

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, FEBRUARY 9, 1912

No. 6

CLARK'S

MINCEMEAT

GUARANTEED ABSOLUTELY PURE

**FINEST SELECTED FRUITS,
PEELS, AND SPICES**

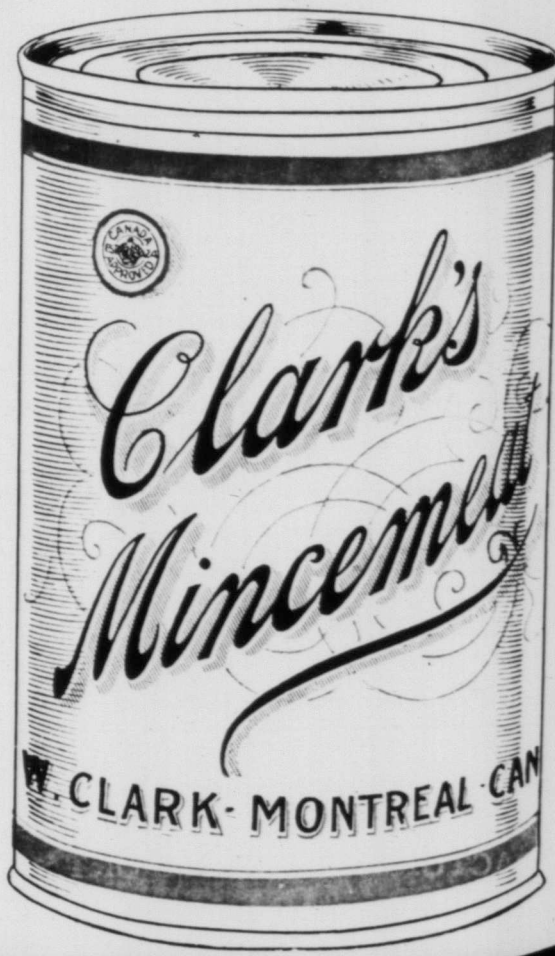
EVERY GROCER WHO HAS A
MINCEMEAT TRADE CAN IN-
CREASE IT BY SELLING CLARK'S.

EVERY GROCER WHO DESIRES
TO BUILD UP A MINCEMEAT
TRADE AND KEEP IT, CAN DO
SO BY SELLING CLARK'S.

CLEANLINESS IN HANDLING.

WASTE AND LOSS PRE-
VENTED.

COOKED READY FOR
USE AND THOR-
OUGHLY STER-
ILIZED.



ADVERTISED EVERYWHERE—There's good profit for YOU and value for your customers.

THE CANADIAN GROCER

MACONOCHIE'S PICKLES



IN PERFECTION

COMPARE THEIR VALUE
WITH ANY PRODUCTION



**MACONOCHIE'S---Pickles, Peels, Fish, Marmalade, Jams, Worcester Sauce, Etc.
Pan Yan Pickles and Pan Yan Sauce**

FOR SALE BY ALL FIRST CLASS JOBBERS

Canadian and United States Representatives:

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

Office---NEW YORK

CHICAGO

DETROIT

MONTREAL

TORONTO

Factories---WOODSTOCK, ONT.

WELLESLEY, ONT.

BANCROFT, MICH.

A Quick "Turn-Over"

will soon take place in your fish department, now that the rush season is about to commence. Fish foods are eaten the year round, so you should sell only the best in order to keep the fish trade coming your way throughout the remainder of the year when the demand is not so keen.



"Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" Brand of fish have brought credit and honor to the producers, and will bring money to the retailer.

The "Thistle" label on Haddies, Kippered Herring, Herring in Tomato Sauce, and Tunny Fish, is known throughout the Dominion to guarantee the virtues of cleanliness, genuineness and natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home.

The cleanliness of "Thistle" Brand is always proverbial—their flavor is fine—they are genuine always.

A big tribute to this brand is that there are times when the demand exceeds the supply. So get your supply in time.

**Arthur P. Tippet
& Co., Agents
Montreal Toronto**

THE CANADIAN GROCER

PERRIN'S

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

Regular Lines put up in:

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



DAIRY

CREAM

SODAS

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

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

P
PAC
L

All the P
etc., show
actually c

Send us

LOVELL
59/60 G

EA
CO



THE CANADIAN GROCER

PACKETING MACHINERY

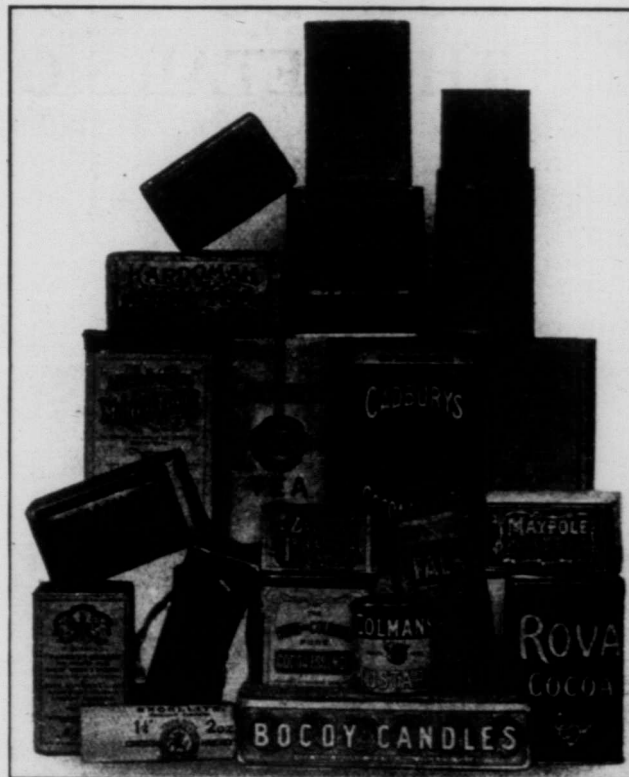
Of Every Description

**PACKETING
LABELLING
WRAPPING
BAG-MAKING**
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.
59/60 Gracechurch St., LONDON, ENG.



[M.E.]

BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

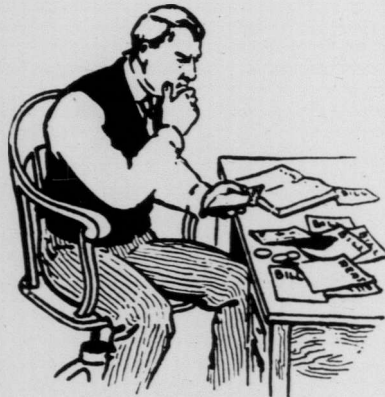
BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

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



HOW DO YOU KEEP TRACK OF THE DETAILS OF YOUR BUSINESS



THIS WAY

There are innumerable questions for which you cannot find an answer.

Maybe there is a shortage—and you cannot account for it. Someone paid a bill—and you have no record of it.

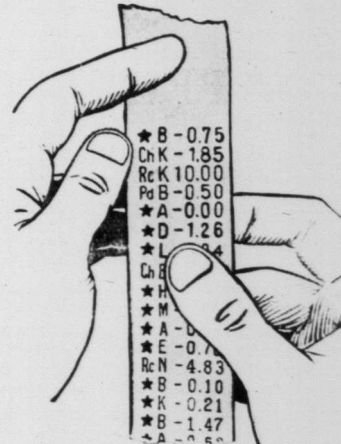
You paid someone else's bill—you cannot remember which it was.

You never know how much money *ought* to be in your cash drawer.

You are not sure that all goods sold on account were properly charged for.

You do not know which clerk made the mistakes—or which clerk sold the most goods.

You are trusting too much to luck—depending too much on your memory.



THIS WAY

The National Cash Register keeps track of all the details for you.

You can see at a glance—any time during the day—a printed record of every transaction that has taken place in your store.

How many cash sales have been made.

How many charge sales have been made.

How much money has been received on account.

How much cash ought to be in the cash drawer.

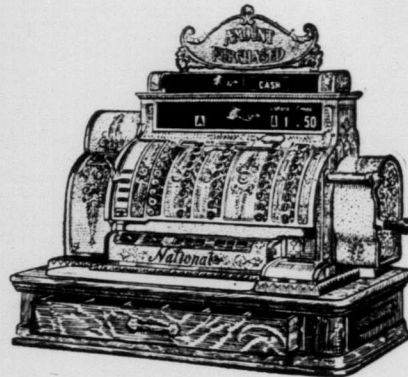
How much goods each clerk has sold.

How many times your cash drawer was opened—by whom—and why.

Keeps you in absolute touch with every detail of your business, to a penny, every day.

Balances your day's business in five minutes. Stops all guess work. Takes care of all the details, giving you time for the important things.

The National Cash Register compels everyone in your store to make an accurate record of each transaction.



You can pay for a National Cash Register out of the money it saves you. Investigate. Write for booklet.

