  
 W. A. Simonds, St. John, for New Brunswick, or  
**FUSSELL & CO., LTD.**  
 4 Monument Street, LONDON, Eng.



is NOT a Makeshift nor a Substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure Contains no Preservative. Keeps good anywhere.



**Good with Fish, Flesh or Fowl**

The purity of the ingredients of Mason's No. 1 Sauce and the skill and care given to its mixing have produced a Sauce that never fails to please the palates of particular people.

"No. 1" Sauce should have a prominent place on your shelves! It is a real satisfaction-giver and leaves a good profit to the retailer.

**Masons Limited**  
 25 Melinda St. Toronto

Send for samples and details.

**OF GUARANTEED QUALITY!**

The failure of the Spanish Olive crop this season has caused a scarcity of really good fruit, and the wise grocer will protect his interests by selling

**Crest Brand Olives**



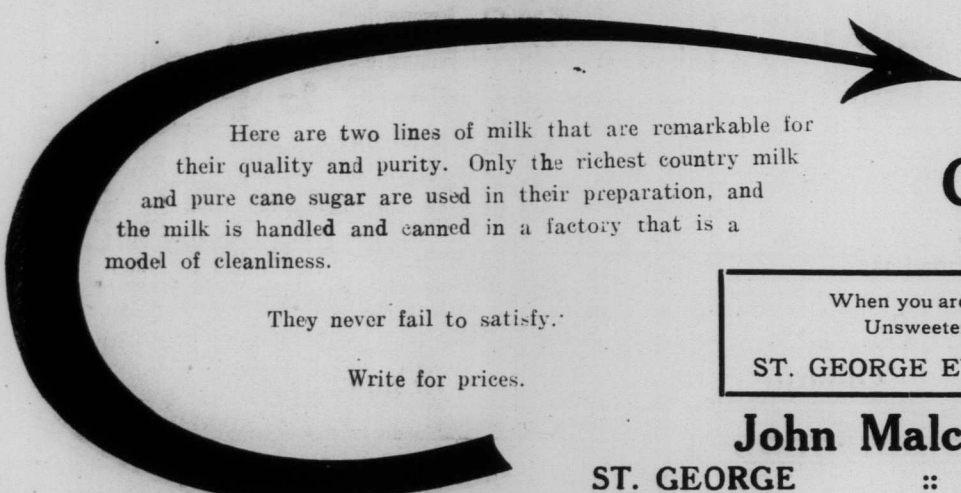
They are bottled solely from choice selected fruit, and all inferior grades are rigidly excluded.

Write us direct if your jobber can't supply you.

Canada Spice and Grocery Co., Limited



London, Ont.



Here are two lines of milk that are remarkable for their quality and purity. Only the richest country milk and pure cane sugar are used in their preparation, and the milk is handled and canned in a factory that is a model of cleanliness.

They never fail to satisfy.

Write for prices.

**"Banner" and "Princess" Condensed Milk**

THE LEADERS

When you are in the market for Unsweetened Milk, buy **ST. GEORGE EVAPORATED MILK**

**John Malcolm & Son**

ST. GEORGE :: :: ONTARIO

When you sell a customer unknown brands of coffee you have to make the whole sale.

## Chase & Sanborn's COFFEES

are half sold when you put them on your shelves.

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CHASE & SANBORN  
MONTREAL

### WOMEN WANT IT

Women want Snowflake Powdered Ammonia, and will accept no substitute, simply because it is the only 5-cent package of powdered ammonia on the market; and because in cleaning efficiency it is positively unequalled.

LAWRASON'S

### SNOWFLAKE POWDERED AMMONIA

in the giant 5-cent package is here to stay. It has obtained the housewife's approval so emphatically that grocers are selling ten packages of Snowflake to every one package of any other cleaning compound.

A word to the wise---quit pushing the dead ones and hook up to Snowflake.

S. F. Lawrason & Co.  
London, Ontario



BRISTOL, ENG.

H. W. CARTER & CO., LTD., The Old Refinery,



# Merchants and Clerks in Every Province of Canada Interested in Competition



Up to the present THE CANADIAN GROCER has received many inquiries from all over Canada for information respecting the competition on *Constructive Salesmanship*.

Have you written for the particulars?

The purpose of this competition is to aid dealers and their clerks in realizing the possibilities at their command to do the following:

- ☞ *To create demand for new goods.*
- ☞ *To raise the standard of quality of staple goods to customers.*
- ☞ *To attract new trade by modern methods, service, etc.*
- ☞ *To hold customers when once they are secured.*

To the winners of the competition *nine* medals will be given. It is easily seen that dealers or clerks having the best methods for creating demand for new lines, for educating the consumer to purchase better goods, for increasing the number of customers and for holding patrons of the store, will be rewarded by a better knowledge of the details of the business in which they are interested.

The competition is divided into three classes: Class A includes dealers in centres up to 2,500 population; Class B, from 2,500 up to 20,000, and Class C, above 20,000 population.

To the three winners of each class a gold, a silver and a bronze medal will be given by THE CANADIAN GROCER.

The competition closes on May 1st, 1911.

Write for further particulars early to

The Editor  
**The  
Canadian  
Grocer**

143-149 University  
Ave.  
Toronto

# Before Stock Taking

In order to continue to reduce our stock from now until the 1st of February, date of our inventory, we offer to Grocers and General Merchants

## SURPRISING REDUCTIONS

on the following lines of goods:

- 1425 Cases of Imported **Canned Goods**, of the "Soleil" Brand, comprising French Peas, Beans, Flageolets, Asparagus, Artichoke Bottoms, Medleys of Vegetables, as well as on the famous Soups of this same Brand.
- 325 Cases of **Mushrooms** from the firm of A. and L. Lehucher, Lecourt's brand, of Paris, France.
- 940 Cases assorted **Sardines** in quarter and half tins.
- 780 Cases Castile Soaps, Superior Brands, pure products, "Soleil" and "Lune" brands. The regular low prices will prevail until the end of the month in spite of the large advance in the price of soaps.
- 1050 Cases of Vichy Water of the following brands: St. Nicholas, "Neptune," "La Capitale," "Sanitas," "La Savoureuse," and "St. Nicholas" Lemonades.
- 300 Cases English Ginger Ale, Imported from Belfast, Ireland, "Trayder's Brand."
- 100 Cases of **Sun Ray Mineral Water**, a pure and crystal like spring water.
- 325 Cases of **French Liqueurs** of superior quality and purity from the firm of P. Garnier.
- 650 Cases of **Champagne** comprising the following brands **PIPER-HEIDSIECK** Cardinal, Duc d'Origny, Duc de la Grange; Brut—Extra dry—and Dry. In cases or baskets containing one dozen or one half dozen; quarts, pints or splits.
- 325 Cases of **Rhine Wines**, all qualities controlled by the firm of Frederick Krote, of Coblenz.
- 450 Cases Burgundy Wines from the celebrated cellars of Morin Pere et Fils.  
Large assortment of **Clarets and Sauternes Wines** from Vigneau et Cambours and other brands.  
**Sherry Wines** of Diez Hermanos, Jerez de la Frontera, Spain.  
**Port Wines** of the Real Companhia Vinicola. All these wines are put up in cases or casks.
- 325 Cases **Bacchus Tonic Wine** from the firm A. Sarrazin et Javilliers, of Dijon, France.
- 500 Cases **Natural Tonic Wine**, from the firm Bartissol, of Banyuls-Sur-Mer.
- 1000 Cases of "Gold Finch" **Gin**, of Herman Jansen, each bottle bearing a certificate of purity issued by the City of Schiedam, Holland.

Do not delay and take advantage of the extraordinary reduction of prices which we offer until the 1st of February next, on all the above merchandise. Great reductions also on many other lines of goods.

Write or phone or wire to

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**LAPORTE, MARTIN & CO., Limited**  
Wholesale Groceries, Wines and Liquors  
**MONTREAL**



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Sold only in

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Allison Coupon  
American Comp  
American Tobac  
Andrews & Num  
Aspetto Mfg. Co.  
Aylmer Condens

Balfour-Smye &  
Benedict, F. L.  
Bickle, J. W., &  
Borden Condens  
Borthwick, F. L.  
Bowser, S. F. &  
Boyd & Co.  
Bradstreets  
Brand & Co.  
Buchanan & Ab

Cameron & Hes  
Canada Spice  
Canada Sugar  
Canadian Ceres  
Canadian Cocos  
Canadian Salt  
Carter Co., H.  
Chase & Sanbe  
Christie, Brown  
Cleri & Co., Cl  
Clark, W.  
Clawson & Co.  
Cocoa-Nut But  
Coles Mfg. Co.  
Colwell, R. B.  
Connors Bros.  
Crescent Mfg.

Dalley, F. F. C  
Distributors, I  
Dominion Can  
Dominion Mol  
Dominion Reg  
Dominion Salt  
Downey, W. I

Eastern Cann  
Eby-Blain Ltd  
Edwardsburg  
Enterprise Mf  
Epps, James  
Escott, W. H.






**"SALADA"**  
TEA

is high in quality because it is grown on the mountains of Ceylon at an altitude of over 5000 feet.  
Sold only in sealed lead packages.  
Never in Bulk.

The person who buys any other tea always hopes it will be "as good" as



**"SALADA"**  
TEA




is blended to suit the Canadian palate. Sold only in air-tight packages. A pound of "Salada" makes 200 cups of delicious tea.



This advertising is running three times each week in the newspapers of Canada. We are putting the merits of "SALADA" Tea into the minds of over two million people three times every week. Let your customers see the

"SALADA" packages on your shelves — they can't mistake them—and ten to one a sale is made. That means a steady customer at your store for "SALADA" Tea—a customer that the peddler may be serving just now.

INDEX TO ADVERTISERS

<b>A</b>	Adamson, J. T., & Co. .... 2	Estabrooks, T. H. .... 47	<b>Mc</b>	MacNab, T. A., & Co. .... 2	<b>S</b>	St. Charles Condensing Co. .... 16
Allan, Robt., Co. .... 2	Allison Coupon Co. .... 23	Ewing, S. H., & Sons. .... 29	McCabe, J. J. .... 60	St. Croix Soap Mfg. Co. .... inside back cover	St. Lawrence Grocery .... 27	St. Lawrence Sugar Refining Co. .... 21
American Computing Co. .... 47	American Tobacco Co. .... 66	<b>F</b>	McDougall, D., & Co. .... 68	Salada Tea .... 31	Sanitary Can Co. .... 4	Simple Account Salesbook Co. .... 3
Andrews & Nunn. .... 48	Asepto Mfg. Co. .... 14	Fairbank Co, N. K. .... 4	MacLaren Imperial Cheese Co. .... 2	Simpson & Co., Robt. .... 14	Smith, E. D. .... 49	Snap Co., Ltd. .... inside back cover
Aymer Condensed Milk Co. .... 20	<b>B</b>	Fearman, F. W., Co. .... 50	McLeod & Clarkson. .... 56	Sprague Canning Machinery Co. .... 66	Spurgeon, H. G. .... 2	Star Egg Carrier & Tray Mfg. Co. .... 6
Balfour-Smye & Co. .... 20	Benedict, F. L. .... 22	Fussell & Co. .... 27	McWilliam & Everist. .... 60	Stevens-Hepner Co. .... 21	Stewart, I. C. .... 22	Stringer, W. B. .... 61
Bickle, J. W., & Greening. .... 16	Borden Condensed Milk Co. .... 16	<b>G</b>	<b>M</b>	Tanglefoot. .... 66	Tarbox Bros. .... 58	Telfer Bros. .... 20
Borthwick, F. L. & Co. .... 18	Bowser, S. F. & Co. .... 23	Gibb, W. A. Co. .... 62	Magor, Frank. .... outside front cover	Tippet, Arthur P., & Co. .... 1	Toronto Salt Works. .... 22	Truro Condensed Milk Co., Ltd. .... 50
Boyd & Co. .... 26	Bradstreets. .... 58	Gillard, W. H., & Co. .... 51	Malcolm, Jno., & Son. .... 27	Trockett, Geo. E., & Son Co. .... 67	Turcotte, A. F. .... 2	<b>V</b>
Brand & Co. .... 19	Buchanan & Abern. .... 2	Gillett, E. W., Co., Ltd. .... 23	Masons Ltd. .... 27	Verret, Stewart Co. .... outside back cover	Victoria Fruit Exchange. .... 46	<b>W</b>
<b>O</b>	Cameron & Heap. .... 12	Gorman, Eckert & Co. .... 24	Mathewson's Sons. .... 65	Wagstaffe Ltd. .... 11	Walker Bin and Store Fixture Co. .... 18	Walker, Hugh, & Son. .... 61
Canada Spice and Grocery Co. .... 27	Canada Sugar Refining Co. .... 24	Gossage & Sons, Ltd. .... 10	Mathieu, J. L., Co. .... 17	Warminton, J. N. .... 22	Warren, G. O. .... 2	Watson, Andrew. .... 70
Canadian Cereal and Milling Co. .... 57	Canadian Coconut Co. .... 21	Gray, Young & Sparling. .... 66	Millman, W. H., & Son. .... 2	Watson & Truesdale. .... 2	West India. .... 26	Western Canada Flour Mills Co. .... 9
Canadian Salt Co. .... 18	Carter Co., H. W. .... 28	Green & Co. .... 65	Minto Bros. .... 23	Western Distributors, Ltd. .... 16	Wetley, J. H. .... outside back cover	White & Co. .... 61
Chase & Sanbern. .... 98	Chase & Sanbern. .... 98	Guelph Soap Co. .... 16	Minute Tapioca Co. .... 26	White Swan Spice & Cereals, Ltd. .... 27	Whitlock & Marlatt. .... 2	Winn & Holland. .... inside back cover
Christie, Brown & Co. .... 57	Cheer & Co., Chas. .... 10	Gunns, Ltd. .... 50	Montreal Biscuit Co. .... 52	Woodruff & Edwards. .... 18	Woods, Walter, & Co. .... 71	Wrigley, Wm., jr. .... 13
Clark, W. .... 53	Clawson & Co. .... 2	<b>H</b>	Mooney Biscuit and Candy Co. .... 55	<b>Y</b>	Young Co., The. ....	
Copps-Nut Butters, Ltd. .... 21	Coles Mfg. Co. .... 20	Halifax Cold Storage Co. .... 63	Morse Bros. .... 74			
Colwell, E. B. .... 2	Connors Bros. .... 63	Hamilton Cotton Co. .... 65	Mott, John P. & Co. .... 56			
Crescent Mfg. Co. .... 55	<b>D</b>	Hatton Co., D. .... 64	<b>N</b>			
Dalley, F. F. Co. .... 71	Distributors, Ltd. .... 2	Hills Bros. .... 24	National Licorice Co. .... 56			
Dominion Cannery, Ltd. .... 5	Dominion Molasses Co. .... 14	Hinde & Dauch Paper Co. .... inside back cover	Nelson, Dale & Co. .... 56			
Dominion Register Co. .... 53	Dominion Salt Co. .... 27	Hodgson Gum Co. .... inside back cover	New Brunswick Pulp & Paper Co. .... 70			
Downey, W. P. .... 22	<b>E</b>	Holbrooks, Ltd. .... 22	Nicholson & Bain. .... 49			
Eastern Canning Co. .... 8	Ely-Blain Limited. .... 3	Horne, Harry, Co. .... 2	Nickel Plate Stove Polish. .... 70			
Edwardsburg Starch. .... outside front cover	Enterprise Mfg. Co. .... 12	Hunt, Geo. G. .... 2	<b>O</b>			
Epps, James & Co. .... 58	Escoff, W. H. Co., The. .... 58	<b>I</b>	Oakey, John & Sons. .... inside back cover			
		Imperial Syrup Co. .... 17	Ocean Mills. .... 22			
		Imperial Tobacco Co. .... 66	Ontario Lantern and Lamp Co. .... 70			
		Irish Grocer. .... 58	Ontario Seed Co. Successors. .... 45			
		Island Lead Mills Co. .... 70	Oshawa Canning Co. .... 47			
		<b>J</b>	Oxo Co. .... 19			
		James, F. T. Co. .... 65	<b>P</b>			
		James Dome Black Lead. .... 23	Patrick, W. G. & Co. .... 2			
		Jameson Coffee Co. .... 46	Peck, Frea & Co., Ltd. .... 27			
		Johnston, Baird & Co. .... 27	Perrin, D. S. & Co. .... 8			
		<b>L</b>	Pickford & Rlack. .... inside back cover			
		Lake of the Woods Milling Co. .... 59	Piggott, O. J., & Co. .... 26			
		Lambe, W. G. A. .... 2	Pugsley, Dingman & Co. .... 7			
		Landry, A. C. .... 22	<b>Q</b>			
		Laporte Martin & Cie. .... 30	Queen City Oil Co. .... inside back cover			
		Lascelles de Mercado & Co. .... 72	<b>R</b>			
		Lawrason, S. F. & Co. .... 28	Robertson & Co., R. .... 46			
		Leitch Bros. .... 58	Robinson & Co., O.E. .... 62			
		Lemon Bros. .... 62	Rovat & Co. .... 17			
		Leonard Bros. .... 45	Ryan, Wm. Co. .... 50			
		Lind Brokerage Co. .... 2				
		Lynch's Ltd. .... 54				
		Lytle, T. A. Co. .... 28				



# Experiences in Account Collecting

Some of the Troubles a Dealer Met With in Getting in Money During a "Dry" Time—He Wanted \$2,000—Professional Man Who Owed \$260 Did Not Like Being Dunned—Insurance Man Settled Up, But His Account Was Lost — Other Interesting Experiences.

By Henry Johnson, Jr.

Every grocer who gives credit—and who among us does not?—must occasionally run against a pretty "dry time" in the matter of funds wherewith to do regular business and discount his bills. There are limits to all capitals: and in handling his credits the grocer is an exceptional man who does not extend all the "accommodation" that this traffic will bear. It's another instance indicative of how the "accommodating" spirit will get away with us.

We all have some "good customers" to whom we extend unusual privileges in the matter of carrying their accounts. After a time these get to be many instead of few; and, if we are not circumspect in our ways, we all reach a time when we are unable to turn around for lack of funds held beyond proper time by customers whom we "hate to offend" by even making the suggestion that they should pay up their accounts. Many often say we do not trust a man beyond the thirty-day limit, and we say it honestly, really believing that we don't; but an analytical examination of our accounts, name for name, and a careful scrutiny of the time each has run not only this particular month, but during other months, will, I think, bring almost any of us to the realization that we don't live up to any proper rules in these matters.

## The Cause of Many Failures.

There have been many failures which have resulted from the want of such proper handling of the working capital as would enable the owner of the business to command sufficient ready money to go around among his creditors at the time for prompt payment. Many a concern, with hundreds of thousands of money in its business, and nothing seemingly abnormal in the circumstances, has gone under for lack of three or four thousand dollars of ready money at a certain crisis, and a grocer who does business with a capital of even twenty thousand dollars must be careful of his collection or he'll get into trouble some time.

He must be careful of his collections, not only when he needs the money, but at all times, for customers will soon take advantage of any laxity on the part of the merchant in this direction. Then, when the merchant really does need funds, he can't draw on his trade at will.

## Ran Against a Dry Spell.

Some time ago I struck one of those dry spells and struck it hard. I had an unusually large stock, futures and purchases in the regular way, all coming together as things often will come, and

was short of ready money wherewith to discount bills. I also had more out on accounts than I had ever had up to that time. I looked, therefore, to the resource of making collections for funds. It was about the beginning of the month and I anticipated a pretty flow of "coin" my way as soon as bills should be rendered. Somehow or other—we all know how it is—the funds did not materialize. I looked over the bills as the middle of the month drew near and noted one after another from A to Z whose accounts should be paid but were not.

When I got through with one inspection and found no accounts to speak of which were not what we would consider "good", but so many unpaid, I went back over them again for a closer analysis. I found that, taking only the big ones, those amounting to \$60 and over, I had upwards of two thousand dollars of past due stuff right there in the shape of bills which should be in my till in cash by that time. Two thousand dollars would have come in pretty handy right then and I continued my analysis, with some interesting experience in the effort to collect what money I really needed.

## Account Went Up to \$260.

First was a professional man. His account was, and still is, one of the best accounts a man could wish for from some standpoints. His family is large; they live well; they eat a lot of fine goods; they never fuss about the cost of anything. I figure that the margin on that account is bigger than on any other I have. But, at this time it had run over three months and the total was some \$260. I pulled out that account feeling certain that, if asked for a substantial payment on it, I'd get it.

Well, I didn't. When I went to him saying I was a little pinched and needed money, he said he would have been in already, knowing from his monthly statement how much his account was, but he had no money and could not say just when he'd get it. "No," he said, "I have paid you a good deal of money in the past two years and expect to keep right on trading with you; but I cannot be dunned. I'll pay always whenever I can, and always want to keep paid up; but you must not come and ask for payment." That kind of reasoning I did not think quite sound; but I wanted the account more than I even wanted the money; so I took the medicine. Nor have I ever regretted it. The bill goes on today; sometimes bigger and slower, sometimes with prompt payments; but it's strictly a "good" account from all sides

For pressing needs, however, at that time it was really no sort of an asset.

## Lost a Doubtful Customer.

Next was an insurance man, a man doing a big business, but not so well known as the one before, and one in whom I did not have nearly the confidence. His bill was nearly the ninety-day limit and footed nearly \$90. I concluded that I'd rather not have his account than to have it run beyond the thirty-day time. I went to see him and asked him how were the funds. He said pretty thin just then, but he'd pay in full first of next month.

He explained, what I was sure was the case, that many of his notes had not come in as expected and that the total thereof was something like \$12,000. A little time after I saw him, promptly on the first of the month, his check came in in full payment. I got no more orders from his family and I have not yet looked him up. Fact is, I don't want any bills that are not pretty secure, and I have my doubts about him.

## Had to Pay for his House.

Another bill was for \$185. This I took out and found, as the man frankly told me, was past due because he had made too large a payment on his home with money which should have been paid his grocer. There was nothing to do but wait. Meantime, the bill was no resource. Eventually it was paid in full; but it continues now with the strict understanding, made in set terms, that it is to be paid first thing every month. Should there be the delay of five days, I'd be after it.

The next amount was for \$135—three months running. That man said at once that I was right to go after him; promised payment and in three days gave me \$100.

## Always a Month Behind.

Then came another \$92 account—three months. This account has a peculiar character. The man pays regularly and early in the month, but always one month in arrears. In carrying his account I have to figure that I invest about \$30 as a solid investment, not to be realized upon unless he takes his trade elsewhere. I always thought it worth the investment, so have carried it for four or five years. I thought this a good opportunity to get in a little delicate "prod", so I wrote in about these terms.

"Dear Sir: Not for over two years have I sent you a second statement in one month; and nothing but the pressure of unusual obligations which

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must be met in two days from now would induce me to send this one now. I trust you will understand—as I believe you will.”

He telephoned me that afternoon, saying that my note had just reached him and that I'd certainly have the money. Two days after I got his check for \$31.55, the amount for the first of the three months for which \$92 was the total. "Bound to have it his own way, in spite of everything," I said to myself. And I concluded that he was not a man to count on in an emergency.

Two others came along—bills running thirty or forty dollars in the month. Generally they can be counted on for the first day or two in the month. When there's any variation on the one it's an oversight. The other nearly always asks permission to let the bill stand for another month and then pays up with the utmost promptness. Both are jewels—steady, reliable, responsible, prompt. They are the salt of the earth in the way of grocer's bills.

**May Do Some Weeding.**

I am seriously thinking that some of these days I'll weed out all of those who do not pay the same attention to my bills that they would accord to a note

at the bank. I believe I shall be better off even without my pet who runs up to two or three hundred with big profits. I intend to look into this at greater length next week.

**Requested Two Needles to Pay for the Big Egg**

The following yarn was recently picked up by a traveler who deemed it worth while circulating to illustrate the limit to which some people will go in requesting service:

"A young grocer once started in business and in order to draw trade treated all his customers who liked a "horn" to a glass of liquor, which he also carried in stock.

"One day a customer came in and asked for a darning needle, and handed over an egg in payment. Standing round for some time he hinted to the merchant that he understood he treated his customers when they came to his store.

"Pretending to have overlooked the matter, the merchant at once made an apology and handed him a glass of whisky. Looking at it the customer remarked that he always liked an egg in

his whisky and a little sugar. The merchant at once supplied the sugar and broke the same egg he received for the needle and put it in the glass. It happened to be a double-yolked egg. This the customer mixed well and presumably thoroughly enjoyed it. Standing round again as if waiting for something more, he said that he did not think the deal was quite fair. The egg was a double-yolked one and he thought he was entitled to another needle.

**WHEN TEA REACHES AMERICA.**

Formosa and India teas reach America during August. Japans reach here during July and August. Gunpowders reach here during August and September, Oolong during September and October, while Ceylons are forwarded during the entire year, production there being continuous the year around.

As the new teas arrive, the chops that are left over from previous shipment would naturally under normal conditions react in price. The first arrivals of new teas should bring full values, but later on prices might react slightly as demand lessens. This year, however, there is every indication of higher prices, for the reason that many low-grade teas have been rejected and shippers are hesitating, therefore, to send forward shipments concerning which there might be question.



**A Bright Looking Store Interior.**

This is an interior view of one section of R. L. Waugh's grocery store in Winnipeg. A close scrutiny of the photo-

graph shows among the store fixtures and appliances a cash register, receptacles for spices, coffees, nuts, etc.,

meat slicer, coffer grinder, refrigerator, attractive rest-chairs, a cabinet and counter especially for meats and provisions and neat looking light fixtures.

## A Merchant's Creditors Well Protected

**New Law in Quebec Province Says That a Purchase of a Stock-in-Trade in Bulk Where The Seller has Creditors, Becomes Annulled Unless Purchaser Has Secured Affidavit—Not Necessary Now for Creditor to Prove "Intent to Defraud" on Part of Purchaser of Stock.**

Montreal, Jan. 19.—A new law has just come into effect in Quebec province respecting the disposal by a merchant of a stock-in-trade until his liabilities to his creditors for the unpaid portion of his stock had been satisfactorily taken care of. It is known as "The New Quebec Bulk Sales Act."

It was introduced into the Quebec legislature by men who claimed there were too many traders with dishonest purposes in view. These traders sometimes dispose of their stock in bulk to intending and apparent bona fide purchasers before the former's liabilities have been satisfactorily settled.

By a "bulk sale" is meant any sale or transfer of a stock in trade or of merchandise, including transfers of license, certificates for the sale of intoxicating liquor, made, directly or indirectly, outside the ordinary course of the seller's business, whether the sale or transfer comprises the whole or nearly the whole of such stock in trade or merchandise or whether it relates only to an interest in the affairs or business of the seller.

### Buyer Must Get Affidavit.

The New Bulk Sales Act says that any person who, directly or indirectly, buys in bulk a stock in trade or merchandise, shall, before paying the purchase price in cash or on time, obtain from the seller or his agent, an affidavit containing the names and addresses of the persons who have sold him the stock and who have not been paid, and the amounts due or to become due to each of such persons as the price or part of the price.

The affidavit mentioned in this article shall, so far as possible, be in the form of the schedule annexed to this chapter, and the seller, or, if the seller is a company or a partnership, the president, the secretary or the manager thereof, shall be bound to make the same.

### Creditors Must be Paid.

Every sale made in contravention of the above if the buyer has not paid the price of the effects or merchandise to the bona fide creditors of the seller, mentioned in the affidavit referred to shall, as regards every such creditor, be null until such creditor is paid or settled with.

The sale, shall nevertheless be valid if the buyer, after having paid his seller, pays the amount of the purchase price to the bona fide creditors of his seller; and in such case he may recover from the latter the amount so paid.

The buyer, after having received the affidavit shall pay to the creditors mentioned in it, out of the purchase price, rateably and in accordance with the contracts between them and the seller, the money which is due them.

The foregoing does not apply:

(a) To sellers whose creditors have renounced the right to take advantage thereof;

(b) To the executors, administrators, liquidators, curators for the benefit of creditors, or other public officers acting under the authority of the courts.

But it shall apply to persons who are commonly known to buy and sell effects which are usually dealt with in commercial transactions, to commission merchants and in manufacturers.

### Seller's Affidavit.

The following is a copy of the affidavit which must be given by the seller:

I, \_\_\_\_\_ of \_\_\_\_\_, in the Province of Quebec, seller (or agent of the seller), being duly sworn depose and say:

That I have sold (or agreed to sell, or in the case of a company or a partnership that the \_\_\_\_\_ company or the firm of \_\_\_\_\_ has sold or agreed to sell my (or its) stock in trade or merchandise situate at \_\_\_\_\_ for the sum of \$ \_\_\_\_\_;

That the following names and addresses, are the names and addresses of all my creditors (or of all the creditors of the company or firm) who have supplied me (or it) with the effects or merchandise or any part thereof which I have sold or agreed to sell (or which the company or firm has sold or agreed to sell) and that the amounts opposite their names are the amounts which are due to them or which are still to become due.

Names and surnames	Addresses.	Amounts due	Amounts to become due

That I have not (or that the company or firm has not) any other creditors than those hereinbefore mentioned, so far as the said effects or merchandise or any part thereof, are concerned.

Sworn before me)  
at \_\_\_\_\_, this day \_\_\_\_\_ >  
of \_\_\_\_\_, 19 \_\_\_\_\_ )

### Creditors Well Protected.

It will be observed from the foregoing synopsis of the act that it does away with the necessity of having to prove intent to defraud on the part of a purchaser as has been necessary in the past when a defrauded creditor

wished to have a sale of stock-in-trade in bulk annulled as any sale made under this law becomes automatically annulled in the absence of the affidavit.

Similar laws to this have been in effect in British Columbia since 1908 and in Manitoba since 1909.

## How the Grocer Loses by Cutting the Prices of Eggs

Vancouver, B. C., Jan. 19.—"Co-operative Methods in Marketing Poultry Products" was the subject of an address at the convention of the B. C. Poultry Association held recently, W. H. Hayward, M.P.P., being the speaker. It was from the standpoint of the producer, and advocated a central egg station in British Columbia, with different districts. It was stated that in the winter producers sold eggs for about 50 cents a dozen, while grocers got 75 cents. It was brought out that grocers in trying to steal marches on one another cut prices and the farmer had to take what he could get.

This statement of cutting prices is not without foundation, and when this is done the grocer handles the eggs almost for nothing. At the best he gets say ten cents on the dozen at 75 cents, and sometimes not that. If he cuts the price, he makes say five cents, which gives a losing percentage.

The famous Rugby school of England, where the rugby football originated, was founded by a grocer, as were several other notable schools in that country.

### A BUSINESS MAN'S AGENCY

Vancouver, B. C., Jan. 19.—W. J. C. Hunter, formerly secretary of the Vancouver Retail Grocers' Association, and later in the wholesale and commission business here, has organized a Business Man's Agency, which has its good features. The object is to protect the business man against fake advertising schemes, etc. The proposal is that a merchant pay \$1 a month to belong to the agency, and a certificate of membership is given him. The agency will investigate all advertising schemes, and when a solicitor comes into the store, he may be asked if he is endorsed by the agency. Where a similar agency is in operation, in nine cases out of ten that is the last heard of it. It promises to be a saver of both time and money to the dealer.

Grocers are particularly the victims of these schemes, which in many cases are frauds, pure and simple.

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## A System for the Handling of Drafts

This is Necessary Because These Pieces of Paper Unnaturally Often Cause Unfriendly Relations Between Retailer and Wholesaler—A Method to Prevent Overdrafts at the Bank—Some Cases of Carelessness.

By W. J. Bryans.

There is nothing that works up unfriendly feelings between wholesalers and retailers more than the careless handling of drafts by merchants. How often has the wholesaler's temper been sorely tried by the return of his drafts without any statement of the reason for such action! It is no wonder that the wholesaler becomes riled sometimes and sends a letter to the retailer that at once stirs up unfriendly relations between the two. Not that the merchant who returns a draft in this manner is trying to keep the money from the wholesaler; but in most cases, the merchant having no system, finds that the amount of the draft does not agree with his invoices and at once returns the draft without any statement and leaves it to the wholesale man to wonder what is wrong.

### A Slow Process.

A wholesaler relates one case where a draft was returned without any statement. He waited several days and getting no word from the retailer, sent a letter inquiring why the draft was returned. Several days afterwards the retailer replied saying he had returned the draft because the amount was wrong, but gave no further information.

Another letter was despatched to the retailer asking in what particular it was wrong. In due course of time a letter was received stating that the draft was ten dollars more than his invoices called

for. After a great deal of time it was found that the retailer had lost one of his invoices, thus causing the difference.

In many cases, the merchant simply marks on the draft "writing" when there is a mistake, which he sometimes neglects to do until he has received an inquiry from the wholesaler.

Of course, the retailer has his side of the question also and wholesalers are often in the fault; but, there there is no doubt that many dealers, up-to-date in other methods have allowed this branch of the business to run along without any system, while by spending a short time at the work, the majority of them could devise a method which would save time in the handling of drafts, would create a better feeling between the wholesaler and retailer and would eventually save money for the merchant.

### One Man's System Explained.

A merchant in a town of 2,000 population tells of the method he employs in handling his invoices and drafts:—"When invoices are received they are placed in the invoice box until the goods arrive when each portion of the invoice is thoroughly checked off to see that it is correct. The bookkeeper then goes over the invoice to see that there are no mistake in addition, etc., and if there should be any mistake in the quantity of goods or amount of invoice, the wholesaler is promptly notified. The amount

is then entered in the invoice book and the terms set opposite.

"When the statement arrives, the items have only to be checked and added, and if the time on the draft is correct, it is ready to accept. If there should be any mistakes in the draft, particulars are carefully noted on the back and it is then returned.

"I used to waste a lot of time in trying to look after my drafts until I started this system," said the merchant, "but now I can fix up my drafts in a few minutes each day."

### How to Prevent Overdraft.

Another merchant tells of his mode of procedure after he has accepted the draft. He first enters how he has disposed of it in the invoice book. He also has an Accepted Drafts and Bank Account" book. In the Accepted Draft section he enters the drafts with amount and date due. On the date on which they fall due he charges them up in his bank account. By this method he is able to tell exactly each day how much money he has in the bank as well as the date on which each draft falls due.

His Accepted Drafts and Bank Account book is shown below. He has accepted drafts due on Feb. 2, Feb. 4 and Feb. 7. These are noted in their proper place with amounts. Then in the bank account we find the balance brought over is \$900. On Feb. 2 he deposits \$200. Then the draft due on Feb. 2nd is charged up and he finds at the end of the day that he has \$1,000 in the bank. When each draft is charged up, a note of the fact is made in the column for that purpose. In this manner he can tell just where he is at any day of the month.

It is just such methods as these introduced into the several branches of the retail business that saves a great deal of time and trouble.

FEBRUARY							
Drafts Accepted				Bank Account			
Date Due	Company	Amt.	Charge Col.	Date	Company	Amt. Charged	Dep. Col. Balance
2	Fruit & Co	\$100	Chg. Feb. 2	1	Bal. in Bank		\$ 900
4	Wholesaler & Co	\$200	- Feb. 4	2	Deposited	\$200	\$ 1100
7	Due & Co	\$150	- Feb. 7	2	Fruit & Co	\$100	\$ 1000
				4	Wholesaler & Co	\$200	\$ 800
				7	Due & Co	\$150	\$ 650

A System Whereby General Merchant Keeps Track of his Drafts and Bank Account.



## Booklet Issued to Tell About the Stock

**Vancouver Dealer Carries Many High Class Lines on Which Good Profits are Made—These are Named in the Pamphlet Which Was Sent Out to Customers and Prospectives—Have Special Delivery Hours.**

Vancouver, B.C., Jan. 19.—A neat little device for calling the customer's attention to the holiday goods in stock, and thereby increasing the Christmas trade, was used this year by Henderson's, Pure Food Purveyors, Pender & Nicola Street.

It was in the shape of a handy, attractive booklet, betokening a quality store and quality goods, even before it is read. In dimensions it measured 6 x 4½ inches, a special ripple finish cover paper being used on the outside, and a high quality paper for the reading matter pages.

The announcement on the front cover enclosed in a dignified border, simply called attention to the fact that the book was the Xmas list for 1910; that it referred to Henderson's goods, and that the address and telephone numbers were so and so.

A brief introductory paragraph on the first page read as follows:

Dear Madam:—

The festive season is with us and we take pleasure in submitting to you this list of some of the goods we have in stock for the Xmas trade.

This is followed up by lists of goods carried, each page being enclosed in a straight rule panel.

The following represents a page from the book, reduced from 3 inches wide:

**SPECIAL PASTRY ORDERS.**

If you require anything special in pastry, we can make it.

**TABLE RAISINS.**

Finest Muscatel Raisins in Clusters, from 20 cents to 40 cents.

**SPECIAL.**

3-lb. boxes finest clusters, \$1.00 per box.

**CRYSTALIZED FRUIT.**

Assorted Fruits in Wooden Boxes. Ginger, Cherries, Pineapple. Carlsbad Plums (small boxes).

**PRESERVED FRUITS.**

Figs in Small boxes  
Ginger in Jars  
Figs in Syrup  
Macedoine of Fruits in Jelly (glass moulds)  
Chinois (Mixed China Oranges) in Syrup  
Young Stem Ginger in Syrup  
Peaches (Sliced) in Syrup  
Apricots (Sliced) in Syrup  
Cherries in Marasquin  
Cherries in Brandy  
Morella Cherries  
Del-Monte California Fruits,  
Bar-Le-Duke Jelly,  
Red and White Currants  
Strawberries  
French Plums in Glass

Ten pages in all are utilized in pres-

enting the entire list. The eleventh contains several notices in which are mentioned the various times for delivery. These are 9 and 11 o'clock a.m., and 2.30 and 5 o'clock p.m., and on Saturday nights late deliveries leave at 8 o'clock.

**Instructive Talks Advisable.**

In most cases throughout the pamphlets the names only of the goods handled are given. In a few cases something interesting is told, and possibly had this been carried to a greater extent more interest might have been aroused. In mentioning Xmas cakes, the following little talk illustrates what is generally conceded to be good advertising: "We

## Tried Cash Business but Discontinued It

**St. Thomas Dealer Prefers A Credit and Cash Trade to Cash Alone—His Reasons for Doing So—Makes a Specialty in Coffee and Has Customers who Purchase Nothing Else — Expense of Doing Business and Turnover.**

St. Thomas, Ont., Jan. 19.—A credit and cash business, and it carefully watched, is considered by Reeks & Co., Talbot St., St. Thomas, to be the ideal method.

"I tried the cash business for two years one time," remarked Mr. Reeks, "but for various reasons gave it up. That was about 5 years ago.

"In selling for cash only I found it necessary to sell cheaper than my competitors to get the trade and hence the profits did not amount to what they would have under the credit system. Again because customers had to pay cash they were more particular about keeping down purchases within certain limits and so I did not sell nearly as many goods.

"Another reason is that many people—in fact the best class—will not purchase goods from a cheap store. They prefer rather to pay a little more to be absolutely sure of quality and to be able to say that they are dealing at a high class store; and these are the people who buy the higher priced goods which yield good profits and who purchase the most goods also. The poorer class of customer doesn't want expensive goods and therefore by selling for cash one is not always able to gain a high reputation for superior quality."

At the present time he sells at 30 days and watches closely all customers and accounts and by doing this he loses, he claims, but a small percentage of outstanding.

**A Seller of Satisfaction.**

A dealer to increase his selling power, in Mr. Reeks' estimation, must sell satisfaction and he must give the proper kind of service, and, he added, "he must get his profits no matter what amount of consumer advertising is done on goods." He aims to sell quality goods which bear a fair profit and these are the goods he displays prominently, and talks up to his customers.

will have a nice assortment of cakes, plain and iced. Only the best material used in their manufacture. We know they will give you satisfaction."

**Some of the Lines Carried.**

A perusal of the book shows that Henderson's carry many high class and out-of-the-ordinary lines. Some of these are: Demerara and Castor sugar; blanched and ground almonds; candied carraways; wintergreen berries; all fancy lines of biscuits, including cheese flake, nursery rhymes, kindergarten, etc., plum puddings; Scotch oat cakes; all kinds of olives; French vegetables in glass; anchovies and herring in oil; sliced salmon in oil; sardines in glass; all kinds of cheese; cream of rice, cream of barley and potato flour; grape fruit marmalade, tangerine, green fig, ginger and pineapple marmalade; meats in glass; soups in glass; mushrooms, etc.

Henderson's claim that it is on these high class goods of quality that the best profits are made, and they therefore get behind them with a good will.

One of his methods of getting new customers is by specializing on coffee. He has studied coffee and the trade pretty thoroughly and by stocking brands which he knows sufficiently to recommend to his customers he has been able to work up a large trade in that line.

"I have customers who purchase nothing else but coffee from me simply because they know I understand it fairly well and can sell them coffee that they will like."

"No doubt you eventually get some of those coffee customers to deal regularly with you?" was suggested to him and his modest smile intimated that his thoughts were read.

**Increase in Expense.**

Mr. Reeks believes that operating expenses have gone up rather rapidly during the past 10 years. One of the chief causes of this was the advance in delivery expenses, and in the giving of better service. Horses were dearer and so were vehicles and repairs, and wages had gone up. He figured that it cost him 10 per cent. to do business in St. Thomas and he worked to obtain a 20 per cent.

**A DEAF AND BLIND GROCER.**

W. A. Ratcliffe, a Brantford, Ont., grocer is both deaf and blind. Nevertheless that does not hinder him from daily attending to his business with which he is fully acquainted and for which he does all the buying. In purchasing teas, coffee, etc., he follows the sense of smell and in other goods he goes by the touch.

He has two assistants one of whom communicates all statements addressed to him by holding his hand and talking to him on his fingers. He has been in the grocery business for 16 years.

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## Thinks Profits on Staples Might be Better

**A Dealer's Views on the Cutting of Prices and the Three-for-a-Quarter System—He Maintains That Unity Will Cure Many of the Ills of the Trade.**

By A. H. Harvey.

Does the retail grocer secure sufficient profit from staples?

Here is one answer to this question as viewed by a retailer: "The great difficulty in the grocery trade arises from the fact that the heavy selling staple lines like sugar, etc. are sold without adequate profit and the retailer has to get a heavy profit on other lines to make up for it."

Grocers know that in handling many articles they are really transacting business under a slight loss rather than a profit. But they were bound down to a suicidal price dictated by some cutter and blindly or possibly necessarily followed by the rest of the trade, whereas there was an opportunity of a good profit if there had been concerted determination not to work for nothing. For this reason it may be safely said that these small profit articles have proved unsatisfactory in the store and yet, as before mentioned, the opportunity for a good profit was not wanting.

Butter and eggs present a different consideration. The retailer has more latitude in his buying and, therefore, his profit possibilities are not so narrowly confined. Similarly with apples, potatoes and other fruits and vegetables, he is in a better position to obtain a decent profit.

### The Profits on Staples.

However, a retailer discussing this question declared that the profit from staples considered collectively was not as large as it ought to be and while he tried to get away and keep away from the beaten track of price-cutters, still there was a limit even to this and in many lines he did not get the profit that he might.

Hence, with staples not returning as much as was expected of them he turned to proprietary articles for a profit that would fairly balance his accounts. Here, again there was a certain amount of price-cutting. Profits were diminished by such methods as selling "three-for-a-quarter" when they should be "ten cents straight." Of course, price cutting need not be followed in every case, but there are some articles which if cut by one store practically enforces cutting by the others.

### Unity is Advised.

It is not the intention to dwell on how these evils—as they are generally termed—can be removed. One thing

are given here pointed out that the protected selling price plan had a certain remedial influence that should appeal to the average grocer and enlist his support in an effort to enlarge the field already covered.

Of course this is only one of the trade's views, but it is significant that the method by which he formed his opinion seems to possess at least a surface logic as far as it applies to the average or smaller grocer.

## Schedule of Tares to Find Net Weight

**When Goods are Purchased Gross Weight This Dealer Has Time Saving Convenience To Arrive at Selling Price—Says He Can Only Sell 98 Pounds Sugar From a 100 Pound Bag—Wholesalers Now Charge Up Weight of Goods When They Leave Their Warehouses and Not Original Weight.**

Winnipeg, Jan. 19.—A local dealer has a schedule of tares which he allows on all goods which are bought gross weight. In speaking on the subject he said: "All jobbers have not adopted the practice of selling net weights. When goods are bought net weight, the actual cost is manifest but in cases where goods are bought gross for net weight, I find it necessary to have some schedule whereby I can arrive at the actual cost to me. Now, for instance I find that in both granulated and yellow sugar, while I am charged for 100 lbs., I really only get 99 lbs. of sugar, as the inside and outside bags weigh about one pound.

"In beans, rice, onions and other articles, I find the same thing to occur, so in order to ascertain the actual cost, I find it necessary to have this rate of tares. Of course in weighing sugar, I allow another pound for the weighing

process, as I find that on an average I can get only 98 lbs. out of a cwt. bag.

### Wholesalers Have Made Change.

"Some wholesale houses used to charge the original weight of many dried fruits, with the result that on account of shrinkage, the merchant paid for more than he received but lately I believe they charge the weight when the goods leave the wholesale house. In cases where they include the weight of the container, it has to be deducted to find actual weight—as in figs I allow 3 per cent. for tare. When wholesale houses charge for net weight only, it is not necessary to deduct tares. I find that the weight of the container, the freight and the amount that has to be allowed for weighing, makes quite a difference over invoice price."