THE NATIONAL CASH REGISTER COMPANY

285 YONGE STREET, TORONTO

Offices in all Principal Cities

Canadian Factory, Toronto

F. E. MUTTON, Manager in Canada

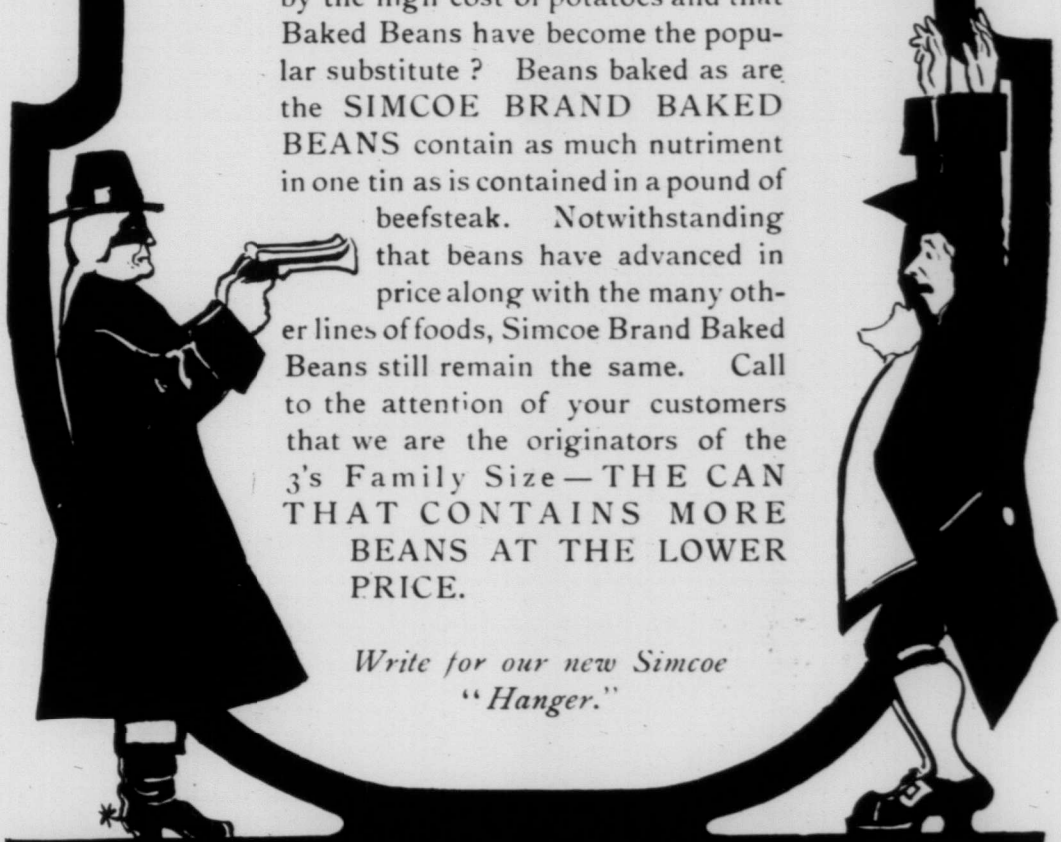


Do you know that many of your customers are being

HELD UP

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

*Write for our new Simcoe
"Hanger."*



Dominion Canners, Limited
Hamilton, Canada



Kitchener Brand Jams

The peculiarly desirable qualities of **Kitchener Brand Jam** impart to the taste that delicacy and flavor unlike any other—the quality is superb.

Added to this is the dependency of expert workmanship furthered by the aid of modern cooking apparatus in a most rigidly clean cannery.

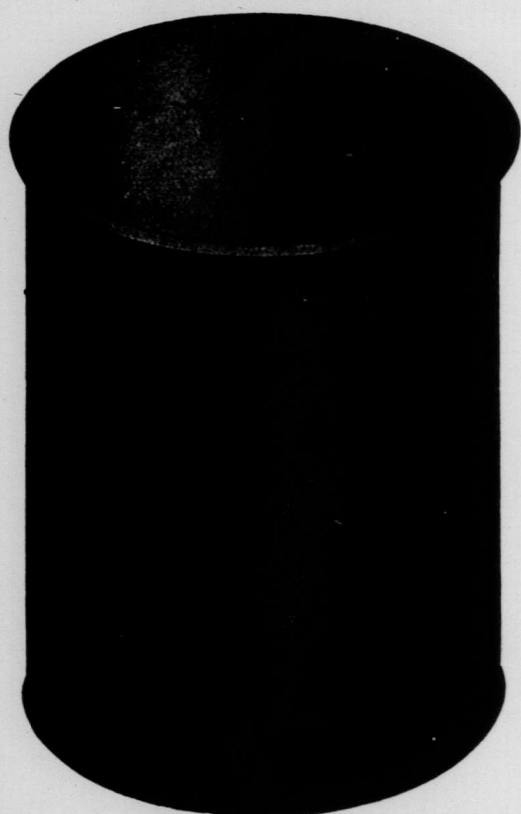
The natural, delectable, toothsome quality of Kitchener Brand products is due to the carefulness in selection when buying fruits, sugar, etc. The grocer who is trying to hold up high standard should get this line for his particular trade.

Write for prices, etc.

OSHAWA CANNING CO., LIMITED

OSHAWA

ONTARIO



SANITARY CANS

FOR

“Winter Pack”

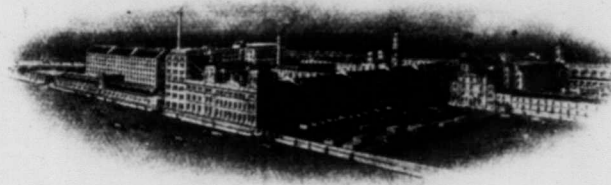
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

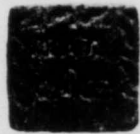
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal
Appointments



32 Prize
Medals

PEEK, FREAN'S BISCUITS



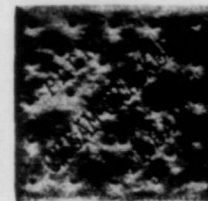
PAT-A-CAKE



BILLIKEN



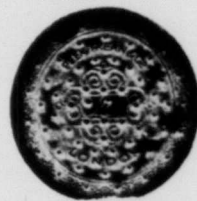
GOLDEN PUFF



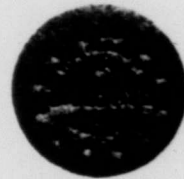
CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

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

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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



HIGH GRADE
CONFECTIONERY

We manufacture all classes; the under-mentioned lines show special value.

FONDANTS

Daintily tinted and delicately flavoured.

MIXTURES

Various qualities, all very good value.

PRALINES

Exquisite flavour. These are extremely popular.

LOZENGES

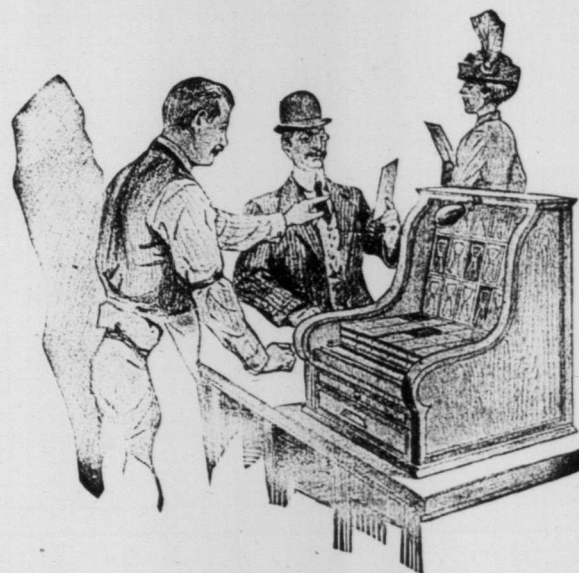
Peppermint, Musk, Rose, etc.

The Manufacturers' Agency Co.

HALIFAX, N.S. C. E. Creighton, Bedford Chambers
BOSTON, U.S.A. Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. PINK

London, Eng.



With **The McCASKEY SYSTEM** The
Only **McCASKEY SYSTEM** End
One **McCASKEY SYSTEM** of
Writing **McCASKEY SYSTEM** Drudgery

enables you to keep your finger on the pulse of your business all the time.

You always know what every customer owes, what all of them owe.

EVERY CUSTOMER ALWAYS KNOWS WHAT HE OWES YOU. You always have every account posted and totalled to the minute, with one writing, cutting out useless bookkeeping, copying and posting from one book to another.

With the McCaskey System you are flagged at every danger point. You cannot forget to charge for goods. You eliminate misunderstandings with customers over their accounts—because you give every customer an exact copy of his account in full after each purchase.

With the McCaskey System you have an automatic collector, an automatic credit limit and can prove your loss to the penny if your store burns.