The following is the schedule of tares:—

Lima beans .....	1/2 pound per bag
Beans in 160-pound bags .....	1 " "
Beans in 100-pound bags .....	1 " "
Corn meal in 100-pound cotton bags .....	1 " "
Graham meal in 100-pound bags .....	1/2 " "
Rye meal in 100-pound bags .....	1 " "
Granulated Sugar in 100-pound bags .....	1 " "
Yellow or brown sugar in 100-pound bags .....	1 " "
Coffee (roasted) in 50-pound bags .....	1 " "
Coffee (roasted) in 100-pound bags .....	1 " "
Potatoes in 2-bushel bags .....	1 1/2 " "
Onions in 2-bushel bags .....	1 " "
California dried fruit in burlap bags .....	1 " "
California dried fruits in cotton bags .....	1/2 " "
Persian dates in boxes of 60 lbs. ....	8 " per box
Fard dates in boxes of about 56 lbs. ....	7 " per box
Fard dates in full cases of nine 12-lb. boxes ..	28 " case
Fard dates in single 12-lb. boxes .....	1 " box
Layers figs in original crates .....	Actual tare on crate and 12 per cent. ta
Citron in drums .....	2 1/2 lbs. per drum
Figs in 28 lb. bags .....	3 per cent.
Figs in 56 lb. bags .....	3 per cent.
Sultana raisins in 28 lb. boxes .....	10 per cent.
Brazil nuts .....	3 pounds per bag
Filberts in bags of 220 lbs. ....	3 " "
Almonds .....	2 " "
Walnuts .....	2 " "
Shelled almonds in bags of about 220 lbs .....	3 " "
Peanuts, green .....	1 " "
Peanuts, shelled .....	1 " "
Lentils in bags of about 100 lbs. ....	1/2 " "
Tapioca .....	2 " "
Savo .....	2 " "
Green peas, dried .....	1 " "
Split peas, 60-pound bags .....	1/2 " "
Imported rice in 100-pound bags .....	1 " "
Imported rice in 200-pound bags .....	2 " "



The Canadian Grocer

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OFFICES

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MONTREAL	Rooms 701-705, Eastern Town- ship Bank Building Telephone Main 1255
TORONTO	143-149 University Ave. Telephone, 7324 Main
WINNIPEG	511 Union Bank Building Telephone 3725
VANCOUVER, B.C.	H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B.	W. E. Hopper
UNITED STATES—	
NEW YORK	R. B. Huettig 115 Broadway, New York, N.Y. Telephone Central 12966
GREAT BRITAIN—	
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INCIDENTS IN COLLECTING.

Have you ever been cornered for want of ready money to meet your drafts? In such cases what do you do?

If you have ever experienced such a temporary stringency, you will be intensely interested in this week's article by Henry Johnson, Jr., on the collecting of accounts. He tells some of his own experiences in a manner which will probably recall similar incidents of the business lives of every dealer.

Mr. Johnson's article should therefore be carefully read. Besides depicting actual circumstances in collecting, it suggests means of going about this work which will prove of advantage to everyone.

STANDARD WEIGHTS FOR POTATOES.

A bill has passed the committee stage in the House of Commons, Ottawa, to establish a standard for a barrel of potatoes.

The bill provides that if potatoes are sold and handled by the barrel the standard shall be 160 pounds. There is no standard barrel existing to-day. There is a standard for a bushel and in Quebec a standard for a bag, but in the Maritime Provinces potatoes are sold nearly altogether by the barrel.

In some localities there, according to the father of the bill, farmers are asked to furnish 160 pounds, in others 165 pounds and in western New Brunswick 180 pounds to the barrel. Custom practically compels the farmer to deliver 180 pounds to the merchant. The bill will come up in the House for final decision.

There are many retailers in Canada who would like to see a standard bag for potatoes. At the present time it is general to consider that a bag should

hold 90 pounds and police court cases are frequent in which the municipal authorities of towns and cities prosecute farmers for selling a bag under that amount.

That a 90 pound bag is too heavy and therefore inconvenient, is also a contention that is growing. A standard bag of 75 pounds is probably the one desired by the majority of those in favor of a standard, and at its last meeting the Toronto Retail Grocers' Association decided to petition the proper authorities to urge the passing of a bill bringing this about.

The opinions of retail dealers on this question would be interesting.

ADVANCE IN BULK PICKLES.

The attention of the retail trade is called to the recent sharp advance in bulk pickles of about 1 cent per pound or 10 cents per gallon. This occurred during the week.

Every effect of this character has a cause, and in this case the advance is due to shortage of supplies. The year 1910 was a poor one in both Canada and the United States for vegetables on account of the drought about which everyone knows. This occurred during the growing season for cucumbers, onions and cauliflower with the result that the crop was much poorer last year than in 1909, which itself was an unproductive season.

Manufacturers claim they cannot get vegetables anywhere and that their stations out through the country are empty. It is from these stations that the manufacturers recuperate their stocks for manufacturing purposes from time to time. Cucumbers they say have increased in cost 100 per cent. during the past season.

Therefore on account of the small vegetable production last year and the increased demand, the prices of bulk pickles have advanced with not much probability of any decline.

CAPITALISING A HANDICAP.

Since the Inspector of Weights and Measures of Toronto has seen fit to accuse grocers of giving light weight and using false bottoms in measures, housewives will be inclined to pay more attention to the goods they purchase.

Now, therefore, is the time for honest dealers to forcibly point out to their customers the reliability of their scales. Advertise the fact in your daily newspaper from time to time; place stickers on all parcels leaving the store bearing the words, "We Give Honest Weight;" whenever an opportunity arises explain it to the store patrons and place it in the circulars.

The inspector also advised housewives to personally visit the grocery stores

instead of using the telephone. This is something else that honest dealers will appreciate. They know that women will purchase much more readily in the store than over the telephone because in the store there is in addition to the dealer's personality, persuasiveness and suggestions, the power of display in the windows, on the counters and on the shelves which should further attract trade.

It is easy for the honest dealer to make capital out of many supposed handicaps of this character. He should watch carefully the trend of the public mind and if he does this he can frequently make the criticisms of others turn business his way which to the majority would seem to be disadvantageous to him.

A SUGGESTION.

A suggestion which deserves careful consideration has been made to organize clubs in the large centres of Canada for members of the grocery trade alone.

A club room centrally located could be easily maintained where retailers, wholesalers and manufacturers could frequent and talk over trade conditions. Whenever a retailer or wholesaler from an outside place comes to one of these cities he would have somewhere to go where he could get luncheon, feel at home and be amongst friends whose interests were common with his own.

The suggestion was made that these clubs be established in say Halifax, St. John, Montreal, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. The fee could be arranged when an idea of the number of members for each club would be obtained. This fee would only need to be a nominal one for members, say a dollar a month.

Views of the trade on this suggestion would be appreciated.

STOCK HELD TOO LONG.

General merchants throughout the country districts should look carefully to their stock and interior display.

A story is told by a traveler who recently visited a general store in Ontario where he noticed that a piece of calico on a table had actually been worn through by the friction of passing customers. It had been there for a long time and certainly was not conducive to a good opinion of the goods carried and it was representative of a back number in the general store business.

Stocks of any character should not be allowed to spoil beyond its power to attract some purchaser; when it does there results a total loss. Carelessness begets carelessness and eventually leads to failure.



MARKET GARDENERS SELLING TO CONSUMERS

Editorial in Toronto Globe Suggests that the Dealer be Eliminated in the Process of Distribution--Reasons Why the Market Gardener Does Not Find this Practical --Trade Always Follows the Lines of Least Resistance.

In the course of an editorial on the proposal to establish more market gardens in the vicinity of Toronto; on market fees, and on the cost of living, the Globe, of that city, says:

"If the market gardeners were free to go where they please throughout the city, make their own contracts with householders, and deliver fresh vegetables and small fruits to the consumers there would be a fair prospect of accomplishing much good by not merely reducing the cost, but also improving the quality of perishable garden produce. It might be worth the householder's while to give his own attention and to direct the Aldermanic candidates' attention to the matter on the eve of municipal elections from year to year."

This illustrates how even large dailies who are supposed to know better, in their anxiety to cater to the masses make pretty statements in theory which when put into operation are not at all practical.

As a matter of fact market gardeners are free to do this very thing; they are free to make all the contracts they care to and undoubtedly every one of them in the vicinity of Toronto has tried this plan of campaign.

But how does it work out? The market gardeners find it unprofitable. They go from house to house, waste time and therefore money in dickering with every Tom, Dick and Harry; they open numerous new accounts and many of them small and lose money on accounts of dead-beats of which there is always a superabundant crop in every city. There is also the additional cost in the maintenance of vehicles, for a wagon that has traveled ten miles is five nearer collapse than if it had gone five; the market gardener too, has plenty to do at home every day in attending to his garden and cannot afford to peddle goods all day long. Should he employ assistants, he must always look forward to inferior service, and frequently count upon thefts.

The natural course then to pursue is to sell to the dealer. By doing this he is practically certain of his money; he covers less ground, does business with a few and has time to look after his garden duties. He has found by actual ex-

perience that trading direct with the dealer is the more profitable and economic method. That is the method he, of his own free will, desires to pursue.

Occasionally, of course, market gardeners will sell over the head of the dealer to the consumer, because they may in such cases obtain a little more profit. Who will say that the dealer is not then justified in saying: "Well if you sell goods to some of my customers, I refuse to buy from you; you must sell entirely through me or I cut you off?"

The Globe may depend upon it that the market gardeners have discovered the most economic method of disposing of their goods that is open to them. If selling direct from house to house were more profitable, time and labor considered, that would be the system used.

The currents of trade presenting the least resistance are those that are breasted.

Every character student knows the fickleness of human nature. No two housewives are alike in their purchasing; one of ten may desire to have the market gardener call with her vegetables while the other nine would become wrathful over such presumption and waste of time necessitated. They want to purchase at their leisure from their dealers and not at any time during the day or night from a peddler, whenever the latter sees fit to call. It would not be practical either for the housewife to purchase always from the market gardener. At certain times she must have the service of the dealer, and would The Globe or any other paper say she should not be allowed to have it?

The points are these: The consumer in some cases, in fact in most cases, wants the service and convenience of her grocer, and therefore if the dealer goes to the worry, risk and expense of supplying this he is entirely justified in his contention that he ought to have all the business so far as the gardener who supplies him is concerned; the market gardener has discovered long ago that by placing the bulk of his goods through the dealer he is following the currents

FAVORS DAYLIGHT SAVING BILL.

Editor Canadian Grocer. — Enclosed find P.O. order for \$2.

The people of Central Alberta will hail with joy the passing of the Daylight Savings Bill.

J. M. PETERKIN

Wetaskiwin, Alta.

of least resistance, and in accepting the dealer as his best aid in marketing his products he has no right to sell goods over that dealer's head.

Theory is all right in its place but it's the cold, hard, practical operation of it that counts.

SELLING AT LESS THAN COST.

Retailers in San Francisco are jubilant over the failure of the Universal Grocery Stores there. These stores have been advertising well-known staple articles at less than cost and have had some difficulty in procuring goods as all jobbers would not supply them. While in business they were the means of causing other dealers in the vicinities in which their three stores were located to sell goods at a loss.

Sometimes in such cases the men who fail are allowed to repurchase the stock and fixtures and sell out at even greater cuts than before, resulting in still greater injury to the dealers who carry on their business on a sound basis and who pay the wholesaler 100 cents on the dollar.

The latter class are naturally incensed at such methods because they

TO MERCHANTS AND CLERKS.

The Canadian Grocer invites its readers to write this paper about any merchandising topic. Such communications are acceptable at all times, whether they consist of opinions on trade problems or whether questions are asked. Good photographs of good windows dressed by retail merchants or their clerks, and which are their own ideas, are solicited at all times, as well as good photographs of bright, well-arranged store interiors. Photographs should be such that when reproduced, they show up well the details of a window or interior display.

have a tendency to undermine the legitimate foundations in the grocery trade and to cause trouble and loss to the business merchants who make or break any community.

SOCIABLE EMPLOYEES.

Over in Guelph, Ont., there is a retail grocery firm the employees of which in both summer and winter enjoy themselves at social functions. Last week they went out one evening on a hay-rack sleigh ride and later held a concert and partook of refreshments at the home of one of their number. They were the employees of J. A. McCrea.

Such outings and social gatherings as these often serve to create a greater interest in the business with which the participants are connected. They make one feel that he is a part of the firm and on him is placed a great deal of the responsibility for the success of the business from year to year.



## Purchasing Power of Grocers' Association

**Twenty of Its Members Averaging Annually \$20,000 Amounts to Huge Sum—Attention Drawn to This by President-Elect Miller to Point Out Importance of the Organization — Inspection of Weights and Standard Potato Bag Considered — The Election of the 1911 Officers—Mid-Winter Entertainment next Month.**

Toronto, Jan. 17.—It was not until the officers of the Toronto Retail Grocers' Association were elected on Monday night and installation was under way, that the grocers present spoke their minds on trade questions. But before launching out into the ideas expressed, it is well to say that the association was pleased at the larger attendance of members—among whom were some who have recently cast in their lot with this organization—than usual, and it is believed that this is a good omen for 1911. This expressed opinion was substantiated by the applications of several others who will be admitted next meeting night.

The election of officers took place after the general routine business had been transacted and to make a long story short, this was the slate selected:

Past President—D. McLean.  
 President—W. C. Miller (acclamation).  
 Vice-President—R. Davies.  
 Treasurer—Bailey Snow (re-elected).  
 Secretary—C. F. Thorne.  
 Executive—D. Bell, D. W. Clark, J. S. Bond, R. Matthews and the above officers.  
 Trustees—W. F. Johnston, D. Bell, and D. W. Clark (all re-elected).

### The Combined Purchasing Power.

W. C. Miller, the new president, in his inaugural address predicted a good year for the association—one that would result in the betterment of trade conditions through their efforts. He showed why the association had a strong influence in the trade from the fact that the purchasing power of the members amounted to so much.

"Just consider," he said, "That, figuring the annual average purchasing power of the members of our association at \$20,000, twenty of us buy from wholesalers and manufacturers \$400,000 worth of goods in a year. With such a buying power we ought to be able to have considerable to say about trade conditions many of which are disadvantageous to us."

R. Davies, the vice-president, supported Mr. Miller in his remarks about the power behind the Association. "If you take this into consideration," he said, "we will certainly be able to handle a great many of our difficulties."

Secretary Fred Thorne promised "the best I can" in 1911, and Bailey Snow, in a jocular refrain, called attention to the amount of money still left in the strong box which "he had not spent." It wasn't in the Farmers Bank, either.

D. W. Clark pointed out that the Association had been gradually deriving

more good from their meetings than formerly. The membership was being rapidly increased, and there was every possibility of having a large attendance throughout the year.

"If we have a large membership," he said, "we will be able to more effectively confer with wholesalers and manufacturers. We should take up something new every night; there are questions connected with the trade which arise almost every week, and if we follow these up we will not only strengthen our Association, but derive benefit for ourselves. I read The Canadian Grocer from cover to cover every week, and there we can find many important trade questions to discuss."

It was a good sign, considered J. S. Bond to see the membership growing so



W. C. MILLER,  
 A Yonge St. Toronto Grocer Elected  
 President of the Toronto R.G.A.  
 for 1911.

rapidly. There was a great deal of work to be done, and in reading articles pertaining to the grocery trade all should take note and bring them up for discussion at the meetings. "There should be something interesting and profitable brought up here every night," he concluded. Short addresses were also made by D. Bell, R. Matthews, G. H. Gould, S. W. Hall and O. J. Honsberger along these lines, all promising their support.

### Inspection of Weights.

D. W. Clark called attention to the fact that the Inspector of Weights and Measures had been talking to women

on shortweighting on the part of merchants. From the fact that many of the scales which are wrong favor the customer, he intimated that the grocer was not to blame in all cases. Honest dealers did their best to have their scales correct, and he thought the Inspector had little to do in giving a lecture to women on the subject. It was a business proposition with business men.

R. Matthews did not see why the merchant had to pay for the inspection when it was no fault of his that his scales were wrong.

Some of the members ventilated some rumors about a little war in charcoal prices, but the majority considered it best to allow this matter to run its course for a time.

### Standard Bag for Potatoes.

D. W. Clark moved that the Association petition the proper authorities to ask the government to pass a bill establishing a standard bag for potatoes. At the present time there was no standard weight, but it was generally considered that 90 lbs. of potatoes went to a bag. This he thought was too awkward to handle, and frequently bags were used that wouldn't hold that quantity. A standard bag of say 75 pounds or 5 pecks would be a great convenience. His motion will be acted upon and other associations will be asked to co-operate.

D. McLean referred to the deputation going to Ottawa to petition against the Co-operative Bills which have been introduced into the House of Commons by three members of parliament. The objects of these bills were discussed and when the date of the deputation has been announced the matter will be further considered.

There will be something in the line of an evening's entertainment held next month, plans for which are in the hands of the executive, and a bowling tournament is also on the winter's programme.

### TO MARK NET WEIGHT.

After a conference with representatives of Food Commissioners and the grocery trade, an amendment has been introduced into the United States Congress to the Pure Food Act, providing for the marking of net weight, measure or numerical count on packages. The present law provides only that when the weight or measure is marked on a package it should be accurately stated. The proposed amendment makes such marking compulsory. It is expected that the bill will be considered sometime this month.

### SUGAR DOWN AGAIN.

Just at the time of going to press the announcement was made of another decline of 10 cents in sugar. This makes the third decline in 3 weeks, and places sugar below what it has been for more than two years.



# The Markets—A Good January Trade

Wholesalers Report a Fair Trade This Month—Pickles Have Been Advanced in Price Again—Tea and Coffee Market Remains Firm—Dried Fruits Including Evaporated and Dried Apples Steady—Sugar Market Still Weak.

See also Provisions, Cereals and Fruit, Pages Following.

## ONTARIO MARKETS

### POINTERS—

Pickles—Advance.  
Tea—Firm.  
Evaps— $\frac{1}{2}$ c increase.  
Dried Fruits—Firm.

Toronto, Jan. 19.—Wholesalers report a favorable business so far this month comparing well with the first month in other years. Although most dealers have completed their annual stock-taking, still some are busy yet in making up last year's financial statement.

There has been no change in sugar prices in the past week, although some dealers are looking for a further decline. Total stocks and floats of sugar together show a visible supply of 3,192,202 tons, against 2,879,223 tons last year, or an increase of 312,979 tons. A further drop in the price of sugar of 5c would put it down as low as it has ever been in 2 $\frac{1}{2}$  years.

Bulk pickles have advanced in price again, five gallon kegs now being quoted at \$2.75, an advance of about 10 cents per gallon. The advances made in pickles have been due to the scantiness of last year's cucumber crop which fell far below the production of other years. However, at this time of the year, wholesalers do not sell a large amount of bulk pickles as they cannot be shipped to country points without a great deal of risk.

Coffee prices have now reached a point that is the highest in 23 years, and lower prices are not to be expected for some time. Tea is soaring in the same manner and is quietly hardening up.

Dried fruits are firm, there being a marked scarcity in many lines, particularly prunes. Evaporated and dried apples are also steady, an advance of  $\frac{1}{2}$  cent per pound being noted in these lines during the week.

Sugar.—Although there has been no further change in sugar during the past week, still there is a feeling that it has not reached its lowest level yet, but as one interested person said: "It cannot be far off the bottom price now." While some report only a fair trade, others say that business is active for this time of the year. The quotation for raws in New York is 3.61, which quotation is only a resting place towards the lower quotation made for February shipment at 3.48, indicating a further decline in spot quotations for raws in the not distant future to 3.48. It is the expectation that when this decline in raws takes place that sugar here may be affected. Beet sugar still continues to waver around 9s., which is considered about the cost of production, while the same beet quotations rule for February delivery as for January.

Extra granulated, bags.....	4 50
30 lb. bags.....	4 50
Imperial granulated.....	4 30
Beaver granulated.....	4 35
Yellow, bags.....	4 10

Barrels of granulated and yellow will be furnished at 5 cents above bag price.

Extra ground, bris.....	4 90
" " 50-lb. boxes.....	5 10
" " 25-lb. boxes.....	5 20
Powdered, bris.....	4 70
" " 50-lb. boxes.....	4 90
" " 25-lb. boxes.....	5 10
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris pumps, in 100-lb. boxes.....	5 40
" " in 50-lb. ".....	5 50
" " in 25-lb. ".....	5 70

Syrups and Molasses.—There is a fair January trade in both syrups and molasses, with prices unchanged, although there is a slight easiness in the primary molasses market. The sale of syrups is stimulated no doubt by the fact that apples and dried fruits are high in price.

Syrups—	Per case	Maple syrup—	
1 lb. tins, 2 doz.....	2 35	Gallons, 6 to case.....	4 80
in case.....	5 40	" " 12 ".....	5 40
5 lb. tins, 1 doz.....	2 60	Quarts, 24 ".....	5 40
in case.....	5 40	Pints, 24 ".....	3 00
10 lb. tins, $\frac{1}{2}$ doz.....	2 50	Molasses—	
in case.....	5 40	New Orleans, medium.....	0 30 0 35
20 lb. tins, $\frac{1}{2}$ doz.....	2 45	" " Orleans, bbla.....	0 28 0 32
in case.....	5 40	Barbadoes, extra fancy.....	0 45
Barrels, per lb.....	0 03 $\frac{1}{2}$	Porto Rico.....	0 45 0 82
Half barrels, lb.....	0 03 $\frac{1}{2}$	Muscovada.....	0 30
Quarter ".....	0 03 $\frac{1}{2}$		
Pails, 35 $\frac{1}{2}$ lbs. ea.....	1 70		
" " 25 ".....	1 20		

Dried Fruits.—Down through the whole list of dried fruits, firmness is still maintained and one opinion is given that the wholesalers would find it necessary to advance their prices in many lines soon as when their present stocks ran out, they will have to pay a big price to fill up again. Wholesalers report that business in this line is keeping up well, considering high prices. The boarding house mistress will regret to learn that prunes are among the list of soaring fruits. A report from California says: "The prune crop of California is almost a thing of the past. Prices have been rising and from now until the new crop, there will be very few prunes to buy here."

The world's supply of prunes this year has been short everywhere. In France, the crop turned out badly and whereas in other years the French exported this line to other European countries, this year they have had to buy prunes from California to supply their own home demand. Raisins are also firm, the supply in Spain now being all out of the hands of the farmer, while the crop in California is better cleaned up than a year ago. An advance in dried apples of  $\frac{1}{2}$  cent is also noted this week.

Prunes—	
80 to 90, in 25-lb. boxes.....	0 13 $\frac{1}{2}$ 0 13 $\frac{1}{2}$
60 to 80 " ".....	0 12 $\frac{1}{2}$ 0 13
40 to 60 " ".....	0 12
20 to 40 " ".....	0 11 $\frac{1}{2}$
10 to 20 " ".....	0 11
80 to 90 " ".....	0 09 $\frac{1}{2}$ 0 10
80 to 100 " ".....	0 09 0 09 $\frac{1}{2}$

Same fruit in 50-lb. boxes  $\frac{1}{2}$  cent less.

Apples—		
Standard.....	0 16 0 16 $\frac{1}{2}$	
Choice, 25 lb boxes.....	0 16 0 17	
Fancy.....	0 19 0 20	
Candied Peels—		
Lemon.....	0 09 0 11 Citron.....	0 15 0 17
Orange.....	0 10 0 12 $\frac{1}{2}$	

Figs—			
Element, per lb.....	2 $\frac{1}{2}$ ".....	0 11 $\frac{1}{2}$ 0 12 $\frac{1}{2}$	
1 $\frac{1}{2}$ inches.....	0 08 0 10	2 $\frac{1}{2}$ ".....	0 12 $\frac{1}{2}$ 0 13 $\frac{1}{2}$
2 ".....	0 08 $\frac{1}{2}$ 0 10 $\frac{1}{2}$	Umbrella boxes.....	0 12 0 14
2 $\frac{1}{2}$ ".....	0 09 $\frac{1}{2}$ 0 12		

Tapioca.....	0 04 0 04 $\frac{1}{2}$
Bag figs.....	0 04 $\frac{1}{2}$ 0 06
Dried peaches.....	0 10 0 10 $\frac{1}{2}$
Dried apples.....	0 09 0 09 $\frac{1}{2}$
Currants—	
Fine Filletas.....	0 07 $\frac{1}{2}$ 0 08
Vostizzas.....	0 10 0 12
Patras.....	0 08 0 08 $\frac{1}{2}$

Uncleaned to less

Raisins—	
Sultana.....	0 10 0 12
" fancy.....	0 11 0 13
extra fancy.....	0 14 0 16
Valencia selected.....	0 08 $\frac{1}{2}$ 0 09
Seeded, 1 lb packets, fancy.....	0 08 $\frac{1}{2}$ 0 09
" 16 oz. packets, choice.....	0 07 $\frac{1}{2}$ 0 08
" 12 oz. ".....	0 07 0 07 $\frac{1}{2}$

Dates—	Sairs.....	0 04 $\frac{1}{2}$	
Hallowees—	Package dates,	per lb.....	0 06 $\frac{1}{2}$ 0 06 $\frac{1}{2}$
Full boxes.....	Fards choicest.....	0 10 0 10 $\frac{1}{2}$	

Nuts.—There is little trade in nuts just now. Prices remain the same.

Almonds, Formigetta.....	0 15 0 15 $\frac{1}{2}$
" Tarragona.....	0 16
" shelled.....	0 25 0 28
Walnuts, Grenoble.....	0 15 $\frac{1}{2}$ 0 16
" Bordeaux.....	0 14
" Marjota.....	0 15
" shelled.....	0 39 0 40
Filberts.....	0 12 $\frac{1}{2}$ 0 13
Pecans.....	0 18 0 20
Brands.....	0 15 0 15 $\frac{1}{2}$
Peanut, roasted.....	0 09 $\frac{1}{2}$ 0 12 $\frac{1}{2}$

Spices.—The trade in spices considering the season of the year is favorable. Cloves have put on a little stronger feeling in the primary market on account of a smaller crop and mace is firm but no changes in prices have resulted.

	Bbla.	Pails or Boxes	Tins	1-lb. pkgs. do.	1-lb. tins do.
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	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
Cream tartar.....	0 25	0 26	0 28	0 90	0 90
Curry powder.....	0 22	0 24	0 25	0 90	0 90
Ginger.....	0 22	0 24	0 26	0 90	0 90
Mace.....	0 22	0 24	0 26	0 90	0 90
Nutmegs.....	0 22	0 24	0 26	0 90	0 90
Pepper, black.....	0 15	0 16	0 17 $\frac{1}{2}$	0 75	0 80
Pepper, white.....	0 24	0 25	0 26 $\frac{1}{2}$	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....	0 15	0 16	0 18	0 75	0 75
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					30

Tea.—The tea market still keeps hardening up and it is believed by many that higher prices will soon exist. No kind of tea is in over supply, while some kinds are scarce. The sales in both Ceylon and Calcutta last week brought the highest prices within the past 18 years. Especially is the higher price noticeable in the lower grades and the opinion was expressed that within a short time there would be little tea retailing at 25c, except the lower grade Chinas. The tone of the market is so firm that some holders are not disposed to press sales, believing that better prices will eventually be had.

Coffee.—The coffee market, although prices remain high, is creating no excitement just now, the trade throughout the world pursuing a conservative policy and buying only for immediate requirements. Local dealers state that the consumption of coffee has not fallen off under the advance in price, but that there has been an increase in the amount of lower grade coffee used.

The total visible supply of the world, Jan. 1911, was estimated at 14,165,640 bags, against 16,669,273 bags on Jan. 1, 1910, showing a decrease in one year of 2,503,633 bags. It is said that 1,200,000 bags of valorization coffee will be offered for sale during April. In speaking of this sale, Willett & Gray's Journal says: "Long before these



# THE CANADIAN GROCER

coffee can be distributed it is a most fair assumption that the world's visible will have decreased much more than 1,500,000 bags, so that the 1911 valorization sale will come at a time when its 1,200,000 bags will be everywhere regarded as a welcome distribution of supplies when the market will best appreciate the relief." The new crop of coffee will not arrive until August. Prices still remain the same.

Roast, roasted..... 15 0 28	Mocha, roasted... 0 25 0 28
Green Rio..... 0 1 0 16	Java, roasted... 0 27 0 23
Sanston, roasted..... 0 23	Mexican..... 0 25
Marionbe..... 0 20	Guatemala..... 0 18
Bogotas..... 0 22 0 25	Jamaica..... 0 20

Rice and Tapioca.—Firmness is noted in the tapioca market, but prices are unchanged. The trade in both rice and tapioca has come fully up to expectations.

Standard B. from mills, 500 lbs. or over, f.o.b. Montreal..... 2 90	
Rice, stand B. Per lb. Sagos, medium brown..... 0 05 0 06	
Kangoon..... 0 03 0 04	Tapioca—Bullet, double..... 0 08
Patna..... 0 04 0 05	goat..... 0 08
Japan..... 0 06 0 07	Medium pearl..... 0 05 0 06
Java..... 0 06 0 07	Flake..... 0 08
Carolina..... 0 10 0 11	Seed..... 0 06 0 08

Evaporated Apples.—There is a general amount of business passing in dried apples with supplies none too plentiful. The firmness noted in the market last week amounted to a slight increase and wholesalers are now asking as high as 12 cents for "evaps."

Evaporated apples..... 0 11 0 12
Beans.—A fair trade passing in this line with unchanged prices.
Prime beans, per bushel..... 1 55 1 90
Hand picked beans, per bushel..... 2 00 2 10

## CANNED GOODS

Montreal.—The market is satisfactory for this time of the year. Prices are firm and demand fair, particularly for lobster and imported sardines of the high grades. There is not a weak spot in any line of vegetables, though some lines are inactive just now. Apples are fairly active in small lots. Prices are unchanged from last report.

Pears, standard, dozen..... 0 1 30	Pears, early June, dozen..... 1 25
Pears, sweet wrinkled, dozen..... 1 25	Pears, extra sifted, dozen..... 2 00
Pumpkins—3 lb., 9c; gallon, \$3.00.	
Beans, dozen..... 1 00	Corn, dozen..... 1 60
Tomatoes, dozen (Ontario and Quebec)..... 1 45	Strauberies, dozen..... 1 90
Raspberries, 2s, dozen..... 1 75	Peaches, 2s, dozen..... 1 90
Pears, 2s, dozen..... 1 90	Pears, 3s, dozen..... 2 40
Plums, Greenage, dozen..... 1 67 1/2	Plums, Lombard, dozen..... 1 00
Lawtonberries, 2s, dozen..... 1 60	
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen..... 2 07 1/2	1-lb. flats, per dozen..... 1 32 1/2
1-lb. flats, per dozen..... 2 25	
Other salmon—	
Humpbacks, dozen..... 1 40	Cohoos, dozen..... 1 60
Red Spring, dozen..... 1 90	Red Sockeye, dozen..... 2 10
Lobster Futures—	
1-lb. flats, dozen, \$3.75; 1-lb. talls, dozen, \$4.25.	
1-lb. flats, dozen, \$5.25.	
Compressed corned beef, 1s..... 3 00	Mixed collops, 2s..... 3 50
Compressed corned beef, 2s..... 3 35	Corned beef hash, 1s..... 3 00
English brawn, 2s..... 3 15	Jellied hocks, 2s..... 3 00
Consigne pig's feet, 2s..... 3 15	Jellied hocks, 1s..... 12 00
Ready lunch veal loaf 1s..... 1 50	Paragon ox tongue, 1s..... 7 50
Ready lunch veal loaf 2s..... 2 50	Paragon ox tongue, 2s..... 8 50
Ready lunch veal loaf 3s..... 3 50	Paragon ox tongue, 3s..... 9 50
Roast beef, 1s..... 3 35	Paragon lunch tongue 1s..... 4 00
Stewed ox tail, 1s..... 1 00	Tongue lunch, 1s..... 3 50
Stewed kidney, 1s..... 1 50	Sliced smoked beef, 1s..... 1 50
Stewed kidney, 2s..... 2 50	Sliced smoked beef, 2s..... 1 80
Mixed collops, 1s..... 1 40	

Toronto.—Dealers are inclined to let the canned goods question drop for the present, believing that it has held a

position of prominence long enough. Still most houses report a fair amount of both canned vegetables and fruits moving out. The fact that the best season for canned salmon is now coming on has had a tendency to strengthen the price of that line, but no advances have been made, although prices are already high, some wholesalers believe that some lines on account of scarcity are worth more than they are asking for them at the present. Early June and sweet wrinkle peas are particularly scarce.

VEGETABLES		Per doz.	
		Group B	Group A
Asparagus tips, 2s, talls.....	0 52 1/2	2 55	1 00
Beans, Golden Wax, 2s.....	0 97 1/2	1 00	1 30
" " Midgets, 2s.....	1 37 1/2	1 40	1 30
" " Refugee or Valentine (Green) 2s.....	0 97 1/2	1 00	1 30
" " Refugee Midgets 2s.....	1 37 1/2	1 40	1 30
Beets, whole, blood red, 2s.....	0 97 1/2	1 00	1 30
" " sliced, blood red, 2s.....	1 32 1/2	1 35	1 30
" " whole, blood red, 3s.....	1 37 1/2	1 40	1 30
" " whole, Rosebud, 2s.....	1 37 1/2	1 40	1 30
Cabbage, 2s.....	0 97 1/2	1 00	1 30
Carrots, 2s.....	0 97 1/2	1 00	1 30
Corn, 2s.....	0 97 1/2	1 00	1 30
" " fancy, 2s.....	1 05	1 07 1/2	1 00
" " on cob, gal.....	0 77 1/2	1 00	1 30
Peas, Standard, size 4, 2s.....	1 35	1 50	1 50
" " Early June, size 2, 2s.....	1 50	1 50	1 50
" " Sweet Wrinkle, size 2, 2s.....	1 50	1 50	1 50
" " Extra fine sifted, size 1, 2s.....	1 50	1 50	1 50
Pumpkin, 2s.....	0 97 1/2	1 00	1 30
" " gal.....	3 02 1/2	3 06	3 06
Spinach, table, 2s.....	1 27 1/2	1 30	1 30
" " 3s.....	1 77 1/2	1 80	1 80
" " gal.....	5 02 1/2	5 06	5 06
Tomatoes, 2s.....	1 05	1 07 1/2	1 07 1/2
" " 3s.....	1 25	1 25	1 25
" " gals.....	8 75	4 02 1/2	4 02 1/2
Turnips, 2s.....	1 12 1/2	1 15	1 15

FRUITS		Per doz.	
Apples, standard, 3s.....	1 20	1 20	1 20
" " gal.....	3 57 1/2	3 60	3 60
Blueberries, standard, 2s.....	1 27 1/2	1 30	1 30
" " gal.....	5 27 1/2	5 30	5 30
Cherries, black, not pitted, heavy syrup, 2s.....	1 52 1/2	1 55	1 55
" " black pitted, heavy syrup, 2s.....	1 52 1/2	1 55	1 55
" " red, not pitted, heavy syrup, 2s.....	1 52 1/2	1 55	1 55
" " red pitted, heavy syrup, 2s.....	2 17 1/2	2 20	2 20
" " white, not pitted, heavy syrup, 2s.....	1 52 1/2	1 55	1 55
" " white pitted, heavy syrup, 2s.....	2 02 1/2	2 05	2 05
" " red pitted, gal.....	8 52 1/2	8 55	8 55
Gooseberries, 2s, heavy syrup.....	1 77 1/2	1 77 1/2	1 77 1/2
Lawtonberries, 2s, heavy syrup.....	1 77 1/2	1 77 1/2	1 77 1/2
Peaches, 2s, white, heavy syrup.....	1 87 1/2	1 90	1 90
" " red, yellow, heavy syrup.....	1 87 1/2	1 90	1 90
Raspberries, black, standard, gal.....	7 02 1/2	7 05	7 05
" " red, heavy syrup, 2s.....	1 77 1/2	1 80	1 80
" " red, standard gal.....	7 02 1/2	7 05	7 05
" " red, solid pack, gal.....	9 27 1/2	9 30	9 30
Rhubarb, preserved, 2s.....	1 52 1/2	1 55	1 55
" " standard, 3s.....	2 27 1/2	2 30	2 30
Strawberries, heavy syrup, 2s.....	3 27 1/2	3 30	3 30
" " gal.....	1 77 1/2	1 80	1 80

Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen 2 05 9 07 1/2	Cohoos, per doz..... 1 77 1/2
1-lb. flats, dozen 1 30 1 32 1/2	Red Spring, doz..... 1 87 1/2
1-lb. flats, dozen 2 22 1 25	
Other salmon prices:	
Humpbacks, doz 1 30 1 35	Lobsters, halves, per dozen..... 2 65 2 75
Pinks, doz 1 30 1 35	Lobsters, quarters, per dozen..... 1 60
Northern River Sockeye.....	1 95
Chicken..... 4 00	Soup, 2s..... 1 90
Turkey..... 00	Soup, 1s..... 1 40
Ducks..... 4 00	

## QUEBEC MARKETS

POINTERS—  
Sugar—Weak.  
Tea—Strong.  
Tapioca—Firm.

Montreal, Jan. 19.—Trade this week was more than was anticipated for this time of the year.

It is the opinion of some that a further decline is possible in the sugar market. Tea and coffee still maintain their firm position; there is a good demand for tea of lower grades, and prices are firm.

The canned goods market is satisfactory; prices are firm and demand is fair. Lobster and imported sardines of a high-grade are in good demand.

Dried fruits still maintain their strong position. There is a shortage of raisins and prices are firm; prunes are scarce also.

Higher prices are anticipated in the Tapioca market, reports showing that the primary markets are steadily advancing.

Most merchants have finished stock-taking now and more activity is expected in the near future.

Sugar.—The sugar market is still on the weak side, and buyers continue to buy sparingly in accordance with their immediate needs. The general opinion is that there will be a further drop in prices before the bottom has been reached.

Granulated, bag.....	4 40
" " 25-lb. bags.....	4 50
" " Imperial.....	4 25
" " Beaver.....	4 25
Paris lump, boxes, 100 lbs.....	6 30
" " " 50 lbs.....	5 30
" " " 25 lbs.....	5 50
Red Seal, in cartons, each.....	0 35
Crystal diamonds, bbls.....	5 10
" " 100 lb. boxes.....	5 20
" " 50 lb. ".....	5 30
" " 25 lb. ".....	5 50
" " 5 lb. cartons, each.....	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each.....	0 37
Kappa ground, bbls.....	5 05
" " 25-lb. boxes.....	5 25
" " 50-lb. boxes.....	5 25
Fowdard, bbls.....	4 65
" " 50-lb. boxes.....	4 85
Phoenix.....	4 40
Bright coffee.....	4 35
No. 1 yellow.....	4 25
No. 2 ".....	4 15
No. 3 ".....	4 00

Blue granulated and yellow may be had at 5c above bag prices.

Syrup and Molasses.—There is a good inquiry and a better demand for syrups and molasses, in fact, better than was expected at this time of the year. Prices are unchanged from last report.

Fancy Barbadoes molasses, puncheons.....	0 24 0 26
" " barrels.....	0 37
" " half-barrels.....	0 39 0 41
Oplice Barbadoes molasses, puncheons.....	0 31 0 33
" " barrels.....	0 34 0 36
" " half-barrels.....	0 36 0 38
New Orleans.....	0 37 0 39
Antigua.....	0 30
Porto Rico.....	0 40
Corn syrups, bbls.....	0 03
" " 1-bbls.....	0 08
" " 2-bbls.....	0 08
" " 3-bbls.....	1 70
" " 4-bbls.....	1 20
Cases, 2-lb. tins, 2 doz. per case.....	2 25
" " 5-lb. " 1 doz. ".....	2 60
" " 10-lb. " 1/2 doz. ".....	2 50
" " 20-lb. " 1 doz. ".....	2 45

Dried Fruits.—There is no change in the dried fruit market. Raisins are firm, and prunes are still unchanged, prices being high. Large sizes, however, are more abundant, and a shade lower. Currants are firm and in fair demand.

Currants, fine filatures, per lb., not cleaned.....	0 05 1/2
" " cleaned.....	0 07 1/2
" " Patras, per lb.....	0 08 0 09
" " Vostizans, per lb.....	0 09 0 10
Dates.....	0 05 1/2
Figs, 4 crown..... 0 09	Figs, 6 crown..... 0 11 0 12
" 5 crown..... 0 10 0 11	" 9 crown..... 0 13 0 14
Prunes—	
30-40.....	0 12
40-50.....	0 11
50-60.....	0 10 1/2
60-70.....	0 09 1/2
70-80.....	0 09
80-90.....	0 08 1/2
90-100.....	0 08

Raisins—	
Choice seeded raisins.....	0 07 1/2
" " fancy seeded, 1-lb. pkgs.....	0 08 1/2
" " loose muscatsels, 3-crown, per lb.....	0 07 1/2
" " 4-crown, per lb.....	0 09 1/2
Malaga table raisins, clusters, per box.....	2 40
Valencia, fine off stalk, per lb.....	0 50
" " select, per lb.....	0 07 1/2
" " 4-crown layers, per lb.....	0 08 1/2

Tea.—The market shows no change for the week. The demand is fair considering the season. Low grades show a pronounced hardening tendency and will probably advance further within the near future. The entire list will likely show some strengthening as the season advances.

Choicest.....	0 40 0 50
Choice.....	0 35 0 37
Japans—Fine.....	0 30 0 35
Medium.....	0 25 0 28
Good common.....	0 21 0 22
Common.....	0 19 0 21

Ceylon—Brook  
India—Pak  
Ceylon green  
China green  
Coffee—firm but business dealers sent no prices.  
Mocha—Rio, No. 7. Mexican  
Spices  
Cloves—ports are firm good.  
Allspice  
Cinnamon  
Cloves, whole  
Cream of tartar  
Nuts—better price of the world. at this price when t  
In shell—Brazil  
Fiber  
Walnut  
Shelled—Almonds  
Cashews  
Peanuts—Spanish  
Virgo  
Pistachio  
Walnuts—Berk  
Brook  
Rice  
Recent is up the de irregular shipping preser selling do n more. prices Rice, gr  
Tapioca  
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THE CANADIAN GROCER

	Per lb.		Per lb.
Allspice.....	0 13	Ginger, whole..	0 20
Onnamon, whole	0 20	" Cochin	0 17
" ground	0 25	Mace.....	0 75
Cloves, whole..	0 20	Nutmegs.....	0 30
Cloves, ground .	0 25	Peppers, black..	0 16
Cream of tartar.	0 25	" white .	0 25

NEW BRUNSWICK MARKETS.

St. John, Jan. 19.—All grades of refined sugar declined ten cents per hundred pounds last week and all grades of Ontario flour advanced ten cents per barrel. In other lines prices are practically unchanged.

Beans, hand picked, bus	2 10	2 15	Prunes, lb.....	0 05	0 09
Beans, yellow eye, bus	2 25	2 30	Molasses, fcy.	0 30	0 31
Cheese, new, lb	0 12	0 13	Butter, dairy, lb.....	0 22	0 24
Currants, lb	0 08	0 08	Butter, creamery, lb.....	0 24	0 26
Canned goods—			Eggs, new laid	0 40	0 40
Peas, No. 4.....	1 20		Eggs, case.....	0 28	
" No. 3.....	1 27		Liam.....	0 16	0 18
" No. 2.....	1 32		Potatoes, new, bbl.....	1 90	2 00
" No. 1.....	1 80		Rice, lb.....	0 03	0 03
Peaches, 2s, dozen	1 92	1 96	Lard, compound lb.....	0 12	0 12
Peaches, 3s, dozen	2 97	3 00	Lard, pure, lb.....	0 14	0 14
Raspberries, dozen	1 8	1 85	Bacon.....	0 16	0 20
Tomatoes.....	1 30	1 35	Pork, domestic	24 00	25 00
Strawberries, 1 c2	1 85		Pork, American clear..	24 00	26 00
Flour, Manitoba	6 35	6 45	Salmon, case—		
" Ontario.....	5 30	5 55	Red spring.....	6 75	7 25
Fish—			Coho.....	6 25	6 50
Cod, dry.....	5 00		Baked beans, dozen	1 20	1 30
Herring, salt, bbl.....	5 25		Lemons, Messina, per box.....	7 00	
Bloaters, box.....	0 85	0 90	Sugar—		
Commel, bags.....	1 40	1 45	Standard gran.....	4 65	4 75
" bbls.....	2 85	2 90	Austrian.....	4 55	4 65
Oatmeal, bbls.....	5 15	5 20	Bright yellow.....	4 45	4 55
Std. oatmeal.....	5 60	5 70	No. 1 yellow.....	4 25	4 35
Buck wheat, west grey, bag	2 90	3 00	Walnuts, lb.....	0 40	
Val. raisins, lb.....	0 05	0 06			
Cal. raisins, seed.....	0 08	0 09			

NOVA SCOTIA MARKETS.

Halifax, Jan. 19.—The continued high prices of pork products are causing considerable comment among the local dealers. Hogs this season were considered to be fairly plentiful and the price lower than for some time. At the opening of the season hogs sold at 11 to 11½ but later on the price dropped to nine cents for fairly good stock. This is two cts. per lb. below the figures quoted last season for same class of stock, and yet the grocers who handle a lot of salt pork, bacon and hams, say they have failed to get the benefit of this drop. The local packers claim that they have a demand for all pork products that they can turn out, and it is reported that one firm this week received an order for sixty tons of hams and bacon for the English market. Prices this week remain unchanged.

The grocery trade is not quite so good as usual for the season of the year. This is due principally to the unfavorable condition of the weather. The lum-

bering industry throughout the province is practically at a standstill owing to the absence of snow and ice. The supplies that are being sent out to the lumber camps are limited, and this fact causes dullness in business.

The dealers in provisions report business fairly good, and there is quite a demand for fruit. Apples continue scarce and high and anything of quality is quoted at \$4 to \$5. The poorest No. 3's are selling at \$2.50 per barrel.

Butter prices are holding firm but some of the dealers say that large stocks are held by some persons, and that they would not be surprised if there was a "break" in the market before long.