Don't you think it time to ask for further information? There's a booklet "Bookkeeping Without Books" we'd like to send you. A signed postal card will bring it. Write for it to-day.

Dominion Register Co.
LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

WHITE SWAN YEAST CAKES



The assurance of reliable quality and thorough satisfaction makes this new line well worth the attention of wide-awake grocers. Orders have been avalanching in at a rate that means success—a big bounding success—and those who have shown so much good-will to us may rest assured that they shall have the very best it is possible to provide in value, quality and service.

YOUR WHOLESALE GROCER CAN SUPPLY YOU,
OR WRITE

White Swan Spices & Cereals, Ltd., Toronto

SOLE DISTRIBUTORS



**HEALTHFUL
NUTRITIOUS
DELIGHTFUL**

**A DAINY
DESSERT**



**THE IDEAL
DIET FOR
CHILDREN
AND
ADULTS**

**A NICE
BREAKFAST**



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users.

The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

KEEP YOUR STORE AHEAD



Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

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.

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years
to-da

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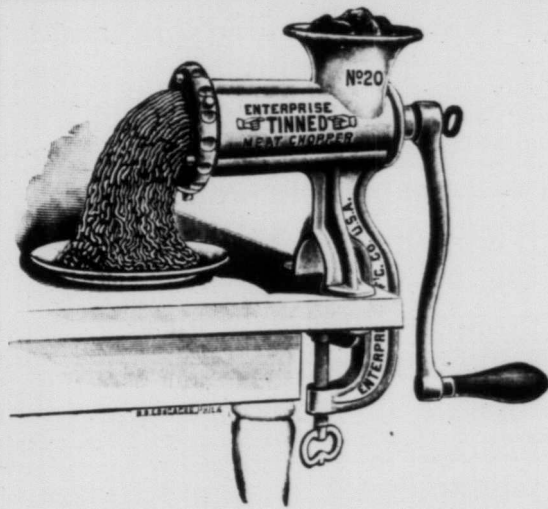
V
Stone

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cata

THE

PHILA

21 Murra
NEW Y



Until the advent of the Enterprise, the perfect cutting principle was unknown in a meat chopper.

That principle means that the Enterprise is far better *value* to you than an ordinary chopper can possibly be. This is the *difference* of the Enterprise:---Four-bladed steel knife revolves against the inner surface of a perforated steel plate.

ENTERPRISE

Meat and Food Choppers

do not mangle nor mash, but cut-cut like shears. When you add to this principle the widely-known Enterprise Quality, you know why the Enterprise gives such service as it does give. Why it is a time, money and labor saver in the long run.

Enterprise parts are interchangeable. And under Enterprise methods of manufacture, this means something. It means that the part made ten years from now will absolutely, exactly, take its place in the machine made to-day.

It is *worth while* to insist on the Enterprise. It means better results all along the line.

Whatever the article that bears this name--Fruit Presses, Cherry Stoners, Coffee Mills--it is an article made on honor, to last.

Let us send you the Enterprise catalogue.

THE ENTERPRISE MFG. CO. OF PA.

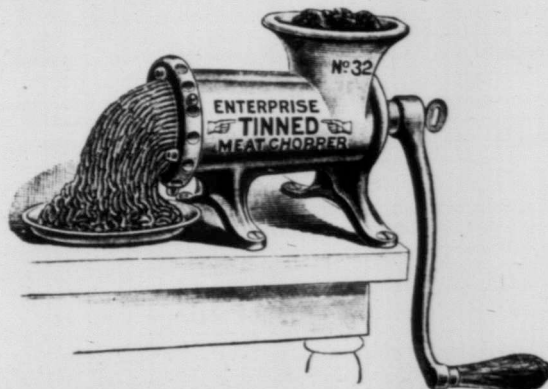
Patented Hardware Specialties

PHILADELPHIA, - - - U.S.A.

21 Murray St.,
NEW YORK

24 W. Lake St.,
CHICAGO

44 Van Ness St.,
SAN FRANCISCO



JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives--that's the kind made by

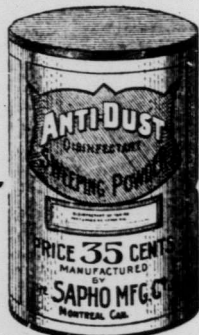
John Gray & Co., Ltd., Glasgow, Scotland.

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit.

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



ANTI-DUST

is the bane of all other sweeping compounds. None are "just as good," nor can it be imitated, because the formula is a puzzle. You should get a trial tin and try it in your own store. The results produced will prove conclusively that you can handle it successfully.

DEODORIZES AND DISINFECTS

at the same time. A clean sweet smell around the store pleases customers. To produce it use Anti-Dust.

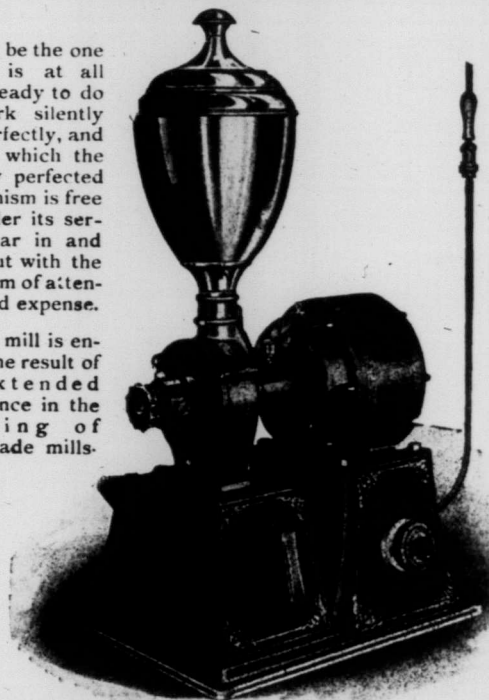
We Have Other Genuine Specialties

THE SAPHO MFG. CO., Limited, MONTREAL

The MILL Which Pleases Particular People

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

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

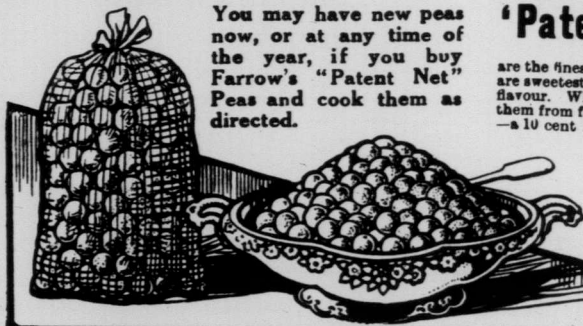


COLES MFG. CO., Philadelphia, Pa.

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

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldg., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Man St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.

Did It Ever Occur to You

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

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

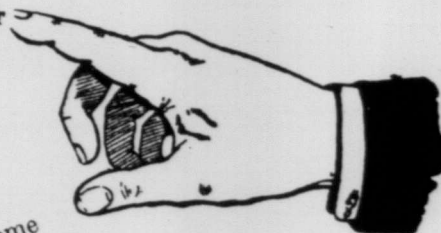
CHASE & SANBORN
COFFEES
MONTREAL



SOLD DIRECT OR
THROUGH THE
WHOLESALE TRADE

5^c

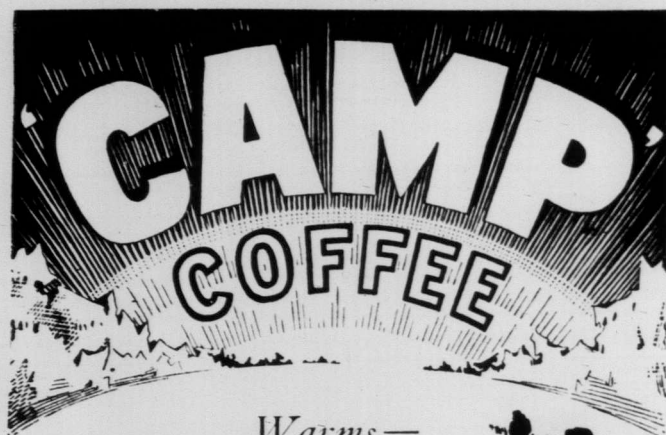
more women are using it every year



worthy of a place in every Canadian home



FACTORY :
Woodstock, Ont.
MONTREAL OFFICE :
514 Coristine Bldg.
TORONTO OFFICE :
76 Colborne St.




*Warms —
Refreshes —
Invigorates*

Easiest to make of all Coffees — most delightful of all when made. That's why so many specify—

**'CAMP'
COFFEE**

Replenish your stock, or get it into stock to-day.
R. Paterson & Sons, Coffee Specialists, Glasgow.

By Royal  Letters Patent.

**NELSON'S
Powdered
GELATINE**

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

**G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.**

MACARONI

VERMICELLI

SPAGHETTI

ARE YOU ENCOURAGING HOME INDUSTRY ?

Surely you realize that you are losing money by paying Customs Duty on imported goods, when ours made in Canada are just as good, if not superior.

THREE POINTERS

- (a) Experiments made by manufacturers in France have found the rich hard wheat of Manitoba superior to the best Russian quality.
- (b) Our workmen are all skilled and have come to us from France highly recommended.
- (c) We guarantee the quality of our goods, which are manufactured under the most hygienic conditions by machinery working on automatic principles.

We Want You. You Want Us. Write

L'ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony St.
MONTREAL

TO THE WHOLESALE TRADE :

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

**SUGARS
MOLASSES**

and all West Indian Produce

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

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

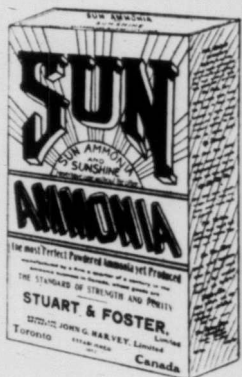
West India Co., Limited

SUN AMMONIA

(Harvey's)

The
STANDARD

of
STRENGTH and PURITY



ESTABLISHED
1882



A LARGER RETAIL PROFIT.

ASK YOUR
WHOLESALE GROCER'S SALESMAN

Stuart & Foster, Limited

owning and operating
John G. Harvey, Limited

TORONTO 474-476 Gerrard St. E., CANADA

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON - CATO MFG. CO.
WINDSOR, - CANADA

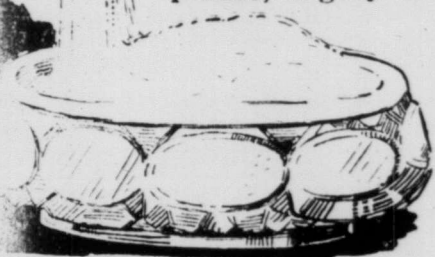
CENTURY SALT



**NEVER FOUND
WANTING**

CENTURY SALT never varies, always the same, sure to please, highly satisfactory.

It needs little pushing — people will go a long way to get the best.



THE DOMINION SALT CO. LIMITED
SARNIA, ONT.



Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence

**ST. CHARLES BRAND
EVAPORATED MILK**

has a reputation that it fully deserves for purity and general goodness.

St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA

Tartan
BRAND

THE SIGN OF PURITY

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

PHONES 3595, 3596, 3597 3598, 748, 462

Stocktaking Bargains

Our travellers have special list of bargains for you.

It will pay you handsomely to have a look.

Every Live Grocer SHOULD KNOW ABOUT "Walker Bin" Fixtures

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

**Write your jobber
for prices**



Gorman, Eckert & Co.,
LIMITED
LONDON, Ont. WINNIPEG, Man.

WE SELECT THE BEST

for the retailer. Being manufacturers' direct representatives, we are enabled to supply the retailer with the cream of the many lines of products for his trade. Many new and direct lines are offered us daily and by our unique connection, combined with our unequalled facilities for handling, we can supply you with anything and everything you want of the highest standard.

WRITE US FOR INFORMATION.

RICHARDS & BROWN, - **WINNIPEG**
Wholesale Grocers and Commission Merchants

YOUR PROTECTION means much for the general advancement of your business

St. Lawrence Sugar

protects your customers and your interests with the knowledge of having supplied a product that for quality in Refined Sugars is unsurpassed elsewhere throughout the world.

Ask for "St. Lawrence," the pure Cane Granulated.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

Biscuits & Confections

The reliability of an old well-established firm who have the reputation of producing the best, together with modern methods of manufacture, absolute cleanliness and the use of the best ingredients, should always be the grocer's first consideration when ordering biscuits or confectionery.

A trial will convince.

ABBOTT, GRANT & CO.,

LIMITED

Brockville, - Ontario

If Mince Meat ever sold at any time then it should now.

Pies made from

WETHEY'S Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand

28 lb. pails - - 7c. per lb.

50 and 65 lb. tubs - 6 $\frac{3}{4}$ c. per lb.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler.

JOHN W. BICKLE & GREENING

(J. A. Henderson)

Hamilton, Ont.

Canadian Agents



By Special royal permission

JAPAN TEAS

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

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

JAPAN

STILL
ALONE



NO
EQUAL

"PRIDE OF CANADA" MAPLE SYRUP

No wholesaler can promise you any purer syrup than "Pride of Canada," because it is itself 100% pure, and has maintained this standard for years. Its name is a happy one, because, when selling "Pride of Canada," you can tell your customer that he or she has something which Canada has reason to be proud of.

When you want Pure come to us.
We can only give you the Pure.

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL

Very Little Persuasion

is needed to make your particular customer try

"GLOBE"

Macaroni and Vermicelli



GLOBE

because they are made from hard wheat with no maize or rice flour mixed with it and they are absolutely pure.

They possess a quality which gives distinctive flavor.

You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while.
Order from your jobber, or

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

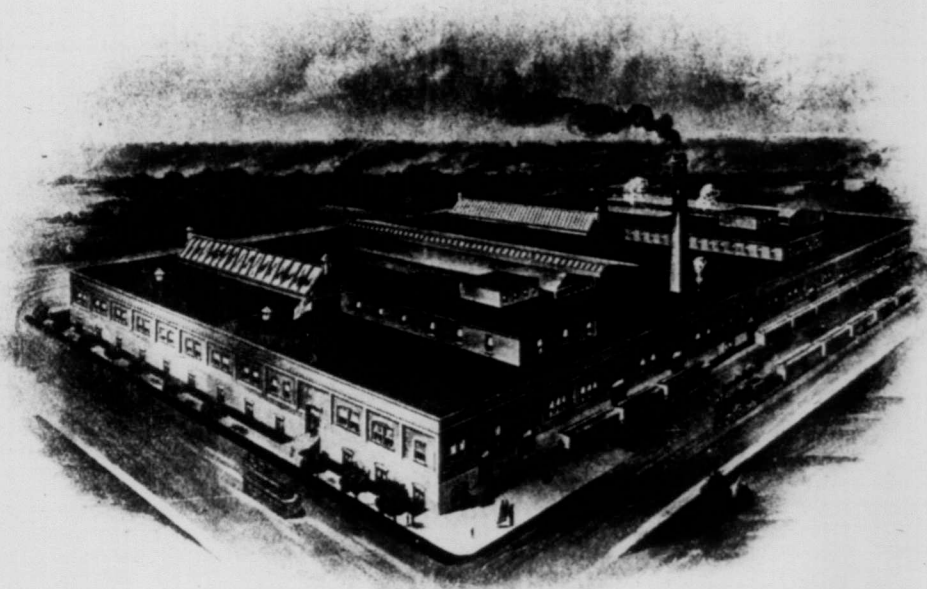


THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



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

Cleanliness is our motto.

WAGSTAFFE'S

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade—the best sellers—Now ready for delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

MILTON

ONTARIO

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

**THE
W.H. ESCOTT CO.**

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents

WINNIPEG, MAN.

Domestic and Foreign Agencies Solicited

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.

20 Chambers of Commerce. P.O. Box 1812

WINNIPEG

THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS

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

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, WESTERN CANADA

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

TORONTO

Wire us when

wanting a car of
Evaporated Apples.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents

Established 1885

MACLURE & LANGLEY, Limited

IMPORTERS AND
MANUFACTURERS'
REPRESENTATIVES

Toronto Montreal Ottawa Winnipeg

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in
shell and shelled, at right
prices.

LIND BROKERAGE CO.

73 Front St. East TORONTO

MONTREAL

FOR SALE

Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacramento Street Montreal
TEL. MAIN 778 BOND 28

LONDON

**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX NOVA SCOTIA
We are open for a few high class specialty
lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
Foreign lines.

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab" St. John's.

Codes: A, B, C, 5th edition, and private

**BIG PROFITS
CAN BE MADE
BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS**

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING DEMAND FOR THESE TASTY FISH IN THE WHOLE OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables:—"Mullett" Liverpool
Codes:—A.B.C. 5th Ed., Western Union

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

F. KESSELL & CO.

Railway Approach, London Bridge, London, Eng.

Jam Manufacturers and Confectioners' Sundriesmen.

Specialty:—Fruit Pulp of all Kinds.
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

**L. H. MAJOR and
J. SOUBLIERE, Limited**
Wholesale Brokers and
Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

**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



Not like Noah's Dove, which could not find a rest for the sole of its foot,

**WHITE DOVE
COCOANUT**

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

**W. P. Downey
MONTREAL**



The **BROWN** is the **Perfect Bag Holder**

Size required can be seen at a glance.
Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

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

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

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

WINDSOR SALT

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

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

Do You Sell on Credit?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.
If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK:—



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

For sale by jobbers everywhere.

Manufactured by

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

FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.