Apples, bbl.....	4 00	5 00	Oranges—		
Sweets.....	2 50	3 50	Jamaica oranges.....	6 00	
Butter—			Cal. navel.....	3 00	3 50
Creamery prints per lb.....	0 28	0 29	Pineapples.....	4 25	4 50
Creamery solids			Roller oats, bbl.	4 60	4 70
per lb.....	0 24	0 25	Pork, American		
Dairy, tubs, lb.....	0 21	0 22	per bbl.....	26 50	
Bananas.....	2 00	2 40	Pork, clear bbl.....	28 00	
Beans, per bus.....	1 95	2 00	Hams smoked	0 20	0 21
Cornmeal, bag.....	1 60	1 65	Codfish, quintal.....	5 60	
Cream of tartar	0 30	0 32	Herring, pickled		
Canned goods—			per bbl.....	5 00	
Beans.....	1 00		Lard.....	0 17	
Corn.....	0 97		Molasses, fancy		
Tomatoes.....	1 15	1 20	Barbados, bbl.....	0 35	
Peas, std.....	1 00		Molasses, fancy		
Peas, early June.....	1 15		Barbados, gal.....	0 32	
Corn beef, ls.....	1 88		Potatoes, bus.....	0 60	
Corn beef, 9s.....	2 95		Onions, Spanish		
Cocoanuts, 100.....	5 00		per lb.....	0 02	0 02
Eggs, case eggs	0 27	0 30	Onions, Can., 75		
Flour h. wheat per bbl.....	6 35	6 50	lb. bag.....	1 40	
Flour, Ontario			Raisins, Val.....	0 08	
blends, bbl.....	5 15	5 40	Sugars—		
Fruits—			Extra Standard, granulated.....	4	
Lemons, Messina.....	3 75		Unbranded Yellow.....	4 10	
			United Empire.....	4 65	
			No. 1 yellow.....	4 25	

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 19.—This week saw quite a cold snap in Vancouver, and though the thermometer was not down to zero, yet it was cold enough to have quite an effect on the price of potatoes. An increase is not yet noted, but quotations are stiff and a rise is confidently expected. Those in close touch with the market declare that the supply is limited, notwithstanding the slight decrease in price a few weeks ago, when it was stated that many potatoes were coming in. The fact that potatoes are being imported from Australia would also lead to the belief that the supply is insufficient to meet the requirements between now and early summer, when the first crop from California begins to arrive. If the cold sends up the price, it will likely go fairly high, as information has reached provincial government officials that there may be Irish blight

on the potatoes from Australia. The Provincial Board of Horticulture has been very strict in inspecting potatoes, corn and fruit coming into the country, and if there is any sign of this dread disease in the imported article, the whole consignment may be condemned. Potatoes here have been free from blemish up to the present.

TRADE NOTES.

Roswell and Gordon Johnson, Guelph, have purchased the grocery store of E. Soules on Durham street, and, after enlarging the premises, have put in a combined grocery and butcher stock, dealing in fresh and cooked meats.

M. M. Morehouse, formerly with the Yerxa Grocery Co., at their Woodstock, N.B., branch, is opening a grocery store in Fredericton, N.B.

H. R. Poussette, for some time Canadian Trade Commissioner at Durban, South Africa, is being transferred to Buenos Ayres, South America. Mr. Poussette is now on his way to Canada and before going south will visit the large commercial centres for information.

Eighty-one boxes of condemned figs, weighing more than two tons were recently disposed of at Boston by a United States deputy marshal.

Don't make it a practice to smile only when customers come in; smile also when they leave.

The clerk who stands around and finds nothing to do may soon be looking for a place to stand.

WANT SANITARY CONDITIONS

Guelph, Ont., Jan 19.—An agitation is being made here to have all groceries displayed both inside and outside local stores, properly protected from dust and other impurities. In one store a cat is observed nightly ensconced in the windows among fruit and other edibles,—a feature not highly appreciated by the customers of that store.

GROCERY FOR SALE.

FOR SALE—A substantial grocery business in a county town. Scope for butcher's or other business as a sideline. Near several manufacturing firms. Horse, wagon, rig, etc. Ground and adjoining plot of land for sale. Apply KADWELL, (hat-ham, Ont. (3)

IMPORTANT DROP IN MAPLE SYRUP!

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## Questions About Tapioca and Glucose

**Percentage of Starch and Water in Tapioca — Glucose Made From Corn and Other Things—Used in Manufacture of Confectionery and Leather—Is a Nutritious Food—Not as Sweet as Sugar.**

Editor Canadian Grocer—I have been lead to understand that tapioca is chemically much like arrowroot and sago. Is this true? What are the percentages of starch and water in tapioca?  
Summerside, P.E.I. CLERK.

Editorial Note.—Chemically, tapioca is almost identical with arrowroot and sago, so far as its chief proximate constituents are concerned. It consists of about 85 per cent. of starch and 15 of water, with small amounts of mineral and albuminous matters. But the starches of the three foods differ in the form of the granules and are readily distinguished from one another under the microscope. Sago, rice and potato starches are the most probable adulterants of tapioca.

### What Glucose Is.

Editor Canadian Grocer—Will you kindly let me know how, and from what glucose is made, and what is the difference between its sweetening properties and sugar?  
Moose Jaw, Jan. 5, 1911. RETAILER.

Editorial Note.—Used in the manufacture of rat poison, in the tanning of leather, and the claim made that it can

be produced from sawdust, chips or shavings, as well as corn, are some of the interesting features of an article which is used extensively in many foods. Such is glucose or starch sugar.

Glucose is an imperfect sugar prepared by the action of acids on starch. There is a wide range in the quality of this article. Wet starch obtained from several articles, mostly potatoes and Indian corn, is boiled in sulphuric acid and water. This causes the starch to turn sweet and the acid is afterwards all taken out with chalk or other clarifier.

Glucose or grape sugar as it is sometimes called is produced mostly in America but large quantities are also made in Germany from potatoes. It is made in both liquid and solid form but most users prefer the liquid.

One writer on the subject says that it does not matter from what material the starch is obtained so far as the quality of the glucose is concerned and that it may be made from chips, sawdust and shavings and the chemical composition is invariably the same. A peculiar fact about its manufacture is that although the acid changes the starch to sugar, it is not affected in the least itself.

Glucose in regards to sweetening qualities is inferior to sugar. There is con-

siderable difference between the different brands of glucose but the ordinary article has only about one-third the sweetening effect of cane sugar. It is used in the manufacture of confectionery, jams, marmalades, and several other commodities which the grocer handles, but in some countries when it is used in these articles, they have to be labelled to denote the fact.

### A Nutritious Substance.

As the acid is entirely taken out of the glucose, it is perfectly harmless and even nutritious. It is sometimes claimed that certain brands of glucose contain 80 per cent. of sugar. But if the sweetening qualities of cane sugar was set at 100, the best glucose would only be 30 or 40. The thickest and freest from color is the highest priced.

Common glucose often contains some impurities due to the presence of sulphates, but these impurities are not found in the best makes and none of the large producers would allow the impure article to leave their hands.

Its uses are many and varied, and the amount used is enormous. Some of the things it may be used in making are jam, marmalade, jellies, caramels, condensed milk, meat extracts, alcohol and sauces.

Glucose at the present time is worth about 2½ cents per pound, which is the lowest it has been in a long period, as corn from which it is mostly made has been a better crop lately.

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ONTARIO SEED CO., Successors, WATERLOO, ONT.



## Competition—The Commercial Sieve

Run over in your mind the history of the package tea trade as you know it for ten years. You will at once agree that the outstanding feature has been Red Rose Tea coming from a tailender in Ontario and the West to a leader during that time, while many others, once prominent, have dropped far behind in the race. This remarkable success of Red Rose Tea has convinced the trade that Red Rose Tea "is good tea." You believe it, but have you proved it for yourself? We find that when grocers use Red Rose Tea in their homes they sell more of it. Every customer to whom you sell a tea that pleases her more than the tea she is using is a better customer for you. Try a package of Red Rose Tea in you home, and you'll want to recommend it to your customers. It will please more of them than any other tea.

# Red Rose Tea

BRANCHES—  
7 Front St. East, Toronto  
315 William St., Winnipeg

"is good tea."

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

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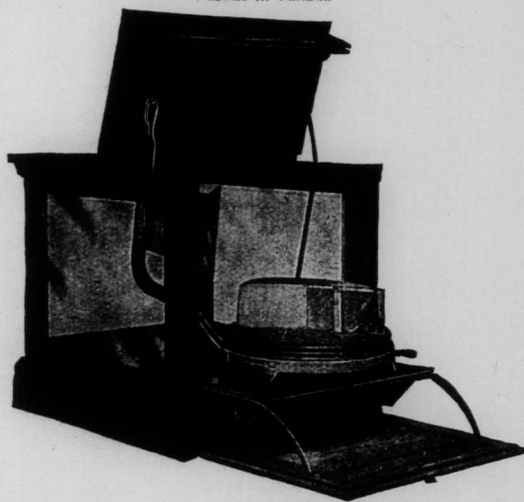
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Saves trouble trying to cut accurately with a butcher knife. It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

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# Practical Methods in Retail Stores

**Vancouver Dealer Makes Specialty Out of Poultry—Salesmen of Edmonton Merchant are Nothing Else—Attracting New Business by Serving Tea—Gets Customers' Confidence in Order to Raise Standard of Quality—Ties All Parcels Without Charge.**

## **Makes Poultry Draw Trade.**

Vancouver, B.C., Jan. 19.—A method on which T. F. McDowell, Granville St., places a great deal of dependence for gaining new trade is making a specialty out of poultry. He not only thoroughly understands poultry himself, but he has an employe who is also a specialist in this line so that the very best service is guaranteed customers.

After a poultry sale has been made he has an employe who follows it up to the purchaser's house and who dresses and cleans it ready for the oven. For turkeys he charges 25 cents extra for this work, but nothing is charged for chickens.

His grocery stock consists of the higher classes of goods and quality is given a prominent place in everything he sells.

Mr. McDowell's entire methods for increasing sales, retaining trade and for educating customers to purchase better goods than they have been doing will be given in *The Grocer* in the near future. He has been in business here about 8 years having come from a farm near Owen Sound, Ontario, where he is now on a visit. Before leaving on his trip his employes presented him with a handsome dressing case, showing their appreciation for his interest in their welfare.

## **Good Clerks are Salesmen Only.**

Edmonton, Alta., Jan. 19.—"I never allow my clerks to waste their time during business hours," said a retail grocer of this city, "and I never waste the time of my good clerks on petty jobs. I let my cheap help handle the less important work. Last week when I was in a dry goods store the merchant sent his best clerk out to deliver a parcel as the delivery man was busy just at the time, opening up some goods.

"Now I would never do that. While away, that good clerk might have lost a chance to make some valuable sales and the merchant would consequently lose money."

## **Grocer Serves Tea to Customers.**

Middleton, N.S., Jan. 19.—W. H. Wilson, a Middleton grocery dealer is paying particular attention to the increasing of his tea trade. The method he employs is by serving tea every afternoon to all who call. This is appreciated by the customers, especially those who drive in from the country.

Mr. Wilson states that he has increased his tea sales to a great extent by this plan.

## **New Fish Line Took Well.**

Regina, Sask., Jan. 19.—"As a special

price on a few articles about the store will interest a certain class of customers," said a local dealer, "So do I find that something new or special in goods will interest and create sales among other classes of people. It is therefore necessary that the grocer should not stick to the same old lines year after year. He should introduce new articles, thus interesting the trade and getting the reputation for being up to date.

"I remember an example of this which occurred several years ago in my fish trade. I had been selling only the ordinary lines of herring, cod and white fish. I found the customers were getting tired of the same old lines all the time, so I purchased a shipment of halibut. This was a new line in town at that time and the fish from its size and appearance, attracted attention. People began to buy to see what it was like. Then they began to come back for more and very soon I had a good trade worked up for this fish.

"The same way in other lines, customers want something new once in a while.

## **Gets Customers' Confidence.**

St. Thomas, Ont., Jan. 19.—If a grocer is desirous of raising the standard of quality of his customers' purchases and of selling them more goods, he has, in the opinion of P. L. M. Egan, of Egan Bros., to gain their confidence.

To accomplish this he must act as an advisory board and must be exceedingly careful not to advertise or recommend any goods to be such that they are not. When customers once know that they can depend on the dealer's judgment, they frequently leave the matter of selecting the brand to him being assured that they will not be disappointed.

Mr. Egan maintains that when his customers have this confidence in him they do not run from one store to another where occasionally they might be able to purchase a bar of soap extra for a quarter or a pound of sugar more for the dollar. As long as the dealer has the goods and the quality and understands his trade sufficiently to know what to recommend, profits of course considered, Mr. Egan believes he will have little difficulty in holding trade, introducing new goods and raising the standard of staples so that better satisfaction will result.

## **Tie Parcels Without Charge.**

Moose Jaw, Sask., Jan. 19.—As a unique advertising method, the T. W. Robinson Co., of Moose Jaw offered dur-

ing the past holiday season to provide paper and tie up all parcels which people wanted to send away.

In their announcement they said:

"Bring your parcels to Robinson's to be parcelled ready for mailing.

"About 75 per cent. of the average parcels lost through the mails is caused by improper parceling, and how often around home just when you want a neat box, a clean piece of paper or a good strong string you fall short, then there is the bother and nuisance of hunting these up. During the holiday season bring all your parcels to us; we will parcel them free of charge."

## **Studies Trade Paper Ads.**

St. Catharines, Ont., Jan. 19.—A local retail dealer says that he subscribes to the grocery trade paper chiefly because he wants to study the advertisements it contains. Speaking in regard to it, he said: "The advertisements of manufacturers whose goods I handle are great sources of information. There, a merchant may keep track of the most up-to-date goods, the latest novelties and in this way can find many suggestions for his trade. Besides the advertisements, the trade papers give some valuable suggestions as selling methods and contain advertising phrases that can be used with good effect in many advertisements in the local paper."

## **Introduced a Poultry Food.**

Belleville, Ont., Jan. 19.—A Belleville dealer tells of his experience in introducing a new line into his business: "During the winter months everybody knows that the supply of eggs becomes very scarce and as the farmers are continually complaining about the hens refusing to produce the desired number of eggs, I began to think that it would be an excellent time to introduce poultry food.

"A firm has been trying to sell me a certain brand of poultry food last November and I was pretty firmly convinced myself that it was good stuff, so I put in a stock. I made a display of it in a prominent part of my store with a show card telling of its merits as an egg producer. It at once attracted the attention of my farmer customers when they entered the store. A great many who hesitated about buying, I convinced by a new method. I told them to take a quantity home and to give me half the increased number of eggs during the month and I would not charge them a cent for it. This argument generally convinced them that it would be a good investment and it usually completed the sale."



# The Most Rapidly Developing Market in all the World

is that of Western Canada. Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. can find no method of getting into this great market equal to shipping their goods to us. We maintain large track warehouses in the five great distributing points of Western Canada—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. Our connection with the trade is most extensive and our facilities the most complete.

*Write us for detailed information about the Western Canada market.*

**NICHOLSON & BAIN,** Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

**100% PURE**

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity!" And after exhaustive tests

**"E.D.S." Brand Jams, Jellies and Catsup**

have been found to be Absolutely Pure, which is much above the standard the Government requires of "genuine" preserves.

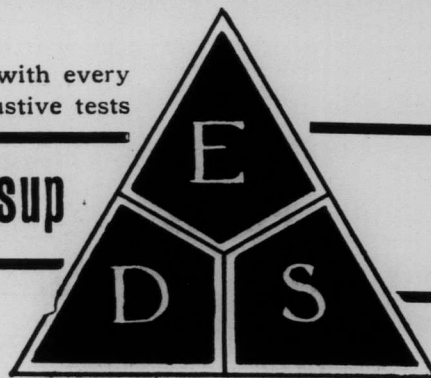
Not one of the samples of some leading jam manufacturers, who advertise a great deal, was free from dyes, preservatives, and excess of water, but "E.D.S." Goods were absolutely pure in every instance.

Write for Government Bulletin 194, and find out for yourself just how pure "E.D.S." Brand is! Then you'll feel more satisfied to recommend and feature this well-known line.

Made only by

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

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



## GUNNS MAPLE LEAF BREAKFAST

Appetizing and Satisfying.

It is important to start the day with a Good Breakfast.

Gunns Maple Leaf Ham is always sweet, tender and juicy, while Gunns Maple Leaf Breakfast Bacon, fried to a delicate brown, and served crisp with eggs, makes a dish that will arouse and satisfy any palate.

*The House of Quality*

**GUNNS Limited**

**Packers :: West Toronto**

## —HAMS—

We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

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



Talking  
Points



### For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO-CONDENSED  
MILK CO. LIMITED  
FACTORIES  
TRURO, N.S.  
HUNTINGDON, P.Q.



## Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

### Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

## Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

## THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
FERGUS

70-72 Front St. East  
TORONTO



## New Laid Eggs are Now More Plentiful

Better Arrival of These Has Caused a Reduction in Price — Storage Eggs Remain Steady—Butter Has Become Firmer, With Fair Demand—Provision Market Shows Little Change, While Poultry is Easier—Comparisons With Provision Prices a Year Ago.

The upward trend in hogs which took place in several centres last week has become general all over the country. There seems to be a fair supply of hogs with a moderate demand for pork products. The bacon market in London, England, is reported firmer with a slight advance, Canadian bacon being quoted there last week at 60s to 64s.

It is interesting to note the difference between present provision prices and those which existed a year ago. Dressed hogs on the Toronto market, which are now quoted at \$10 to \$10.25, were \$12 a year ago; live hogs at country points now \$7 were \$8.25 then, lard in tierces now 13c, was 16 to 16½, and long clear bacon, now 12 to 12½ was then 14 to 14½c.

For the time of the year there is a plentiful supply of eggs throughout the country. The hens have evidently started in on their good work a few weeks earlier than usual, so that arrivals have been more plentiful, and consequently sagging prices have been the result. Since January 1st, in most centres, there has been a reduction ranging around 10 cents in new laid, but the price of storage remains about the same.

The butter markets which saw a decline last week is steady again with a fair enquiry. A small lot of Australian creamery butter was offered in the West from Vancouver last week, showing that a shipment of that butter had been made there.

The cheese market has put on a firmer appearance lately. The English market is firm while a report from Montreal says: "The amount of cheese for sale here has been reduced to small proportions, the great bulk of stocks belonging to English houses."

The poultry market shows no improvement, and a slight decrease in price is noted in some quarters.

### MONTREAL.

Provisions.—All cuts of smoked meats are steady and unchanged, with the consumptive demand fair for the season. Both pure and compound lard show a slight reduction in price. Barrel pork is not firm, and lower prices are expected.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 14
Cases, tins, each 10 lbs., per lb.	0 14
" " " " " " " "	0 14
" " " " " " " "	0 14
Pails, wood, 20 lbs. net, per lb.	0 14
Pails, tin, 20 lbs. gross, per lb.	0 13
Tubs, 50 lbs. net, per lb.	0 14
Tierces, 375 lbs., per lb.	0 13
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 10
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 11
" " " " " " " "	0 11
" " " " " " " "	0 11
Pails, wood, 20 lbs. net, per lb.	0 12
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10

<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	27 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	8 75
" " 300 "	17 00
" " 300 "	25 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 12
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 12
Large sizes, 18 to 25 lbs., per lb.	0 14
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
" " small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	8 50
" dressed, per cwt.	11 00

Butter.—The butter market is not active. Stocks are urgently offering, and most dealers seem totally unwilling to buy. New York reports show a decline in prices, but the local market remains unchanged.

New milk creamery	0 26	0 26
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	

Eggs.—The receipts of new laid eggs have increased considerably during the week, which resulted in a decline of 5 cents per dozen. The future prices depend on the weather and on how largely the production increases. Storage eggs remain firm, as the supply is not heavy.

New laid	0 40	0 45
Selects	0 32	
No. 1	0 27	

Cheese.—The demand for cheese is not heavy, stocks are large and owners are holding on in the hope of some improvement. Prices are unchanged.

Quebec, large	0 13
Western, large	0 13
" twins	0 13
" small, 20 lbs.	0 13
Old cheese, large	0 16

Poultry.—Prices have dropped from 1 to 2 cents all round. The demand for fowl is fair; ducks are in good demand and the supply of turkeys and geese is heavy, with a fair call for them.

Fowl	0 12	0 13	Ducks	0 15	0 17
Geese	0 12	0 13	Turkeys	0 18	0 20

Honey.—The demand for honey is not heavy. Extracted buckwheat is in good quantity, and can be had for 8 cents. one dealer is even selling as low as 7½ cents.

White clover comb honey has a fairly good demand.

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

### TORONTO.

Provisions.—Although there is nothing to boast of in the provision market just now, still there is a fair amount of business. Live and dressed hogs still remain at last week's prices. The delivery of hogs was a little freer last week and prices remain the same except for an

advance of ½ cent in light and medium hams.

Long clear bacon, per lb.	0 12	0 12
Smoked breakfast bacon, per lb.	0 17	0 19
Pickled shoulder	0 09	0 11
Roll bacon, per lb.	0 12	
Light hams, per lb.	0 16	
Medium hams, per lb.	0 16	
Large hams, per lb.	0 15	
Cooked hams	0 21	
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 18	
" "	0 13	0 19
Heavy mess pork, per bbl.	21 00	22 00
Short cut, per bbl.	25 00	26 00
Lard, tierces, per lb.	0 13	
" tubs	0 13	
" pails	0 13	
" compounds, per lb.	0 11	0 11
Live hogs, at country points	7 00	7 10
Live hogs, local	7 25	7 30
Dressed hogs	10 00	10 25

Butter.—The butter market has steadied up again and prices are firm. Fresh creamery prints are quoted at 28 to 29 cents and dairy prints at 20 to 21 cents. There is a fair supply of butter with a normal demand. Although there are quantities of butter in cold storage, some dealers think it will not likely affect prices, as these supplies will not likely be offered for sale in large quantities until February and March, when creamery butter becomes a little scarcer.

<b>Fresh creamery print</b>		Per lb.
Creamery solids	0 28	0 29
Farmers separator butter	0 25	0 25
Dairy prints, choice	0 23	0 24
Fresh large rolls	0 20	0 21
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 18	0 19
" "	0 17	0 18

Cheese.—The price of cheese remains the same, although the market shows a slight firmness. The demand remains fair.

New cheese—		New twins	0 12	0 12
Large	0 12	0 12	Stiltons	0 14
Old cheese	0 14	0 15		

Eggs.—The freer supply of new laid eggs quoted last week still continues, although the market is not overloaded at all. However, one dealer says that eggs are more plentiful just now than they were during February last year. On account of the plentiful arrival, the price has seen another decline, new laid ranging from 34 to 38 cents, but no change has taken place in price of storage eggs. Eggs have been going out quite freely lately.

New laid eggs	0 34	0 38
Selects, storage	0 30	0 31
Fresh eggs, doz., storage	0 29	
Pickled eggs	0 28	

Poultry.—The poultry trade has not recovered from the holiday depression and has continued dull during the past week. The price of turkeys has seen a reduction, now being quoted at 17 to 18 cents per pound. Prices of other lines remain the same.