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 Cocos against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried Evaporated and Canned Apples

Ingersoll, Ontario
ESTABLISHED 1886

When writing to advertisers, kindly mention this paper.



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario



Satisfied Customers



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

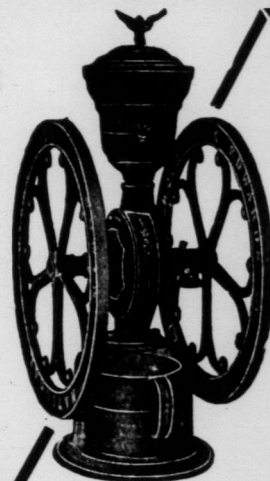
Tea Lead

(Best Incorrodible)

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS, LIMITED** BRAND

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



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



Talking to the Point

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

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

TRY A CONDENSED AD IN
THIS PAPER

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."



CHIVERS' GOLD MEDAL JELLIES

The "Court Circular" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES

"Great Thoughts":—"Flavor and purity cannot be excelled."

"Grocers' Review":—"The highest possible state of perfection."



GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)



SEE

that L. & B. is the brand of Jam and Jelly that predominates in your displays. L. & B. fresh fruit products bring you new trade with every sale. It will be pleasure for you to sell the right goods.

Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails---a size for every need.

LINDER & BENNER, :-- TORONTO

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



STOCK TAKING SPECIALS--

We have picked out of our Tea stock a number of lines that we are offering at prices far below the present import cost. These are not old stock, but Teas that have but recently been passed into stock. We have

CONGOUS from 12c. per lb.

YOUNG HYSONS from 13c. per lb.

CEYLONS " 18c. "

GUNPOWDERS " 18c. "

An extra special value in a GREEN CEYLON at 19c. per lb.

This Tea is equal to any 30c. retailer on the market.

Samples and Quotatlons gladly sent upon request.

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

McLEAN



is the name on top of the White Moss Package, so you may

Be Sure It's Pure.

THE ORIGINAL. THE BEST.

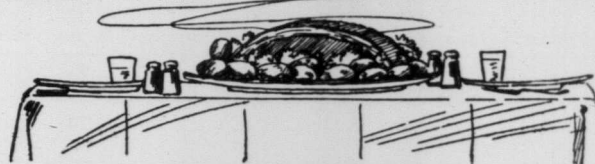
THE CANADIAN COCOANUT CO., MONTREAL.

THE SALT EVERYBODY WANTS
IT'S THE BEST,

"Ontario People's Salt"

For prices, etc., address

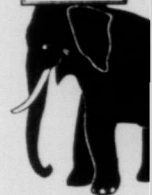
The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



for



SALADA
CEYLON TEA



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"St. Lawron

OUR GAIN IN SALES

for January of this year over January of 1911 amounts to



77,173 lbs.



or equal to seven hundred and seventy-one chests of Tea. This increase is that of one month only and this after a gain last year over the previous one of 1,090,589 lbs.

It's said that money talks—with us we find Quality talks louder.



"SALADA"

TORONTO

MONTREAL



GIVE YOUR ORDERS FOR

St. Lawrence Flour

The new flour made by the best experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"Regal," "National," "Laurentia"
"Daily Bread"

WE GUARANTEE DELIVERIES.

THE

St. Lawrence Flour Mills Company, Limited

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily."

CANADA:

No better
Country



MOTT'S:

No better
Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

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

SELLING AGENTS:

J. M. Douglas & Co. Montreal R. S. McIndee Toronto

Jos. E. Huxley Winnipeg Tees & Perse Calgary Johnsten & Yockney Edmonton Frank M. Hannum, Ottawa

A WORLD - WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

SEE TO YOUR STOCKS

For Sale by all the Canadian Jobbing Trade

Magor, Son & Co., 403 ST. PAUL STREET, MONTREAL
30 CHURCH STREET, TORONTO

Agents for the Dominion of Canada

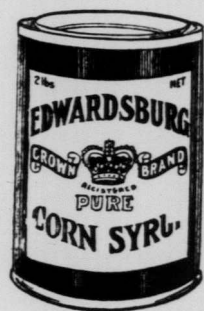
PRACTICALLY EVERY ONE OF YOUR CUSTOMERS

makes cookies, ginger cakes, etc., from time to time.
Each and everyone of them would be glad to use

CROWN BRAND CORN SYRUP

if they only knew how much better it is and how much more naturally it blends in the process of cooking. It also makes the best sweetening for mince meat, fruit cake and plum pudding.

Are you reminding your customers of these things?



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

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Line Up Against the Parcels Post

Every Merchant This Day Should Do His Duty—Farm Papers and Members of Both Sides in House of Commons Favoring It—How It Will Tend to Affect Small Town and Rural Communities—Post Master General Appreciates Merchants' Opposition.

One would naturally suppose that farm journals should work for the best interests of the men they presume to interest and serve. Such is not always the case. Here we have Farm and Dairy, a farmer's paper, booming the passing of Parcels Post legislation—a subject that paper has evidently only looked at from a superficial point of view.

After referring to F. D. Monk's fruitless efforts to get this legislation through the last parliament, Farm and Dairy give the credit of knocking it in the head to the Retail Merchants' Association. All of which shows the results that can be obtained through organization.

"We can all understand," says Farm and Dairy further, "why the members of the Retail Merchants' Association would oppose a bill that would make it easy for producer and consumer to come closer together. We cannot understand, however, why the interests of a few thousand merchants should be allowed to stand in the way of the greater prosperity of the millions of Canadian citizens. Middlemen are necessary; but the fewer of them we have between producers and consumers the more satisfactory will it be to both classes."

—On the face of it, this may be a plausible contention. But let this farm paper consider the consequences TO THE FARMER that result in his sending out of his own community or away from his own town or city, for all his goods.

Where the Money Will Go.

At present time mail order houses are doing a big business in many rural sections of Canada. With a system of Parcels Post in vogue we may easily expect this business to increase a great deal—probably two or three fold, probably more. If such will be the case—and the farm journal will no doubt be pleased to acknowledge it—the farmers are not going to spend as much money in their own communities and in their own towns, the prosperity of which directly depends on the amount of money SPENT in them.

Reasoning further along the line of these self-evident truths, we see that towns and communities will go backward in progress, or at least will not go ahead as rapidly as if the bulk of the money earned were spent there. Every farmer realizes the value of a good farm in close proximity to a good live, growing town. It certainly means

to the farmer a great deal. The poorer the town the poorer the farm. Every dollar he sends away for goods he can buy at home, tends to depreciate the value of his own community and therefore of his own farm.

What one farmer sends away for in a year might not amount to anything appreciable. But let every farmer in a county follow suit and the merchants of the county town are going to suffer and through them the town and county—AND THE FARMERS.

Where Support Comes From.

Parcels Post will tend to this result. The mail order houses are after it. Few farmers are bothering themselves but some politicians anxious to get their names in Hansard think the country needs it.

One would venture to state that if Farm and Dairy would make a study of why some villages and towns throughout the country are not prospering, they would quickly be forced to trace the cause to the money that is sent out of these places and which could and should be spent at home.

If retailers are necessary as that paper admits, why advocate from producer to consumer at all? If they are necessary—and they are necessary not only for the convenience of the public but to the growth and stability of villages, towns and cities—then they should be assisted and encouraged and not be put out of business.

On the other hand are mail order houses a necessity? If they are not why legislate in favor of them at the expense of the merchant who is admittedly a necessity.

These are some points farm papers should take into consideration if they will serve best the future prosperity of their readers.

In the House of Commons members seem to be "falling over one another," to use a common expression, to place Parcels Post-legislation on the statutes.

Last week in the House, J. E. Armstrong, member for East Lambton, and W. F. MacLean, South York, two members of the government, indulged in some "gentle" repartee to determine which should have the right of way in bringing the discussion forward.

Without going into details of the "quarrel," there were opinions expressed by Hon. Mr. Lemieux, former Postmaster General, and Hon. Mr. Pelletier, the present occupant of that position.

The former referred to his record as administrator of the post office department. He had favored cheap rates as regards, among other things, parcels post. It will therefore be seen that the question of parcel post is favorably considered by members on both sides of the house so that it behooves Canadian merchants to be on the lookout.

Ministers Traveling Cautiously.

A note of warning to other members was, however, sounded by Hon. Mr. Pelletier, which should be taken advantage of by dealers. While he probably would like to see legislation enacted, he is dubious about the opposition from retailers.

He noted the difficulties in the way of establishing a comprehensive Parcel Post system in Canada. The express companies would take the probable short-haul business, while the Post Office Department would have to shoulder the deficits of the unprofitable long-haul business. It would involve a new postal equipment for street boxes and mail cars, and the government must also consider the opposition of the country merchant to the competition of the mail order houses. In conclusion, he believed that considerable reduction could be effected in cable rates in Canada and Great Britain, and he promised that the government would do its best to carry out a policy of postal expansion.

While the postmaster-general is wavering, as indicated by his speech, is the time for the merchant to strike and strike hard. Every association in Canada should forward resolutions against the proposal, and every individual retailer should wire his opposition, both to Hon. Mr. Pelletier and the member for his constituency. This thing can be defeated if the trade will get down to business. Otherwise it will go through, the mail order houses will gain and Canadian merchants lose.

Effect of Personal Service.

At the same time every dealer should fortify his business against mail order houses, parcels post or no parcel post. He can give the personal attention—in other words the personal service—to each individual customer that cannot be extended by catalogue houses. This personal service idea ought to be strongly featured. Service counts more than any other thing in retaining and gaining customers.

Western Business Built on \$70 Capital

Half went to Rent of Store and Rest to Purchase of a Stock
—G. Nicholson's Courageous Venture—Has Built Up a Good
Business.

By D. Williams.

On the Western Canadian plains, where towns are the growth of a few days and cities the product of as many years, we often hear of merchants who have made rapid successes.

A little frame shack is built in a day or two, filled with goods suitable or as near as the circumstances of the case will permit for the requirement of the incoming immigrants and settlers. A

Began With \$70 Capital.

Fifteen months ago the store premises on the corner of Ellice and Maryland Streets, Winnipeg, became vacant and was taken by G. Nicholson, who had been doing a little grocery business in a small shack in another part of the city. When starting upon his new venture, Mr. Nicholson had only the limited capital of seventy dollars. Thirty-five of

business systems of doing things often recited in *The Canadian Grocer* and other sources of information. His store with its Christmas decorations, as shown in the cut, was a model of tasteful arrangement.

TRAVELERS' WAGE WAR.

Chicago, Illinois, February 7.—Plans were made in Chicago by the directors of the National Association of Traveling Men to wage a relentless war throughout the country against the "unfair" methods used by hotel keepers, baggagemen and railroads "to the injury of the traveler." To make the



Interior view of the Nicholson store in Winnipeg.

lively trade is done, the store growing with the development of the surrounding country. If crops are good and circumstances favorable, an excellent business is often soon built up and the merchant who began with only a few dollars becomes in a short time that would seem incredible to easterners, to use a western phrase, "well heeled."

In the older established towns and cities in the West, however, competition among traders is just as keen as anywhere else in Canada and it is seldom a case occurs where such a marked success is scored in so short a time as by the gentleman whose place of business is shown in the accompanying cut.

this had to go for rent and the other thirty-five was invested in stock, leaving him without a single nickel the day he opened his new store. From the very first, however, success seemed to come his way and to-day the Modern Grocery is one of the finest grocery stores on Ellice Street.

Mr. Nicholson is a young man with plenty of courage, as is exemplified in his daring venture which few would have had the nerve to have undertaken.

He had been for some time a clerk in the employ of Hendry's, on Portage Ave., before deciding to start out for himself. He is a believer in modern methods, watching with keen interest the

war effective the travelers voted to increase the directorate from 6 to 24 members.

The traveling men charge that there are numerous hotels where it is almost impossible for a guest to get the same room twice. The price usually is "boosted."

That railroads, by limiting to 150 pounds the amount of baggage that can be carried, and by attempting to do away with the wardrobe trunk, are unjust to the traveler who uses the road once or more a week, as compared with the traveler who uses it only once a year.

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The Management of a Retail Business

No. 6—Cash Discounts—Continued.

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

Refer back to last week's article, and observe that No. 1 had \$135 outstanding accounts at the end of the fourth month. These he has begun to overhaul in vigorous fashion. Most of the amount was incurred during the first month, and he has found that he is not only deprived of the use of the money, but that the customers most likely are withholding further trade because of their indebtedness. He has, therefore, written each a polite, but firm letter, requesting a settlement or at least a substantial payment on account. And his appeal has not been in vain, for he has collected all but \$45, and this amount he has concluded he will never collect without recourse to law. In the meantime, his coupon system has taken hold more firmly than he had dared to hope, and all but two of the coupon bills receivable had been paid at maturity. These two had applied for further coupon books, but he had held the rule of no further credit inviolate, and declined, preferring to lose the customers rather than break into his plan, which had worked so well, though only in operation such a short time. He had also discouraged, as far as possible, cash transactions across the counter, preferring to sell a book of coupons rather than make a small cash sale.

Business is Extended.

He had become known as the coupon merchant, and had bought a second horse and delivery wagon costing \$225, which was necessary to meet the demands of his extending trade. Furthermore, letters had been sent to all the farmers in the neighborhood, asking them to bring in their butter and eggs, and such other produce as they might have to sell. Many of them came, and he paid them the best market rates. They, too, bought coupons, and the coupons brought them back with more produce. Some of these farmers, having taken coupons for produce, found that they were short of cash, for lines of goods which our merchant did not handle, for instance, dry goods, clothing, boots and shoes, etc. Here was a temptation to branch out into foreign lines, but he wisely concluded that this might not only lead him out of his depth, but also incur the enmity of other merchants, and perhaps induce them to add their line to theirs in retaliation.

Works With Other Dealers.

He arranged, therefore, to have one store in each line foreign to his own,

redeem his coupons for merchandise, when presented by out of town customers. These dealers began trading at our man's store in consequence, and he at theirs, for his needs, to their mutual benefit and satisfaction. His business grew apace. Besides \$100 cash business, he had sold during the fifth month 300 coupon books, half of them taking their 2½ per cent. or 25c. per book discount. On May 31st, his unredeemed coupons amounted to \$400, so that his sales, with cash sales \$100, and coupons outstanding last month \$550, had been \$3,250, less \$37.50 discount on coupons. His purchases, including produce from his farmer customers, had been lighter this month, because of his enlarged stock at the beginning of the month, nevertheless, he had bought \$1,500, securing a trade discount of 5 per cent. on two-thirds of the amount, and 2 per cent. cash discount on all.

Standing of Business.

His note at the bank has, of course, been paid, and thus far he has not made a new loan. His accounts stand thus:—

MERCHANDISE ACCOUNT.

Stock on hand May 1st	\$ 4125.00
Purchased during month	1,500.00
	\$5,625.00
Sales @ 75 per cent. cost	\$ 2,437.50
Stock on hand	\$3,187.50

RECEIPTS AND DISBURSEMENTS.

Cash in hand May 1st	\$154.83
Accounts receivable, collected	90.00
Bills receivable	580.00
Coupon books (less discounts)	2,462.50
Cash sales	100.00
	\$3,387.33
Note at bank	\$750.00
Horse and wagon	225.00
Merchandise (less discounts)	1,421.00
Personal drawings (5 months)	500.00
Wages and other expenses	200.00
	\$3,096.00
Cash in hand May 31st	\$291.33

BALANCE SHEET.

Assets.	
Cash in hand	\$291.33
Accounts receivable	45.00
Bills Receivable	\$500.00
Less unredeemed coupons	400.00
	100.00
Merchandise	3,187.50
Fixtures, etc.	1,225.00
	\$4,848.83
No Liabilities.	

We have had to arbitrarily adjust the merchant's personal account by drawing \$100 per month for the five months, provision for which had been omitted. Starting with \$3,500, his net gain in 5 months thus stands at \$1,348.83. His total sales to date equal \$9,062.50, showing a gain of nearly 15 per cent. of sales, and 38 per cent. on capital.

How No. 2 Has Fared.

And what has No. 2 Mr. Shopkeeper been doing in the meantime? He has

felt the keen edge of his competitor's superior business acumen, and is beginning to think that something must be wrong. The new delivery wagon across the way has confused him, and he cannot understand why the farmers are going to No. 1 with their produce. He has been outclassed in fresh produce, and in a number of ways he has made mental comparisons with No. 1, in all or which he has come off second best. A large number of his cash customers have left him, and while he has sold \$1,200 on credit, he has only made \$100 cash sales. Collections, on the other hand, despite his efforts, have been disappointingly slow, only \$600 being gathered in. Several of his creditors have intimated that his limit has been reached, but he has paid off \$500 of his liabilities, and made purchases amounting to \$900 nevertheless.

Compares Unfavorably With No. 1.

Here are his accounts:—

MERCHANDISE.

Stock on hand May 1st	\$2,450.00
Purchased during month	900.00
	\$3,350.00
Sales at 7 per cent. cost	975.00
	\$2,375.00

RECEIPTS AND DISBURSEMENTS.

Cash on hand May 1st	\$183.00
Received on account	600.00
Cash sales	100.00
	\$883.00
Merchandise accounts	500.00
Wages and other expenses	150.00
Personal drawings	200.00
	\$850.00
Cash in hand May 1st	\$33.00

BALANCE SHEET.