Chickens, dressed	0 13	0 14	Geese, dressed	0 13	0 14
Hens, dressed	0 11	0 12	Turkeys, dressed	0 17	0 18
Ducks, dressed	0 14	0 15			

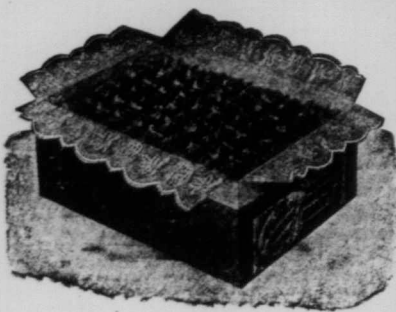
Honey.—Some houses report a fair amount of business in this line, with prices remaining steady. Buckwheat honey in tins is selling at 7c per pound.

Clover honey, extracted, 50 lb. cans	0 10	0 11
" " " 10 lb. pails	0 11	0 12
" " " 5 lb. pails	0 12	
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb.	0 07	

### WINNIPEG.

Eggs.—The market is moderate for this season of the year and the cause assigned is that the demand has weak-





## It's Your Move

If you are among the few leading grocers not handling CHOCOLATE "BORDO," it is your move. Write us for samples and particulars.

Eat a few

## Chocolate "BORDO"

and then eat a few samples of the Chocolates you have been pushing hardest. The difference—the unique superiority—of Chocolate "Bordo" will make you think.

With you, thought will soon lead to action. You will shoot in a rush order for stock.

And, with Chocolate "Bordo," frequent and enlarged orders come as a matter of course.

Better write that request for samples of CHOCOLATE "BORDO" now.

THE  
**Montreal Biscuit Co.**

(The Originators)

Brewster Ave. - MONTREAL

ened. Canded stock is moving moderately at 31 cents.

Butter.—Butter is firming up but slowly. No immediate advance over 32

cents for creamery stocks is anticipated, most of the local stocks come from the East, and No. 1 dairy is quoted at 30 cents per pound.

## Troubles in the Purchasing of Eggs

Country General Merchant Has Difficulty in Buying and Claims He Doesn't Get Any Profit in Selling to Commission Men—Query Regarding the Meaning of Quotations in The Grocer.

Editor Canadian Grocer.—I thought I would like to write you about a subject that I think a good many of us country general merchants are all at sea about. I mean the new laid egg question.

We pay the farmers a certain price for new laid eggs and another lower price for held or packed eggs. I think one in about ten will admit their eggs are packed; a few more will admit they are mixed but the great majority will state they are new laid. We candle them and of course separate the grades as well as we can. Here is an instance that occurred today: A farmer's wife brought in four dozen eggs that she said were all new laid but the candle showed them all held. They had been packed in salt and you could taste it on them. This is our first but not our greatest difficulty.

We ship the eggs, sorted out as well as we can, putting all the held eggs in one part of the 30 dozen case and the new laid in the other to some commission house and this is a sample return from a case sent about a week ago:

New laid 22 doz. @35	...	...	\$7.70
Held 6½ doz. @ 26	.....	.....	1.69
Splits 1½ doz. @ 18	.....	.....	.27

\$9.66

After deducting express charges of 35 per case and 5 per cent. commission (some houses charge 10 per cent.) you can figure out the net returns per dozen and see how much money we lost, not made, on this case where we were paying the farmers 40c. per doz. for new laid and 30c. doz. for held. Sometimes the returns are not as good as this where there is breakage taken off, which sometimes occurs in transit.

Last week's Canadian Grocer quoted new laid eggs 45 to 50c. doz., a price we never get. I called the attention of our house to this and they said that the price you see in The Canadian Grocer is the retail price which one or two farmers may get for an odd dozen or two that they bring into the market.

I have no doubt that many of my brother merchants have about the same tale to tell. If they will only speak out, it may result in some benefit to us in the future.

J. M. STEEL.

Clarksburg, Ont.

EDITORIAL NOTE.—In Mr. Steel's letter there are voiced no doubt some of the experiences of many general merchants throughout the country. It seems that most of them cannot depend entirely upon the word of those customers who exchange country produce for groceries and who are frequently disposed to seek the highest price for held eggs by calling them new laid.

But when 40 and 30 cents are paid farmers for new laid and held eggs respectively and only 35 and 26 cents are secured by the merchant it looks as if the dealer were paying too much.

There is evidently a little misunderstanding with regard to The Grocer's egg quotations. All our quotations in every market are those charged the retailer when he comes to purchase. Therefore the 35 and 40 cent quotations in the Toronto market are those paid to the wholesale produce merchants of Toronto by retailers who have to buy eggs in this way. The Grocer never depends on any stray quotation made by a farmer. These are apt to be different; in fact cases are known in Toronto where farmers who have brought guaranteed fresh eggs to the city have secured \$1 per dozen at private houses. Therefore if quotations were secured from farmers there would be prices ranging all the way from 35 or 40 cents up to \$1. The bulk of the eggs consumed in any large city pass through the hands of the wholesale and retail merchants of that city and it is on this basis that The Grocer secures its quotations which are always obtained from the best of sources.

## WATER IN BUTTER.

Grocer Had Over Limit and Was Fined

Montreal, Jan. 19.—A Montreal grocer was recently found guilty under the Inspection and Sale Act on two charges of having offered for sale butter containing more than sixteen per cent. water. He was fined \$10 or three months on each charge.

## SOURCE OF "ENGLISH" WALNUTS

It is interesting to note that "English" walnuts do not come from England, but are shipped direct to America from France and Spain where they are grown. Many years ago walnuts from France and Spain were shipped to England and from that country they were sent into the markets of the world; but although they are now shipped direct, they are still known as "English" walnuts.

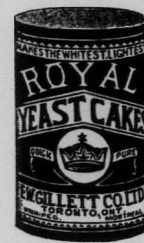
## WHAT IS A FRESH EGG?

A California judge defines a fresh egg as follows:—"If the white does not cling to the shell, if it is not shrunken to exceed a quarter or an eighth of an inch, if the yolk is in its place, if the air cell is not darkened or discolored and the white exhibits the natural freshness of an egg when first laid, then the egg is fresh."





## Who Stood the Loss?



The following "just as good" "just the same" "ten cents a box less," etc., etc., kinds have come and gone in the last few years:---

TWIN BROTHERS YEAST	IMPERIAL YEAST	NATIONAL YEAST
MRS. MADDEN'S YEAST	MOTHERS' YEAST	SUNLIGHT YEAST
WARNER'S SAFE YEAST	SUNRISE YEAST	CHARM YEAST
BREADMAKERS' YEAST	BARM YEAST	FOAM YEAST
PURE GOLD YEAST, ETC., ETC.		

What has become of them?

# ROYAL YEAST

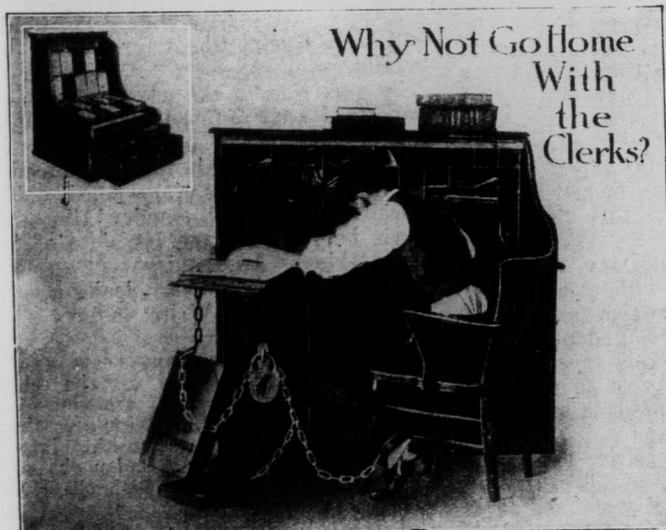
has stood the only test--the test of time. Think it over.

## E. W. GILLETT COMPANY LIMITED

Winnipeg

TORONTO, ONT.

Montreal



### You can be freed of your book-keeping Burdens!

You can learn more about your business in five minutes with

**The McCaskey Gravity Account Register System**  
(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the

**SIXTY THOUSAND MERCHANTS** who use it, it will do the same for you. Ask any user, or write

**DOMINION REGISTER COMPANY**

Manufacturers of Duplicating and Triplicating Sales Books in all varieties  
90-98 Ontario Street, Toronto

## CLARK'S Concentrated Soups (Chateau Brand)

From all over the Dominion, dealers report a good demand for these high-grade soups in tins. Their moderate price, convenience and excellence are attractive to the customers.

Are you supplied?

Jobbers who have not yet secured a stock should communicate at once with

**Wm. Clark, - Montreal**

Manufacturer of

**High Grade Food Specialties**

## The Difference Between Haddie and Hake

**Dealers Should be Careful About Purchasing These Fish as They Look Much Alike—Haddie is the Better Fish — Suggestions on Keeping Brine of Proper Strength on Salt Fish—If Sales are to be Large Dealer Must Use Special Selling Methods.**

By a Retail Grocer.

The best time to sell fish is from January to April. Vegetables are then scarce and the people in many districts are tired of fresh meat, while Lent affects a large proportion of the people.

With the advantage which is enjoyed in this country in that the weather is cold enough to keep fish without any great expense, the retailer has certainly a chance to increase his sales in this line. Of course, proper methods must be employed in order that the business will pay a profit.

### Keep Brine at Proper Strength.

Care should be taken with salt fish to see that they are well covered with brine or they will soon become rusty and stained. Do not pour water in on the brine already in the barrel or other receptacle, but mix it first in a separate dish and see that it is the right strength before pouring over the fish.

It is well to watch that the best quality fish are purchased or there is liable to be a decrease in the fish trade. In buying cured fish, purchase only from a dependable concern. Sometimes petty vendors, finding that their fish is becoming stale, will cure it themselves, and fish cured by some of these small vendors is often unwholesome, the curing merely hiding the defects.

Finnan Haddie, the sale of which is large in some places, in some seasons when they are scarce have Hake substituted for them. They are both similar in appearance, but the consumer, if he be any critic at all, will note the difference. When Hake is served as Haddie it is found to be of a coarse quality and it has not the good taste of haddie.

The only way in which the dealer may tell the difference is that Hake has a black or nearly black streak extending down the back on either side of the back bone, the customer will not likely note any difference in appearance, but will probably think that the dealer is selling a poor quality of Finnan Haddie.

### Making a Counter Display.

The method of display has a good deal to do with sales and the merchant should look after this important detail. Fresh fish can be shown to good advantage if placed in flat dishes on the counter. These should, of course be water tight, so that drippings off the fish will not run on the counter. These holders should be cleaned out often, as a cleanly appearance of everything connected with the fish department promotes sales.

### Buy in Small Quantities.

It is not wise to purchase fish in large quantities for the public have changeable appetites and while one week there might be a big demand for some particular line, the next week there might be little sale for it. Supplies should be bought oftener in smaller quantities and in various lines, thus keeping stocks fresh and a smaller amount of capital invested.

It must be remembered that putting in a stock of fish will not in itself pro-

mote sales. A certain amount of advertising will be necessary in order to get trade in this line running in your direction.

## Fig Growers are Not Careful in Handling Fruit

Washington, D. C., Jan. 19.—E. G. Smyth, a scientist of the bureau of agriculture of the United States, who was sent to Smyrna last spring to investigate the situation there with regard to the packing and shipment of figs to America, because of some poor fruit having been received, has returned to Washington. He indicates that conditions have improved and that Smyrna can send clean figs to America if the natives care to. He adds that the State Department and the Turkish Government are drawing up regulations to cover the case.

Mr. Smyth was in the fig belt five months. He camped in the orchards, lived in the packing houses and followed the life history of the moth. He experimented with all sorts of sterilizing devices and found that, owing to their method of construction and the fact that they were always in use, it was not possible to fumigate the packing houses. After experimenting with steam, hot air and hot water, he discovered it was possible to sterilize the figs by boiling them before they were packed.

The packers generally say, according to him, that they are willing to sterilize the figs for the American market, if there is some regulation adopted compelling all of the packers to go to the same expense. It is probable that this will be done and the problem of wormy figs thus will be solved.

Mr. Smyth says there are two crops of figs a year in Smyrna. The first, or June crop, is not very good, and it is allowed to fall and rot on the ground. To a large extent the moths get into these figs, and there they multiply and increase, so that when the figs the American public eats are laid out on mats to dry, there is a moth for every fig, and eggs are laid that ultimately develop into worms.

When the figs are brought into the "khans" or packing houses they are already infested with the worm.

Sanitary conditions he claims have been bad in the packing plants and the figs get infested with other things besides the worms. The Turkish Government recently has taken hold of this end of the business, and now has an in-

spector-general of agriculture, who is inclined to do his duty, and the "khans" and the workmen are being cleaned up. But this does not affect the fig moths.

### INFORMATION FOR BUYERS.

#### Supplied to the Trade by Sellers.

Thomas Wood Co., the coffee importing house whose high grade coffees have made such progress in Canada the past few years, have issued a letter to their trade on the market conditions, urging the grocers to maintain the quality of their coffees even at an advanced price, claiming that the higher cost coffees are more economical as well as more delightful. Wood's coffees have an enviable reputation in the States also, where they enjoy a large patronage.

Hugh Walker & Son, wholesale fruit merchants, Guelph, Ont., have just completed a successful prize contest among their customers, which has been in progress throughout the year 1910. They offered for the three customers buying the largest number of boxes of "Golden Orange" brand oranges in the twelve months, a free trip to California and return, including hotel expenses. The distributing territory was divided into 3 districts. J. A. McCrea, Guelph, is the winner of the trip for District No. 1, with a purchase of 654 boxes in the year; John Sandlos, Hanover, Ont., wins the trip for district No. 2, and A. McIntosh, North Bay, Ont., is the winner for district No. 3. George Walker expects to accompany the party, which will leave Guelph about the end of the present month.

By referring to the advertisement of Laporte, Martin & Co., Limited, of Montreal, which appears on another page, it will be seen that this firm is quite decided to reduce its very considerable stock of many and standard lines of goods before February 1st, date of its stock-taking. An inquiry sent to this firm should bring to every dealer a very interesting reply. Write to-day.

W. D. Watson, for many years a retailer in Ayr, Ont., and for the past seven years a western traveler for Foley Bros. & Larson, Winnipeg, has been appointed buyer for the latter firm in succession to A. Badenoch, who takes a similar position with the Hudson Bay Company.

During 1911 the majority of holidays will fall on a Saturday or Monday. New Year's Day was celebrated on Monday; Dominion Day comes on a Saturday, and Labor Day, Thanksgiving and Christmas Day will all fall on Mondays. Good Friday of course comes on Friday and May 24th this year will be a Wednesday.

The dairy and food department have commenced a crusade against dirty and unsanitary stores in Lansing, Mich. They will also see that the sanitary standard in living rooms over stores is raised to a higher level. It is claimed that in many stores the filthy conditions are very bad and the living rooms in some cases worse.



## The Flour Market in Uncertain State

**A Slight Weakness in Wheat Market Has Made Millers Doubtful in Regard to Flour Prices—A Moderate Demand for Both Flour and Cereals—Some Say Flour Market is Strong, While Others Are of a Different Opinion.**

The firmness in the flour market was somewhat weakened on Monday by a slight decrease in wheat quotations, which was brought about by bearish reports from several important centres. Several millers looked for an advance in flour, but whether the easiness in wheat will break up this expectation is a question. No. 1 Northern wheat is quoted at 1.04 per bushel at Ontario bay ports.

In regard to what the future of the flour market will be there is a difference of opinion. Some millers have ventured the prediction that even in the face of the slight easiness in wheat that higher prices will be seen in flour. Still there are others who believe that on account of the weakening in wheat and the liberal stocks held in general that flour will remain at the same price. All grades of Ontario flour advanced 10c per bbl. in St. John, N.B., last week.

Reports show that Canadian flour exports to South Africa have increased from \$629,285 in 1906 to \$1,115,500 in 1909, an increase of 77.3 per cent.

A report from England says: "The flour market has ruled firm during the past few days and prices have an upward tendency."

A report from Ottawa intimates that Sir Richard Cartwright will appoint a Canadian trade agent to Venezuela, as the outlook for business between Canada and this country is good. Flour is selling in that country at sixteen dollars a barrel, and a great many articles produced in the Dominion should find a ready market there.

A moderate amount of business is being done in both flour and cereals throughout the country, but millers agree that trade would show an improvement.

### MONTREAL.

Flour.—The hope of activity in the local flour market is not being realized, although there is a moderate routine business being done from day to day. Some days there is little of this, and others it is quite fair; but of real activity there is none reported.

Winter wheat patents, bbl.....	4 85	5 10
Straight rollers, bb.....	4 40	4 60
Manitoba 1st spring wheat patents, bbl.....	5 60	
"    straight patents bbl.....	5 10	
"    strong bakers.....	4 90	
"    second.....	4 40	

Rolled Oats.—Little interest is shown in this market. Prices are unchanged.

Fine oatmeal, bags.....	2 40
Standard oatmeal, bags.....	2 40
Granulated ".....	2 40
Bolled cornmeal, 100-bags.....	1 80
Rolled oats, bags, 90 lb.....	2 15
"    barrels.....	4 55

### TORONTO.

Flour.—The firmness which characterized the flour market has been somewhat

weakened by a slight easiness in wheat prices. Some millers believe that even under the present conditions flour may see a little higher price, while others think that the weakness in wheat will keep the flour market at the present price. There is a fair demand for flour just now, considering the season of the year, as millers do not look for a big trade during the first month.

Manitoba Wheat.		
1st Patent, in car lots.....	5 40	5 50
2nd Patent, in car lots.....	4 90	5 00
Strong bakers, in car lots.....	4 70	4 80
Feed flour, in car lots.....	3 00	3 20

Winter Wheat.		
Straight roller.....	4 25	4 70
Patents.....	4 80	5 00
Blended.....	4 80	5 10

Cereals.—There is a fair amount of business passing in these lines. Rolled oats maintain a firm position, while rolled wheat still remains the same in price.

Rolled oats, small lots, 90 lb. sacks.....	2 20
"    25 bags to car lots.....	2 10
Standard and granulated oatmeal, 58 lb. sacks.....	2 41
Rolled wheat, small lots, 100 lb. bbls.....	2 85
"    5 bbls. to car lots.....	2 75

### CUTTING IN FLOUR

A Montreal man, and an authority on the flour market, in referring to the present condition says there is no possible chance of flour advancing over present prices in the domestic market unless foreign markets appreciate in value.

"We are not warranted in advancing present market values on the domestic consumer," he said "until we can place flour for export at a higher price than at present. We would be pleased to see the present quotations for flour maintained, as beyond question there is considerable cutting going on, and booking ahead."

### TRADE NOTES.

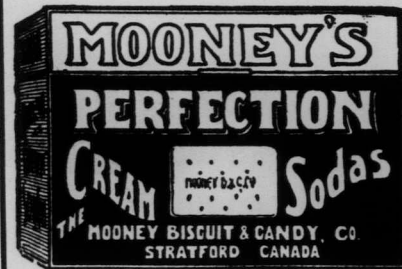
T. E. Reevely, grocer, Swansea, Ont., suffered a serious loss Sunday night, when his store and residence were destroyed by fire. The loss is estimated at several thousand dollars.

Abraham Bryan, a general merchant for many years in Whitby, Ont., is dead at the age of 90 years.

Merritt Bros., wholesale grocers, Halifax, N.S., have assigned. The liabilities were declared at about \$32,000 and assets at \$12,000.

M. O'Donnell & Co., grocers, North Bay, Ont., have moved into a new store. The front is being refitted for better display purposes.

A Canadian cereal company has asked the Railway Commission to reduce the minimum weight of a carload. The company argues that since cereal products are not heavy they do not come up to the prescribed minimum weight, and, therefore, its freight should be figured on the actual weight of the contents.



### LITTLE BIT

more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

## The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.  
WINNIPEG, MAN.



## MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents  
26 Front St. E., Toronto

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



Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags  
Acme Pellets, 5-lb. tins | Lozenges

and a full range of  
LICORICE SPECIALTIES

for Grocers, Confectioners  
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY  
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

M<sup>c</sup>VITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell M<sup>c</sup>VITIE & PRICE'S Biscuits you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:  
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor Montreal | R. S. McIndoe Toronto | Jos. E. Huxley Winnipeg | Arthur Nelson Vancouver  
Arthur M. Loucks Ottawa | R. G. Bedlington Calgary

By Royal



Letters Patent

NELSON'S  
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S  
Gelatine and Licorice  
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.  
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:  
The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington Street East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



## TAKE OUR TIP!

If in doubt as to what line of Breakfast Food to feature,  
give a fair trial to

# TILLSON'S PAN-DRIED OATS

## A FOOD, NOT A FAD!

It is easily the most satisfying, nourishing and palatable cereal on the market,  
and is prepared from the finest oats in the world—Canadian Oats.

Our extensive advertising has created the steady demand for "Tillson's!" Don't  
delay. Send along that order to-day.

PUT UP IN 2 SIZES

Premium Family Package, Pan-Dried Package,  
retails at 25c. retails at 10c



Canadian Cereal & Milling Co., Ltd., Head Office: LUMSDEN BLDG., TORONTO

## The Trained Grocery Salesman

IT should be the aim of every trained Grocery Salesman to spend  
his spare hours profitably. One very profitable way in which he  
can spend these spare hours is acting as circulation represent-  
ative for the MacLean Publishing Co.

This work puts you in touch with all classes of people and is profitable  
as well as interesting.

We want a representative in practically every town and centre of pop-  
ulation to secure new and renewal subscriptions.

Your training in salesmanship qualifies you for this position, and  
enables you to carry it on enthusiastically and successfully.

Your name and address sent to us will bring you a complete prospectus.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE.,  
TORONTO, - - ONTARIO

THE CANADIAN GROCER

TRADE NOTES.

F. W. Hudson of the Canada Brokerage Co., Toronto, sailed on the Lusitania from New York, Jan 18, on a business trip to Europe.

The Canadian Shredded Wheat Company have opened a branch warehouse in Winnipeg in the Bright & Johnston Block. J. H. Duke, late manager of the Quebec section is in charge.

Business schemes should be selected with great care. There are many "schemes" which intelligently used will help in increasing sales. But it must be remembered that there are many more schemes that do harm.

Another shady scheme is reported from Nashville, Tennessee, whereby for \$2 a year membership fee, any consumer can obtain special discounts from merchants who have signed an agreement to that effect with the Southern Economy League. Eighteen grocers have entered the scheme.

St. John, N.B.—A meeting of the creditors of Merritt Bros., wholesale grocers, was held last week, and Charles E. MacMichael was appointed inspector. The meeting adjourned until April 16. In the meantime the assignee, H. H. Pickett will collect all the assets and book debts. The liabilities are placed at about \$32,000 and the assets, about \$5,000.