Assets.	
Cash in hand	\$33.00
Accounts receivable	3,233.64
Merchandise	2,375.00
Fixtures	1,000.00
	\$6,641.64
Liabilities.	
To sundry creditors	\$2017.67
Personal accounts	300.00
	\$2,317.67
	\$4,323.97

The personal accounts \$300, plus \$200 cash drawn, equal \$500 per month for 5 months, as in the case of No. 1, and his net gain is \$823.97, according to the books, and supposing his receivables will be paid in full. A radical change will be necessary if Mr. Shopkeeper is to survive his first 6 months' trading. The writer has intended keeping him in business for a year, but the coils are drawing tighter and tighter about him, solvent as he appears to be, and perhaps it would be just as well to close him out next month, and see if we cannot find a more worthy competitor for No. 1.

Each Should Watch His Own Business

When a Merchant Gives His Attention to What Some One Else is Doing He Takes His Mind Off His Own Trade—
 Writer Says it is Up to Manufacturer Not Retailer to Fix Price—True Association Work is Co-operative Not Co-ersive.

• By Henry Johnson, Jr.

Last week I wrote up the happenings in a Canadian town wherein there was evidently a sort of general free-for-all fight on prices. Things have reached the usual stage where each is ready to aver that the other fellow did it and, while each had originally thought he "could stand it as long as anybody," all are about ready to seek relief from somewhere. This is quite usual, especially in small places where everybody knows everybody else so well that they virtually belong to one family; and we all know what happens in family quarrels. The fight is fierce for a time.

Then somebody's nerves become completely unstrung, and he starts a whimper which soon becomes general. That is the time for the sanest one to come to his senses and begin to mend matters by quitting the bickering and going back to his serious work. Those men are about ready for some strong one among them to go onto a safe and sane basis of selling goods for what they are worth, without regard to what the others do—and he will do it. The others will gradually follow him, and common sense will reign again—with increased business and profit for all.

Too Much Expected.

It is a common mistake in newly organized towns that the new association members fondly expect that all troubles are immediately to be done away with. The new toy is so very bright and pretty that they think they can do anything with it—all at once. No allowance is made for the slow conservatism of all growth. Everything is expected to come at once, ready made, without any process of development.

The organizer is often to blame because, in his enthusiasm and anxiety to make a showing for himself, he promises more than he can possibly deliver. The worst thing he can possibly promise is that there will be no more price-cutting. This because the regulation of prices must always rest with each merchant to a very considerable extent; in fact, so far as the association is concerned, he must be absolutely free to name his own figures. These are fun-

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

damentals which I do not think call for further discussion.

I do want to discuss price maintenance, however, because I firmly believe in it and I know it can be made to work. But it can be made effective only in the right way. Inasmuch as this problem has puzzled many strong thinkers for an unknown period, we should go about it thoughtfully, carefully, endeavoring to be sure we are right before we go ahead.

Recommends Pacific Coast Plan.

The one best plan I know about is what is known as the Pacific Coast Plan, somewhat similar to the contract selling plan. And what is the essence of that plan? It is that the manufacturer, or producer, shall fix a retail price on his goods, said price being the minimum below which his goods must not be sold. The details need not be taken up here. What we want to know about is the effect of that plan. It is that the merchant buys a given article with the knowledge, say, that the minimum price thereon, fixed by the maker, is 13c. each, 2 for 25c. That settles that. The particular article in question will be sold at that price. Articles not so regulated may be sold at any old figures with which the retailer may be satisfied.

What is the result? Suppose we are talking about grape juice, and that one brand is sold under this plan, while others are not so protected. You can see that each dealer will display, push and sell the protected article and as much as possible he will hide and discourage the sale of the others. This course of action will soon lead other makers of grape juice to adopt the same plan, so the question of price on grape juice will soon become a secondary consideration and the goods will gain or lose distinction on the basis of character and quality.

No Time for Petty Bickerings.

What applies to grape juice will soon apply to other lines. Then price will become secondary on those lines and the competition will become a question of relative merit. Merchants will inevitably, almost automatically, sell the goods which give satisfaction and yield a living profit, and they will be so busy doing this higher character of

business that they will have no time for petty local bickerings.

This is much slower than issuing a sort of edict that hereafter thus and so will be the rule; but it is sure and sound.

Association work should not include the fixing of prices. This is a matter with which it can seldom deal successfully. In fact, price regulation by local associations can only be handled after all other things have been done, and at that stage of the game regulation will hardly be necessary, because prices will be generally and practically maintained.

Stand Well With Competitors.

My correspondent quoted a letter from Burr Brothers, Rockford, Illinois. I am glad he did that because the Burrs are excellent exemplars of what I have said. The peculiarly sound position of those big successful grocers is evinced fully and completely by the fact that they stand well with all their competitors. They operate cash stores and credit stores, and the difference in their cash and credit margins is best told by Mr. Burr in his letter. Yet they sell loads and loads of goods to retail grocers right in Rockford. And why? Because, service for service, every man who buys from them and competes with them can sell at the same prices and make money along side of them. The Burrs could belong to an association which did not seek to control prices—at least, I think they could. I hope Mr. Burr may tell us more about this phase of the discussion.

I said the Burrs were good grocers—and they are. They are skillfully watchful of the quality of their merchandise and service; and they charge fairly, in a business like manner for what they do. Where they carry accounts and deliver, they charge fairly for that kind of service. Where they sell goods over the counter for spot cash, without delivery, they charge fairly for that kind of service. Hence, their position is impregnable because they are right. Their business has distinctive individuality and character.

Each Watch His Own Business.

Let my Canadian friends think over this thing a bit further. Let them look within their own business to find the answer. Let them study goods, their intrinsic values, cost of doing business, cost and character of service. Then let them fix their own prices, based carefully on conditions each in his own store. And let them hustle, with an eye single to rendering full service—and getting fairly paid for it. If each one follows out this prescription, my word for it, he will soon be so busy

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And, by the way, did you ever think of that? That if you mind your competitor's business he will flourish and you will fade away? Yes; it is so. And why? Because his business will then have double attention, while yours will have none. Of course, if he follows your example and worries about you as much as you do about him, this will not work out. No, curiously

enough, things will not really "even up" under this treatment, as you might expect. Instead, the result will be that there will be two failures instead of one.

I had hoped to touch one or two other points in this article. The important thing, however, is to clear away all that rubbish with which my correspondent cumbered himself when he thought he was "making a case" against the others and the association, so that he may begin over again to attend to his own business.

Programme for Dominion Guild Meeting

Annual Convention of Dominion Wholesale Grocers' Guild—
Opens at Toronto on Monday—Will be in Session for two Days
—Many Important Subjects to be Dealt With.

The annual convention of the Dominion Wholesale Grocers' Guild to be held at the King Edward Hotel, Toronto, on Monday and Tuesday, Feb. 12 and 13, promises to be an interesting and important session. The addresses and subjects for the discussion as set down in the programme indicate this.

The convention will open at 10 a.m., Monday, when Mayor Geary, of Toronto, will deliver an address of welcome to the wholesale trade. The balance of the morning will be given over to the minutes of the last annual meeting, the presenting and discussion on the financial report and the appointment of press and nominating committees. Resolutions based upon suggestions by the delegates will also be dealt with.

The afternoon session will commence at 2.30 p.m. when President Hugh Blain will present his address. Zeph. Hebert, of Montreal, will also deliver an address. Any spare time will be devoted to new business. In the evening at 7.30, a complimentary banquet to be held at the King Edward Hotel will be tendered the delegates by the Toronto wholesale trade, when addresses will be delivered by prominent speakers.

Tuesday morning will open by a discussion on the contract selling plan and its importance. "The rights of the trade and manufacturers" is the title of an address to be given by E. F. B. Johnston, K.C. During the morning, addresses will also be delivered by members of the trade on provincial matters, by members of the Retail Merchants' Association as well as by manufacturers.

The programme for the afternoon session of the last day comprises a paper on "Association Loyalty," by Fred T. Goye, of Hamilton, while H. C. Beckett also of Hamilton, will read one on "Loyalty to Manufacturers." L. J. Bell will give an address on "The Credit Exchange." A discussion on canned goods for 1912 will follow while the proceedings will wind up with the report of

the nominating committee and election of officers.

The purpose of the convention as set down in the programme, "is to accomplish something for your benefit. It is admitted there are evils and demoralizing practices in business and the object of this association is to overcome them. Discussions are to be on general policy of the conduct of business along good, fair, honorable lines. Discussions on individual grievances are out of order."

It is noted that there are over one hundred and fifty wholesale grocery firms in the Dominion. The traveling staff exceeds one thousand.

ACADIA SUGAR CO. SUFFERS BIG LOSS BY FIRE.

Halifax, N.S., Feb. 8.—A loss of over \$1,000,000 was suffered by the Acadia Sugar Refining Company on Thursday night last, when their Woodside plant situated on the Dartmouth side of the harbor was totally destroyed by fire. The insurance is distributed over a large number of companies and is estimated at upwards of \$800,000. One man, Thomas Henneberry, perished in the flames, while several others suffered slight injury.