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

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

10, Garfield Chambers, Belfast, Ireland

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

WHOLESALE

**Grocery Brokers**

137 BANNATYNE AVENUE

**WINNIPEG**

COVERING

**MANITOBA and SASKATCHEWAN**

CORRESPONDENCE SOLICITED

**MOP STICKS**

"The Tarbox Brand"  
Made in Canada

Many kinds

**FOR ALL PURPOSES**

Distributed through practically all of  
**THE LEADING JOBBERS**

Send for Catalog.

Manufactured by  
**TARBOX BROS.** - - Toronto  
(Established quarter of a century under the same personal management.)

ESTABLISHED 1849

**BRADSTREET'S**

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

**THOMAS C. IRVING,** GENERAL MANAGER  
WESTERN CANADA  
TORONTO



Is the bread NOW in your home inviting? Do you like it? If not, you can have it so by using

**Anchor Brand Flour**

MANFD. BY

Leitch Brothers Flour Mills, Oak Lake, Man.

**NO CHEMICALS** are used in the manufacture of

**EPPS'S COCOA**

*Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.*

**Epps's**

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

**MADE WITH FULL-CREAM MILK.**

Special Agents: **G. E. COLSON & SON,** Montreal  
Nova Scotia: **E. B. ADAMS,** Halifax. Manitoba: **BUCHANAN & GORDON,** Winnipeg

**Give these lines a trial!**

Wherever handled, they have proved ready sellers, and good profit-makers!

**LYNCH'S QUALITY BISCUITS**

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

Always reach you as crisp and fresh as they leave our ovens.

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

and at **STELLARTON,** Fred A. Milligan, Manager; **HALIFAX,** Frank A. Gillis, Manager





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LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY

---



## *I Always Tell The Buyer To Use More Water*

It's funny, come to think of it.

That I should tell the cook how to bake.

But if she has never used a strong Manitoba flour before, she may complain that it doesn't work so easy—gets tighter in the dough.

Because, you see, she doesn't know what to do with it.

Plain ignorance on her part which I find very profitable to enlighten.

Just what I told Mrs. B. this minute:

Madam, said I, when your dough tightens under hand put in *more* water, no matter how little you have been using.

More water and *less* flour—that's where the saving comes in. And you'll find FIVE ROSES works much easier, goes together quicker, closer.

Trouble is you didn't give it *enough* water to work with.

It's because it's so unusually strong, so granular, that FIVE ROSES needs this *extra* water.

The result is you get many, many more pounds of bread from your flour bin than you have ever known before.

That is the economy of FIVE ROSES.

And the extra kneading—if you care to knead it longer—gives you such lofty, close-grained loaves; satin texture, cool and porous crumb that keeps fresh for days.

This makes FIVE ROSES worth much more than the price would indicate.

Customers who take this hint take FIVE ROSES evermore.

The moral, of course, is:

We both make *more* "dough."

## *Five Roses*

*Packed to suit your trade—barrels and halves*

*Bags of 7, 14, 24, 49, 98 pounds*

*Ask your Jobber*

---

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF QUALITY"

---

# California Navels and Florida Grape Fruit

are both selling well.  
Quality is fine.

CALIFORNIA CELERY,  
FLORIDA HEAD LET-  
TUCE, NEW BEETS,  
CARROTS, ETC.]

Send in your orders. They will have best attention.

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH ST. TORONTO  
are Largest Receivers

## St. Nicholas Home Guard

PACKER:  
FRANC TRACUZZI

If you don't specify above brands when ordering you will find out the brands your jobber wants to sell---The brands that show him the largest profit. But that don't do you any good, so "Be Wise" and insist on "St. Nicholas" in which case the "Big Profit" will be at your end of the line, "Be Wise."

AGENT  
J. J. McCABE, Toronto

Puck

## Little Change in Fruit Trade Conditions

Retailers are Buying Only for Immediate Needs — Export of Apples from Nova Scotia According to One Estimate will be Only 200,000 Barrels This Year—Supply of Oranges Still Keeps Plentiful.

There are no important features in the fruit and vegetable trade just now, retailers ordering small amounts to supply their immediate needs. Reports of the apple crop from Nova Scotia show that the export of last year's crop will be only 200,000 barrels compared with 700,000 barrels in 1909, and of the crop, 135,000 barrels have already been forwarded.

Oranges are selling well and prices remain the same. It was expected by some dealers that a break might take place in the price of oranges, after the holiday, on account of the large quantities being shipped, but the good quality of the oranges increased sales in all parts of the country with the result that the price has been maintained.

### MONTREAL.

Green Fruits.—Buyers continue to purchase sparingly in accordance with their immediate needs. The demand for oranges is good, particularly on the large size.

Apples, bbl. ....	4 50 7 50	Oranges—	
Bananas crated, bunch .....	2 00 2 25	California .....	4 00 5 00
Cranberries, bbl. 11 00	15 00	Pineapples—	
Cocoanuts, bags. ....	4 25	Florida, case .....	3 75 4 25
Malagas keg .....	6 50	Plums, crate .....	2 00 3 25
Lemons .....	2 75 3 50	Pears, bbl. ....	7 00 10 00

Vegetables.—The market is still dull, and a brightening up is not expected for some time yet. Sweet potatoes are scarce, and prices have advanced. There is a scarcity of lettuce and prices are advancing. American beans are declining.

Beans, American basket .....	7 00	Onions—	
Beets, bag .....	0 75 0 90	Spanish, cases .....	2 75 3 00
Carrots, bag .....	0 75 0 90	Red, bag .....	1 25
Cabbage, doz. ....	0 40 0 50	Potatoes, bag .....	1 00 1 10
Cabbage, bbl. ....	1 00 1 50	New Bermuda potatoes, lb. ....	0 07
Celery, crate .....	4 00 4 25	Sweet potatoes, basket .....	2 75 2 50
Cauliflowers .....	3 00	Parsley, dozen .....	0 90
Cucumbers, doz. ....	2 25 2 50	Parsnips, bag .....	1 00 1 25
Garlic, 2 bunches .....	0 25	Radishes, dozen bunches .....	0 60 0 75
Green Peppers, small basket .....	1 50	Spinach, bbl. ....	5 00 5 50
Leeks, doz .....	1 75 2 00	Tomatoes, hot-house, lb. ....	0 35 0 40
Lettuce—		Turnips, bag .....	0 75 0 90
Curly lettuce, box .....	1 60 2 40		
Boston, box .....	2 50		

### TORONTO.

Green Fruits.—Trade in these lines shows a slight improvement and while there is a fair demand, still dealers agree that things might be brisker. There is still a good supply of oranges with a fair demand. Some dealers believe that apples will rise above the present price.

Apples, bbl. ....	3 50 6 00	Jamaica, case .....	3 0 3 50
Apples box .....	2 00 2 50	Lemons—	
Bananas .....	1 50 2 00	Messina .....	2 75 3 00
Cocoanuts, sack .....	4 00 5 00	Limes, box .....	1 25
Cranberries, bbl. ....	9 00 9 50	Oranges—	
Cranberries, case .....	3 50	Tangerines, a strap .....	5 50 6 00
Malaga bbl. ....	5 00 6 50	Florida .....	2 50
Almeria, bbl. ....	5 00 7 00	Navels .....	2 50 3 00
Grape Fruit—		Mexicans .....	2 00 2 25
Florida, per case .....	3 50 4 00	Pomegranates, doz. ....	0 75
		Pineapples crate .....	4 00 4 50

Vegetables.—There is little change either in demand or price in this line. There is a good demand at the present time for California celery and the price is remaining firm at from \$4.50 to \$5 per case. There is also a fair trade in

cucumbers and similar lines. Imported tomatoes have not yet come down to a level that would create much of a demand, the price now ranging at \$6 per case of 6 baskets. Lettuce are quoted at an advance. The potato market has been somewhat weakened by the arrival of quantities from New Brunswick.

Beets, Louisiana doz. ....	1 25	Endive, 12 heads .....	1 00
Canadian beet, bag .....	0 60 0 75	Lettuce, Canadian, head .....	0 40
Cabbage, case—		Boston head lettuce, doz. ....	1 50
Canadian .....	0 75 1 50	Onions—	
Cabbage, per 100 .....	3 50 5 00	Spanish, large .....	3 00
Carrots, Canadian, bag .....	0 50	Spanish, 4-cases .....	1 50
Carrots, Louisiana, doz .....	1 00	Yellow, per bag .....	1 35 1 50
Celery, dozen .....	0 30 0 40	Potatoes, Ontario, bag .....	0 85 1 00
Celery, California, case .....	4 50 5 00	Sweet, hamper .....	1 25 1 40
Cucumbers, Boston doz .....	2 25	Parsley, per doz .....	0 75
		Parsnips, bag .....	0 60
		New turnips, per 11-qt. basket .....	0 50

### WINNIPEG.

Fresh Fruits.—Prices are going much higher and further advances in apples are expected. Cranberries are scarce; new arrivals of oranges are quoted lower. A good trade is going on in all lines.

Apples—		Grapefruit, Cal., case .....	6 00
Ame. Johnthans .....	2 50	Cocoanuts, doz. ....	0 90
Ontario, No. 1, bri. ....	5 50	Cranberries, Jersey, per bbl. ....	15 00
Northern Spy .....	6 50	Lemons, Cal. ....	5 00
Bananas .....	2 50	Oranges, Navel. ....	2 75 3 50
Grapes, Mal., keg .....	6 50 8 00		

Vegetables.—A good output is reported on all lines and at stronger prices. Cucumbers are at a record figure. Tomatoes are also high. A splendid trade is going on in cabbage and onions.

Beets, lb. ....	0 02	Onions, imported .....	0 02 1/2
Cabbage, new, lb. ....	0 02	Potatoes, bush .....	1 00
Celery, Cal. ....	1 00	Parsley, per doz. ....	0 40
Cucumbers, doz. ....	3 50	Radish, dozen .....	0 50
Lettuce, doz. ....	0 60	Squash, lb. ....	0 03
Mint, doz. ....	0 80	Tomatoes, Cal. case .....	5 00
Onions, green, per dozen .....	1 00		

### FRUIT MEN CONFER.

Toronto, Jan. 19.—On Monday of this week the fruit section of the Toronto Wholesale Fruit and Produce Association entertained wholesale fruit dealers from outside points and Toronto fruit brokers. During the afternoon there was a bowling game in which nearly all participated and showed their prowess over the ten pins.

In the evening a banquet was tendered the visitors at which addresses were delivered and trade conditions and evils talked over with a view to straightening out matters. It is the intention of the fruit men to hold further conferences along this line in the future.

H. Peters, Toronto, left last Sunday on a trip to Florida and the Bahamas.

Kelly, Taylor Co., Ltd., is the name of a new firm which has recently opened a grocery and provision store in Charlottetown, P.E.I. The company was incorporated by letters patent in Nov. 1910.



### Annual Staff Gatherings

On Tuesday evening, January 3rd, the Mooney Biscuit & Candy Co., Ltd., Winnipeg, held their annual conference and banquet in the Royal Alexandria. There were present the entire Western traveling staff, and the local office staff, numbering about twenty-five young men. W. C. Mooney, vice-president, and manager occupied the chair, and beside him was J. S. Cooke, sect.-treasurer and assistant manager. An excellent menu had been arranged for, and unique programmes were prepared outlining the menu and toast list. After the banquet, a toast list was run off, consisting of music and speeches from members of the staff. Mr. Mooney in speaking to "Our Company," outlined the history of the Mooney Biscuit Co. since its birth, eight years ago, referring to the business in Stratford, Ont., and the purchase of the new branch in Winnipeg, from Foley Bros. & Larson, last year.

The social gathering, as remarked by Mr. Mooney, was a fitting conclusion to the relationship which existed between members of the staff and all departments of business. Co-operation, he said, was the keystone to all successful business enterprise, and he wished for the year of 1911 that co-operation between all departments and employes, as well as the customers, would be the motto. During the evening, a telegram was read from W. G. Mooney, president of the Mooney Biscuit Co., at Stratford, regretting that he was unable to be present. This message was received with hearty applause.

#### SAVES MONEY IN FREIGHT.

An Eastern Ontario country dealer states that he can save considerable money in freight and express by combining orders coming from the same place. For instance, last week he wanted a shipment of groceries and as he was also getting some fish from the same city, he had the two orders combined in one shipment, thus saving freight. He also keeps his stock up better in that way as when he runs short on goods handled by a special house, he can have a shipment included with his groceries.



FOLLINA BROS., Packers

## California Celery

Fresh cars arriving at regular intervals.

GOOD CANADIAN CABBAGE—solid hard heads.  
1,000 cases SPANISH ONIONS—direct shipment.  
MARMALADE ORANGES—sizes, 160's, 200's, 240's.

All the above lines are reasonable.

Add your FISH ORDER—the Largest and Most Complete Stock to choose from.

**WHITE & CO., Limited**  
TORONTO, Branch at HAMILTON

## Fresh Arrivals

### California Celery

EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated

### Golden Orange Brand Navel Oranges

ALSO A FULL LINE OF

Grape-Fruit, Lemons, Bananas.

The House of Quality

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

## LEMONS

are reasonable in price, and what fruit do you handle that shows you more margin of profit? Push the sales of Lemons—your customers want them in the house all the time. Do not be afraid to "hand them a lemon," and for best satisfaction be sure they get "**Buster Brown**," Canada's most popular Brand.

W. B. STRINGER, Sales Agent





# Fish - Oysters



## The Fish Trade in Splendid Condition

A Good Trade in Fish for this Time of the Year—Better Supply of Fresh Fish at Coast—Newfoundland Herring Fisheries Did Not Turn Out as Well as Expected.

The fish trade seems to be in a healthy condition at the present time. Some improvements in arrivals of fresh fish, especially cod and haddock, are noticed at the coast. On account of stormy weather, the catches of lobsters have been small. There are good supplies in nearly all lines of smoked fish. The herring fisheries on the coast of Newfoundland have not turned out as well as at first expected, which has caused a noted firmness in that line.

### NOVA SCOTIA.

Halifax.—There is considerable improvement in the receipts of fresh fish at Halifax, several vessels having arrived during the week with fair sized cargoes for the season of the year. The fish consisted principally of cod and haddock for which there is a good demand. Halibut is scarce and no fresh stock is being landed at this port. Reports from along the western shore say that only small catches of lobsters are being made. This is due to the stormy weather that has prevailed along the coast, the fishermen being unable to set their traps. Most of the lobsters that are being taken are shipped alive to Boston, where high prices are obtained.

The local market is now well supplied with smoked fish such as finnan haddies, fillets, and kippered herring. There is a good demand for dry and pickled fish, the stocks of which are gradually becoming smaller. There is a much better demand for fish in the foreign markets, and the shipments are increasing, thus greatly reducing the home supply. One schooner sailing from here recently took away over 4,000 packages for Brazil, the cargo being valued at \$35,000.

### ONTARIO.

TORONTO—The trade in fish is running along smoothly with a fair demand, especially in sea fish lines. Prices remain about the same. Pickled lake herring in 100 lb. kegs are quoted at \$4.

#### FRESH CAUGHT FISH

Steak cod..... 0 08 Haddock..... 0 06 0 07

#### FROZEN LAKE FISH

Gold eyes..... 0 6	Salmon trout..... 0 12
Halibut..... 0 09 0 10	Smelts, No. 1..... 0 12
Lake Superior herring 0 04	Smelts, extra..... 0 18
Lake Erie herring.... 0 07	Tullibees..... 0 06
Pike..... 0 06	White fish, pan
Pink sea salmon..... 0 09	frozen..... 0 10
Round red..... 0 09	Yellow pickerel..... 0 08½

#### OCEAN FISH (FROZEN)

Herring, per lb..... 0 04	Mullet..... 0 04
Flounders..... 0 05	Bluefish..... 0 12

#### SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box..... 2 10	Cod, Imperial, per lb.. 0 05
Acadia 1-lb. box per crate..... 3 60	Fillets, per lb..... 0 12
Acadia, 2-lb. boxes, pr. crate..... 2 80	Herring (Labs.) half-barrels..... 3 25
Acadia 3-lb. box per crate..... 5 40	Herring bbl..... 6 00
Shredded cod..... 2 25	Haddie, Finnan 0 08½ 0 09
Bloaters, box..... 1 25	Kippers, box..... 1 30
Boneless Digby's, box 1 00	Oysters, extra selects, gal..... 2 25
Codfish, Bluenose, " 1 40	Oysters, selects, gal.. 1 85
Cod steak, per lb..... 0 07	Oysters, standard, gal. 1 65
	Pickled lake herring, 100 lb. kegs..... 4 00
	Quail on toast, per lb.. 0 06

### NEWFOUNDLAND.

St. John's—The latter stage of the herring catch did not prove as successful as it at first promised. A fortnight ago herring were reported plentiful on the west coast but have now apparently gone into deeper waters. Several vessels which were unable to get full cargoes, offered higher prices. Conditions, however, seem to be somewhat better on the south coast. There is a good demand on the United States markets for herring just now. The same prices for this line prevail in St. John's, but there is reason to believe that higher prices may be seen on account of the shortage.

Codfish, large and medium merchantable, per qtl. 6 90
" small..... 5 90
" large Madeira..... 6 90
" small..... 5 90
" large and medium West India..... 4 00
" small per qtl..... 3 50
" Labrador..... 3 70
Haddock..... 3 50
Herring, No. 1, large and medium, barrel..... 2 70
" small..... 2 50
Ling..... 3 50
Lobsters, No. 1 flats, case 48 1-lb. tins..... 16 00
Salmon, per case 48 1-lb. tins..... 5 50
Salmon, No. 1, large and medium, tierce..... 18 00
" No. 2, large..... 16 00
" No. 3, large..... 14 00
" No. 1, small..... 16 00
" No. 2, small..... 14 00
" No. 3, small..... 12 00
" tinned, case..... 5 50
Cod Oil, hardwood casks, tun..... 105 00
softwood..... 95 00
Cod Liver Oil, gallon..... 0 70

### QUEBEC.

Montreal.—Trade in frozen fish is as good as could be expected this time of the year, weather is favorable, and the market does not show the least sign of anxiety. Some lines, particularly haddock and haddies, are more than ample to fill the requirements at present, but there are possibilities of fishing being stopped any moment now on the coast, when the apparent surplus will vanish quickly. Frozen lake fish are in good demand, a rough spell of weather has stopped the fish coming east, but when normal conditions are restored fish will be more

plentiful. Halibut and salmon are in good demand, salmon particularly. Pickle and salt fish are beginning to move, holders expect to sell at too big a price and it has a depressing effect on the demand and for this reason the quantities sold will be much below the average. Oyster trade, both in bulk and shell, is satisfactory.

#### FRESH

Perch..... 0 08	Market cod... 0 4 0 04½
Steak cod..... 0 05 0 05½	Haddock..... 0 4½ 0 05

#### FROZEN

Codfish..... 0 04 0 04½	Flounders..... 0 03 0 04
Dore, winter caught, per lb..... 0 08½ 0 09	Pike..... 0 05½ 0 06
Haddock..... 0 04½ 0 05	Salmon, B.C., red 09 0 10
Halibut, per lb. 0 08 0 09	" Gaspe salmon..... 2 20
Herring, per 100.1 80 1 90	Smelts, 10 lb. box 09 0 10
Market cod..... 0 04 0 04½	Whitefish, large, lb..... 0 09 0 10
Steak cod..... 0 05 0 05½	Whitefish, small.0 06½ 0 07
Mackerel..... 0 12	
Tom cods, bbl..... 2 00	

#### SALTED AND PICKLED

Green cod, No. 1, bbl..... 8 00 9 00	Salmon, B.C., red, bbl 14 00
Labrador herring, bbl 5 50	" Labrador, bbl 16 00
" bbl 3 15	" bbls 9 00
Labrador sea trout, bbls..... 12 50	" trcs., 300 lb..... 22 00
Labrador sea trout, half bbls..... 6 50	Salt eels, per lb. 0 07½ 0 08
No. 1 mackerel, pail.. 2 00	Salt sardines, 20 lb. pbs 1 00
" bbls.. 8 50	Salt sardines, bris, 20 lbs..... 7 00
No. 1 pollock, bbl... 6 00	Salt sardines, half bris, 100 lbs..... 4 00
Scotia herrings, No. 2, bbl..... 4 50	Scotch herring..... 6 50
Lake trout, half bbl. 6 00	" keg 1 00
	" bbl 5 50
	" Holland herring, ½ keg 0 75

#### SMOKED

Bloaters, large, per box, 60s..... 1 25
Haddies..... 0 07 0 07½
Herring, new smoked, per box..... 0 25
Kippered herring, per box, small..... 1 00

#### SHELL FISH

Shell oysters, bbl, choice..... 12 00 13 00
XXX Shell Oysters..... 10 00
Lobsters, live, per lb..... 0 60
Oysters, choice, bulk, Imp. gal..... 1 49
" Selects, Imp. gal..... 1 60 2 00
" bulk, selects..... 1 60
Solid meats—Standards, gal., \$1.85; selects, gal., 82.

#### PREPARED FISH

Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11
Shredded cod, per pkg..... 0 15
Skinless cod, 100 lb. case..... 6 00
Dried cod, medium, 100 lb. drum..... 7 00
Dried cod, large, bundles..... 6 00
Dried cod, medium, bundles..... 6 00
Dried haddock, medium, bundle..... 5 50

## Dried Apples

Shipments Solicited  
Settlements Prompt

**W. A. GIBB COMPANY**  
HAMILTON

JAMES BOMERVILLE Manager

Highest price paid for  
**DRIED APPLES**  
**O. E. ROBINSON & CO.**

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

## Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS



The storm recently experienced throughout the Western Provinces has reached the Atlantic Coast and is affecting the weather conditions there.

CURERS AND PACKERS  
OF  
**The Celebrated "Ocean Brand"**



**Finnan**

First  
Silver  
Provincial  
Nova

**Haddies**

Prize  
Medal  
Exhibition  
Scotia

January and February are the two best fish months and it would be advisable under present conditions to assure yourself of supplies at the present prices.

**Bloaters and Kippers**

First Prizes Provincial Exhibition, Nova Scotia

Also the Special Gold Medal for best exhibit of Food Fishes at the Dominion Exhibition, Halifax, N.S., was awarded to us.

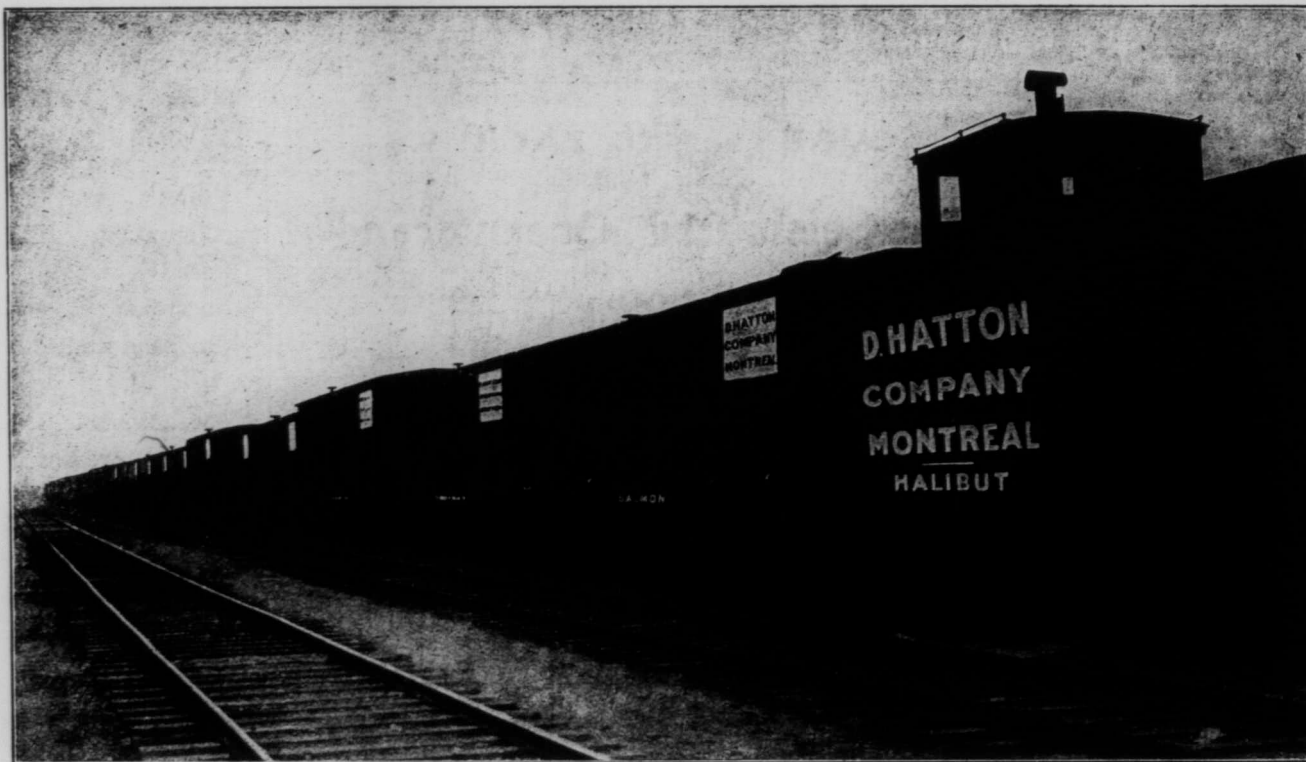
When ordering, insist on **OCEAN BRAND**. If your wholesale house cannot supply you with this brand, write or wire us **DIRECT** and we will be pleased to quote you by wire.

**The Halifax Cold Storage Co., Limited**

45 William Street

Selling Branch

Montreal, Quebec



Lots of Fish are constantly rolling towards our stores. This has to be in order to keep our customers constantly supplied with all lines of fresh new stock. If you are not one of them--inquire now and get our prices. **It will pay you.**

**D. HATTON CO.**

**MONTREAL**

## The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous

Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

### Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When next ordering, be sure and get the name right

**"BRUNSWICK"**

**Connors Bros., Limited**  
Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.





## Donald says :

"There is no alum present in

# Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

*Report of analysis by Dr. J. T. Donald,  
Dominion Gov't Analyst.*

November 26, 1910.

**MATHEWSON'S SONS**

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

BUY

## Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

**NATION'S CUSTARD POWDER**

Noted  
for its Flavor and Purity.

Attractively Packed  
in Large 5c. Packets, and in half-  
pound and one-pound Tins.

Send for Free Sample.

**GREEN AND CO TORONTO**

MAKE

## Your Fish Trade

WORTH WHILE

**Y**OU can make sure of satisfactory business and excellent profit in your FISH DEPARTMENT if you are handling our full line of Fish Specialties.

We are headquarters for every kind of Fish—Fresh and Salt—and carry the most extensive stocks.

### "BEACON BRAND" HADDIE

Every fish tagged as a guarantee of quality. A splendid line of sweet, toothsome, fish that ensures the 'repeats.'

### "BEACON BRAND" OYSTERS

Pure, juicy and fresh. They just hit the public taste for this delicacy.

### HERRINGS

We have a full range of Labrador and Lake Superior Herrings in kegs and barrels, guaranteed bright 1910 stock.

GET OUR PRICES TO-DAY

**The F. T. James Co.,**

LIMITED

Church and Colborne Streets

**T O R O N T O**

## Items Done in Brief for Busy Dealers

**Pleasant Odors Should Emanate From the Grocery Store—A Hint to the Order Clerk—Grocers' Association Want Government to Prevent Fake Sales—Small Dealer Having Difficult Time in San Francisco—People Looking More to Quality Than Formerly.**

It is claimed that the successful grocery store can be detected by odors, at least in many instances, and that the store which greets the nostrils with a certain glorious combination of odors of coffee, tea and spices is almost always a paying investment.

Orders clerks should remember not to waste time when an order is presented to them by indolently scanning the items and gazing over the orders. Take the first item and start to work and the order will certainly be prepared with greater rapidity.

The Retail Grocers' Association of Spokane will urge the Washington Legislature to enact a law prohibiting false and misleading advertising such as those of "damaged goods," "bankrupt sales," "fire sales" and the like where merchandise that is not in any way "damaged" etc., is offered for sale.

If the man who works with care, precision, energy and economy cannot succeed, what is to become of the fellow who does not recognize any of these virtues in his business?

During 1909, the Montreal markets disposed of over \$200,000 worth of frog legs, 50 per cent. of which were produced in Quebec Province.

The Hartford City, Ind. butchers have by agreement cut out the free delivery of meats, claiming that present high prices have made it necessary for them to curtail expenses. Nearly every shop has heretofore maintained a delivery system.

A letter from San Francisco says:—The small grocer appears to be at more disadvantage in San Francisco than formerly, a marked tendency being noticed of late towards the increase of the large stores' business at the expense of the small competitor. The high class trade seems to gravitate towards a few large grocery establishments even more than in former years, being attracted by fine displays, good delivery service and persistent advertising, while the department stores are picking up a large volume of the cheaper trade.

System is a splendid thing and a virtual necessity to the success of any business. But it should not be carried so far that it becomes burdensome.

People who used to pay a lot of attention to prices are looking for quality now. Don't be afraid to ask the price for high class goods.

Following a decision in favor of protected prices handed down by the Federal court of Northern California, another protected price suit has been brought in the Superior court of that State. This is expected to settle the question of protected prices and the

manufacturers' rights in this direction. A retail grocery firm is being charged with cutting the price of chocolate made by the manufacturers in this case. On each chocolate container there is a sticker bearing notice that the goods are sold to the retailer only on the agreement that he sell them at the price fixed by the manufacturer. These are the bare facts of the case which it is believed will be fought to the last ditch and may only be settled by the Supreme Court of the United States.

In Australia the public wants its coffee mixed with a certain amount of chicory. A grocer who was prosecuted for selling adulterated coffee said in court that 99 out of every 100 persons never asked for nor expected to get pure coffee. It was shown that this grocer's coffee contained from five to ten per cent. of chicory, and the court fined the grocer \$25 on the ground that the coffee was adulterated.

Bologna sausage is named from the town of Bologna in Italy, where it was originally made.

The salmon pack runs in cycles of four years, there being three "lean" years and one "fat year;" 1909 was a "fat" year while 1910 was a "lean" year.

The honey bee annually produces a crop of honey valued at \$20,000,000.

The GRAY, YOUNG & SPARLING CO., Limited

**SALT MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

Never Run Short of  
**SHAMROCK**

**BIG PLUG  
SMOKING TOBACCO**

Your client will buy his groceries where he buys his SHAMROCK tobacco

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

**SPRAQUE**

**GANNING MACHINERY CO.,**

CHICAGO, ILL., U.S.A.

**TANGLEFOOT**



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

**Black Watch**

**The Big Black Plug  
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade





WEEKLY TRADE CHANGES.

The Movements of Merchants From Coast to Coast.

ONTARIO.—H. Izzard, grocer, has sold his business at Nepigon, Ont.

R. H. Miller has purchased the general store of James McKenzie, at Union, Ont.

Harry Gill, of Ouvry, Ont., has sold his store to Joseph Simpson of Tilbury, who will take possession on May 1st.

M. A. Malone of Fredericton, N.B., has taken over the management of the Yerxa Grocery Company at Woodstock, Ont.

QUEBEC.—The assets of J. A. Provost, grocer of Quebec, have been sold.

Caille & Lord, grocers, Longueuil, Que., have registered.

Mrs. Jos. Lambert, grocer of St. Barthelemi, Que., has assigned.

Law, Young & Co., general merchants of Montreal, have registered.

WESTERN CANADA.—A. T. Inskip, general merchant, Kerr Robert, Sask., has assigned.

Warow & Co., have opened a general store at Winnipeg.

J. C. W. Van Blaricom has opened a general store at Calgary, Alta.

P. B. Mortimer has opened a general store at Hamilton Lake, Alta.

Mrs. M. W. Parke, grocer, of Calgary, Alta., has discontinued business.

The general store of L. Sanderson at Edrans, Man., was destroyed by fire.

F. E. Vatustal, general merchant, Wadina, Sask., sustained loss by fire.

The stock of Hub Mercantile Co., at Morse, Sask., has been sold to Ayotte Bros.

Larson & Hanberg have purchased the general store of Mr. Weldon at Kinistino, Sask.

I. D. Chappell will open a general store in township 26, north of Red Deer, Alta.

J. A. Wellwood of Eden, Man., has sold his general store to Linton and Thompson.

Mills & Patterson, grocers of Calgary have dissolved partnership. J. H. Patterson continues.

Vanderburg and Teeple have bought the grocery business of Craddock & Viner, Lethbridge, Alta.

W. L. Brown has disposed of his interest in the firm of Brown Bros., general merchants, Weyburn, Sask. J. E. Brown will continue the business.

HALTING THE DEAD-BEATS.

Story of How Western Merchants Prevent Them Running Up Large Bills.

The following is one example of how Oregon grocers assist one another:—

“Not long ago a family which has been trading with me for some time got offended because I asked them for the money they owed me. It amounted to \$25. They transferred their business to another merchant in town. He came to me at once and asked me about them. I told him that they had owed me for nine months and when I asked for my money they quit. We both investigated and found they were not paying their bills. He shut down before his bill

amounted to more than \$3. They went to another, and he came to us and cut them off quickly. The family is running a bill in a small town several miles down the road now. We merchants get together and talk things over. Competition is good and active between us, but we believe in fair competition.”

CALENDARS FOR 1911.

The calendar issued this year in connection with the Intercolonial Railway is typical of the provinces down by the sea. The moose's head occupies a prominent position to the top of the calendar encircled by pine needles and cone decorations. The illustration shows an Intercolonial Railway train passing a beautiful body of water bounded by mountains topped by sunlit clouds. The calendar is indeed an attractive one.

HINTS FOR GROCERS.

To keep tobacco from becoming dry, keep a glass of water in the tobacco case.

To keep cheese, moist and fresh and free from mould, wrap in cloth wet with vinegar.

To prevent evaporation, keep the lid of your coal oil tank tightly closed.

Do not unwrap more than one day's supply of oranges or lemons at a time, as they keep much firmer when wrapped.

If you want your coffee to keep its strength and flavor, see that the container is always kept tightly closed.

Keep molasses and syrup in a place where they will do no damage to other goods if a can should start to leak.

**Tuckett's**  
**Orinoco**  
**Tobacco**

NO BETTER  
JUST  
A LITTLE MILDER  
THAN

**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA,

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**





### 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 cents must be added to cost to cover postages, etc.

#### MISCELLANEOUS.

**A**DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, 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 jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**B**UCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

**C**OPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

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

**C**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.

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

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

**D**URING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

**725,000** LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

#### MISCELLANEOUS.

**E**GRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**F**IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

**G**ET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

**I**F YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

**I**NDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

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

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

**T**HE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

**T**HE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

**W**AREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

#### TECHNICAL BOOKS.

**C**ANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

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

## NOVA SCOTIA AGENT

wanted by old established well-known English firm of Cocoa Manufacturers on commission basis. Must be a good firm with connection amongst the wholesale and retail trade. Reply with full particulars and references to Box 41, CANADIAN GROCER, 88 Fleet Street, London, England.

## 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

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

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

**Baki**  
Diamond W. H.  
1-lb. tins, 2 doz. in  
1-lb. tins, 3 "  
1-lb. tins, 4 "  
IMPERIAL  
Cases.  
4-dozen.....  
3-dozen.....  
1-dozen.....  
3-dozen.....  
1-dozen.....  
1-dozen.....  
MAGIC



Special discount cases or more of



WHITE SWAN BRAND  
White Swan Baking Powder  
doz. in case, \$2  
1-lb. tins, 80c. doz.



Cartoons—Per  
No. 1, 1-lb., 4 doz  
No. 1, 1-lb., 2 doz  
No. 2, 5-oz., 6 doz  
No. 2, 5-oz., 3 doz  
No. 3, 3-oz., 4 doz  
No. 10, 12-oz., 4 doz  
No. 10, 12-oz., 2 doz



DOMINION  
Aylmer Jams  
Per

Strawberry.....  
Raspberry.....  
Black currant...  
Red currant....  
Raspberry & red  
currant.....  
Raspberry and  
Gooseberry...  
Plum jam.....  
Greengage plum,  
stoneless....  
Gooseberry.....  
Pure.  
5 lb  
Strawberry .. 0  
Black currant. 0  
Raspberry .. 0  
Freight allowed









**ALWAYS RIGHT.** SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**



TRY IT

**SOLD BY  
ALL  
JOBBER**

1/2-lb tins—  
3 doz. in case.

USE  
**NEW BRUNSWICK  
"KRAFT"  
WRAPPING PAPER**

ASK YOUR WHOLESALER

**The New Brunswick Pulp and Paper Co., Ltd.**

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

**MOLASSINE DOG and PUPPY CAKES**

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

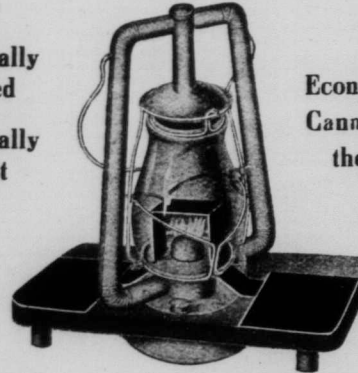
SOLE IMPORTER:

**ANDREW WATSON**  
81 YOUNG SQUARE, MONTREAL

**Ontario Lantern Footwarmer  
Do You Want a Winner?**

Scientifically  
Designed  
Mechanically  
Perfect

Economical and  
Cannot Damage  
the Robes.



Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

**Ontario Lantern & Lamp Co., Limited**  
Hamilton, Ont.

**TEA LEAD**

*Best Incorrodible*

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS LIMITED,**

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

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO.  
J. HUNTER WHITE, ST. JOHN, N.E.  
OSCOIL T. GORDON, MONTREAL



# BROOMS are DOWN

We Make Brooms of Quality  
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg



Think It Over!

Isn't it worth while to handle a line that the women want?  
Such a line is

## BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover, there's a 'worth while' margin of profit for you in selling "Black Knight."

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

**OCEAN MILLS**  
Montreal  
Chinese starch, 48 1-lb., per case \$4.00;  
Ocean Baking Powder, 48 3-oz., \$1.40;  
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;  
Ocean blancmange, 48 8-oz., \$4; Ocean Dora's, 48 8-oz., \$1.80; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.  
J&M Per lb. 0 06  
30-lb. wood palls..... 0 06  
Pure ass. ted jam, 1-lb. glass jars, two dozen n case..... 1 75

**Jelly Powders**

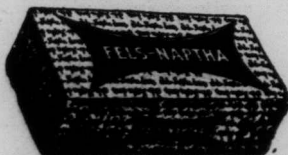
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

**Soap**

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:  
Less than 5 cases..... \$5 00  
25 or more cases..... 4 85



List price.

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

**WHITE SWAN SPICE AND CEREALS, LTD**  
White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



**Lard**

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces... \$0 11  
4-bbls. .... 0 11  
Tubs, 60 lbs. 0 11  
20-lb. Palls. 2 38  
30-lb. tins.. 2 23  
Cases 8-lb.. 0 12  
" 5-lb.. 0 12  
" 10-lb.. 0 12

F.O.E. Montreal.



**Licorice**

**NATIONAL LICORICE CO**  
5-lb. boxes, wood or paper, per lb..... \$0 40  
Fancy boxes (36 or 50 sticks), per box.. 1 25  
" Ringed" 5-lb. boxes, per lb..... 0 40  
" Acme" pellets, 5-lb. cans, per can... 2 00  
" " (fancy boxes, 40), per box 1 50  
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00  
Licorice lozenges, 1-lb. glass jars..... 1 75  
" " 30 5-lb. cans .. 1 50

'Purity' licorice, 10 sticks..... 1 45  
" " 100 sticks..... 0 73  
Dulo, large cent sticks, 100 in box.....  
**Lye (Concentrated)**



GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case  
1 case of 4 doz \$3 50  
3 cases of 4 doz 3 40  
5 cases or more 3 35

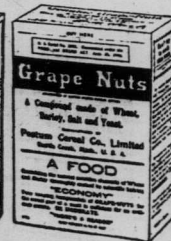
**Marmalade.**

**T. UPTON & CO.**  
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. palls, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

**SHIRRIFF BRAND**  
"Imperial Scotch"  
1-lb. glass, doz... 1 55  
2-lb. glass, doz... 2 80  
4-lb. tins, doz... 4 65  
7-lb. tins, doz... 7 35  
"Shredded"  
1-lb. glass, doz... 1 90  
2-lb. glass, doz... 3 10  
7-lb. tins, doz... 8 25



**Cereals.**



Grape Nuts—No. 23, 3.00; No. 23 Post Toasties—No. 73, \$2.95.



**ST. CHARLES CONDENSING CO**

PRICES:  
St. Charles Cream, family size, per case..... \$3.50  
Baby size, per case..... 2.80  
Ditto, hotel, 3.70  
Silver Cow Milk..... 4.25  
Purity Milk..... 4.25  
Good Luck..... 4.00

**Mustard**

**COOLMAN'S OR KEEN'S**  
Per doz.  
D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins.. 1 45  
" 1-lb. tins 2 50 Per jar  
" 1-lb. tins 5 00 Durham, 4-lb. jar 0 75  
F.D., 1-lb. tins.. 0 85 " 1-lb. jar 0 25  
IMPERIAL PREPARED MUSTARD  
Small, cases 4 dozen..... 0 45 dozen  
Medium, cases 2 dozen..... 0 90  
Large, cases 1 dozen..... 1 35  
Gum.



**Sauces**

**PATERSON'S WORCESTER SAUCE**  
1-pint bottles, 3 and 6 dozen cases, doz' 0 90  
Pint bottles, 3 dozen cases doz. .... 1 75

**Soda**

**COW BRAND**

**DWIGHT'S SODA**  
Case of 1-lb. containing 60 packages per box \$3.00.  
Case of 1/2-lb. containing 120 packages per box \$3.00.  
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.  
Case of 5c. packages, containing 96 packages, per box \$3.00.

**MAGIC BRAND** Per case

No. 1, cases 60 1-lb. packages..... \$2 60  
No. 2, " 120 1-lb. " " " " 2 60  
No. 3, " 60 1-lb. " " " " 2 60  
No. 4 Magic soda—cases 100—10-c. pkg. 1 case..... 2 60  
1 case..... 2 60







\$0 20  
 0 21  
 0 24  
 0 30  
 0 35  
 0 42  
 0 55

Per doz  
 .. \$0 90  
 .. 1 80  
 Per case  
 .. \$7 20  
 Per doz  
 in .. \$2 00  
 in .. \$ 75  
 Per lb  
 .. 0 30  
 .. 0 27 1/2  
 .. 0 27 1/2  
 .. 0 25 1/2  
 .. 0 25

Per doz  
 .. \$1 90  
 .. 3 35  
 .. 2 2

CANADA,

..... 44  
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 ..... 46  
 ..... 46

\$1 15  
 1 15



*Brunner, Mond & Co.'s*

# WASHING SODA

Drums, 224 lbs.	Barrels, 224 lbs.
" 224 "	Bags, 112 "
" 112 "	" 112 "
" 100 "	" 100 "

## Concentrated Sal Soda

Casks, 500 lbs.

# Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

**NO MAGIC**

It's the most powerful cleaning agent which cleans and shines all surfaces of metal, wood, glass, etc.

**SNAP**

The most powerful cleaning agent which will not harm the most delicate surfaces.

What a wonder of world-making the Snap brand is Snap!

Winn & Holland, Montreal, Can.

Original and only  
 Sole Preparation for  
 Cleaning Cutlery

**WILLINGTON**

**POLISH**

Winn & Holland

**Queen City Water**

**White Oil**

**GIVES PERFECT LIGHT**

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

**FOR SALE EVERYWHERE**

Winter roads are at their best for hauling SALT.

Don't you want a carload—Coarse and Fine? Laid down prices gladly submitted.

VERRET, STEWART & CO., Limited  
MONTREAL

Your Customers Know—

AND WILL BUY

# WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

**ARE YOU HANDLING IT?**

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

**J. H. Wethey, Limited**  
ST. CATHARINES, - ONTARIO

## The Advertising Manager of what is Probably the Largest Firm in Canada Manufacturing a Grocery Line Writes as Follows : : : :

"At a time when no salesman could hope to see him the dealer eagerly reads trade news, profit news, news of price changes. And advertising is news. So he reads the advertising too. If he doesn't, then the advertiser is at fault. The Grocer introduces you to its readers—it's now up to you to plead your case.

"Do the merchants read the ads? Well our salesmen report many references to our copy in the course of interviews. Prospects called on for the first time seem familiar with our selling points. Some have adopted suggestions made. This saves selling time, does part of the salesman's work, interests the buyer before he has been called on, makes him impervious to Cheap-Johns because he is a 'knowing' retailer.

"We have received inquiries from British Columbia, from the West Indies even, Prince Edward Island, Newfoundland, Ontario, Quebec, and Canadian parts remote. This is the reach of The Grocer. And it goes where it wouldn't pay a salesman to go unless he were sure of an order.

"Once we had a little booklet for retail distribution. Casually and meekly we mentioned it in The Grocer without the foreknowledge of our own agents throughout the Dominion. Immediately our agencies asked for supplies to meet the demands of the readers of The Grocer. And letters came, and postals came for a month after that issue from people we had never heard of before. Sure The Grocer knew a lot of people we didn't know and a lot of people knew The Grocer who didn't know us, or, somehow, didn't know us exactly as we wanted them to know us.

"Eight thousand interviews 52 times a year for \$800. Yes, I consider it an investment of the gilt-edged type.

"But you must stay with it. It is like every other advertising—no place for a quitter. It's a year or nothing. It is even more important than consumer advertising—it secures distribution, without which a moderate general appropriation brings in nothing but bills. And, you know, scratch a retailer and you find a hundred families.

C

Montreal: 70

VOL. X

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53