The fire commenced in a large wooden warehouse on the water front, where 15,000 barrels of sugar were stored. From here the flames spread to the seven storey brick structure across the tracks which constitutes the refinery proper, and which was soon enveloped by the fire. Besides the refined sugar, more than 40,000 bags of raw sugar were destroyed. As a result of the fire about 180 men will be thrown out of employment.

The Woodside refinery was built in 1885, being taken over in 1893 by the the Acadia Sugar Refinery Co. The cost of the plant at that time was nearly one million dollars. Since it was acquired by the Acadia Company, up-to-

date machinery has frequently been installed. Only a year ago, some \$80,000 worth of new machinery was put in.

The company also have the Richmond plant, located on the opposite side of the harbor to the one destroyed. It was shut down a short time ago for the annual overhaul but will be rapidly put into running shape and within a week or so the company hope to be able to care for all business.

MEETING OF HAMILTON GROCERS.

Hamilton, Ont., Feb. 8.—There was a large attendance at the monthly meeting of the Retail Grocers' Association on Thursday last. The Provincial Association question which came up at the last meeting was further discussed and a committee consisting of Messrs. J. O. Carpenter, J. Forth and J. A. McIntosh appointed to confer with the Toronto and London associations on the question.

Arrangements were made for the entertaining of the Brantford grocers when they play their return euchre match with the local association.

Strenuous complaints were made that wholesalers were encroaching on the retailers' ground, by selling direct to consumers.

NEW SALADA TEA FACTORY

Just Completed by P. C. Larkin & Co., at Montreal.

Montreal, Feb. 8.—P. C. Larkin & Co. have completed the reconstruction of their building on the corner of St. Paul and St. Sulpice Streets here, and now have a thoroughly modern and well equipped plant. Heretofore all the Salada tea for Canada and the United States was packed at the Toronto plant. To meet increasing necessities, temporary quarters were taken, the old building torn down, with the exception of the outside walls of the two lower storeys, and thoroughly reconstructed in steel and concrete, with three storeys added.

Every precaution has been taken for cleanliness and a most effective exhaust system installed for removing every suspicion of dust.

Every modern device for efficient and rapid handling has been installed in the packing room, including a machine which receives the packages from a chute, draws them in and labels them without dinging the lead, and delivers them complete to the packers at the rate of twenty-eight per minute, where they are speedily packed in cases, which, in turn, are nailed up by the automatic nailing machines.

The possibility of loss by fire has been reduced to a minimum by the installation of one of the most complete fire alarm systems on the continent.

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Established - - - 1886

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PUBLISHED EVERY FRIDAY.

WHAT THE DEALER'S INTEREST MEANS.

"Give me the confidence of the grocer and you can have his business—temporarily—I will get it eventually."

These words, spoken at the recent convention of the Grocery and Allied Press Association in New York, by Fred Mason, vice-president and general manager of the Shredded Wheat Company, contain a whole philosophy in themselves.

Mr. Mason is the apostle of sentiment and goodwill in business, and admitted that he and the firms with which he had been connected of recent years had received easily \$10,000 worth of free publicity annually, simply because he had had the goodwill of the press fraternity.

At the same convention an incident was related where a huge United States manufacturing firm, producing a line that was a household word and sold by probably every grocer on the continent, thoughtlessly undertook to place a new specialty on the market, on a basis that would give the retailer practically no net profit. The injustice of this to the retailer was pointed out to the manufacturer, who immediately saw the point. He might force this line on the market, but at great expense to himself in selling cost and the lasting enmity of his friend, the retailer, who would be handling the new line on the no profit margin. He made a radical change in his plans and the retailer has been given ample, even generous consideration.

The retailer is entitled to fair treatment in the pricing of specialties as in other matters, and the manufacturer who establishes a reputation for fair treatment and sets about to gain and deserve the confidence of the retailer is building upon solid ground.

As no retail establishment can permanently prosper where the selling staff are underpaid and disaffected, so no manufacturing concern can make the progress the merits of its goods warrants, without taking into consideration the retailers who constitute the ultimate selling force of his organization—in other words, without seeking to deserve their confidence.

A BENEFICENT CLERGYMAN.

A reverend gentleman has opened a "cost price" grocery store in New York. It is reported that his entire stock was sold out in two hours and that housewives fought in bargain-counter fashion for supplies. So delighted is he with the success of the venture he intends opening up several others.

Only a man of means could, of course, do this. But what will he do when some disgruntled housewife who has

received some bad apples or potatoes and wants to have them exchanged? What conception will he have of shrinkage, or how will he be able to smooth over the difficulties that arise when a woman finds a bad egg or two among her dozen? What about the extension of credits and the hundred and one other troubles such a man is bound to meet with doing business in such a way? And what thanks will he get?

How long will this charity last? He must assuredly be a long-suffering man to carry on such a business. And there must be money in the ministry to allow of such beneficence. 'Tis a wonder Andrew Carnegie hasn't thought of this plan long ere this.

ATTEND TO COLLECTIONS NOW.

It is some time now since anything has been said in these columns on the score of collections. This temporary avoidance of the topic has not been due to any lack of material; for at the present moment collections are very much in order.

The merchant who meets with the fullest measure of success, judged from a purely financial viewpoint, is the one who either conducts his business on a cash basis or sees to it that his credit customers pay up promptly and in full. Collections are in order all the year around. This is one of the particular seasons, however, when it is most urgently necessary to get outstanding accounts settled.

In the first place, the dealer has finished stock taking, has closed his books for the old year and is starting the business of the new. It is highly desirable that the start be made on a sound basis. The carrying of heavy book debts is by no means conducive to soundness and the first of the year should see the inauguration of a brisk and determined collection campaign. As an additional reason it might be urged that the dealer has plenty of time on his hands just at present to look after it. Letters should be sent to every person on the books of the firm and, in cases of extreme obduracy, it would pay the merchant to make personal calls. Finally, the dealer is in need of the money now. This need is felt the whole year around for that matter, but ready cash will be found particularly desirable at this juncture. The grocer is entering upon a heavy buying season and good collections now will considerably lighten his financial burdens later.

PROFITS IN BY-PRODUCTS.

A great many factories, milling companies and pork packing establishments make a large portion, if, sometimes, not all of their net profits through the sale of by-products in this business.

What about the grocer helping out in his profits by the sale of by-products in his business? Perhaps the most important of these is boxes and barrels and waste paper, which, if carefully looked after, will give a good return in a year. Take the lids off the boxes carefully without splitting them. Open barrels without tearing them to pieces. Then they can be sold. Waste paper can now be put in baling machines and sold to paper manufacturers.

Dealers also purchase goods in bottles, jars, bags and numerous other containers, which, when empty, have their value. Corks can be re-used, while second-hand bottles can be refilled or sold to junk dealers.

If the dealer throws away much waste paper, get a press and bale it up.

There are many such things about the store, which, if carefully looked after, can be turned into money which in some cases means a clear profit.

RECIPROCITY NEEDED IN STAMPS.

That phrase, "Please send six cents in stamps to cover cost of mailing," is becoming a regular bugaboo, not only to the one from whom the stamps are wanted, but to the one to whom the stamps come. The trouble, of course, is caused by the proximity of two countries—two countries with different postal systems.

An illustration of the nuisance which the interchange of stamps causes, comes to hand this week, a manufacturer of the United States writing that he has Canadian stamps to the value of \$60, and asking where he can get United States stamps, or money, for these. His trouble is but an example of that experienced by many business men.

The manager of a Montreal concern, speaking of this matter, states that he undertakes to exchange stamps for his customers. Thus, if a dealer in the United States has a number of King Gorge stamps sent him, to defray the expenses of mailing some catalogue or other he will pay face value for these. If a Canadian, on the other hand, gets a number of U. S. stamps he will take these and dispose of them later.

By such means much of the inconvenience is obviated, but how much better it would be if there were a recognized method, whereby a Canadian, getting a number of stamps of the United States, could exchange these for stamps of Canada, and vice versa. There would not have to be any ratio of exchange. Both stamps have the government of a great country behind them. Both are worth their face value.

So much has been said for, and so much more against reciprocity—in Canada at least—that the word seems something to be avoided. Yet what a boon it would be to business men if there were reciprocity in stamps—if a man getting a number of these from the States, could send his office boy to the nearest post office and have them exchanged for an equivalent of the Canadian issue. No one would be the loser. The exchange between the Canadian and United States Post Offices Departments could be carried on as easily as is the exchange of bills between various banks. No one would be the loser. Who can say how many would gain?

SELLING MILK FROM HORSEBACK.

Laws have to be carefully prepared and properly worded these days if the enactors would have them obeyed in the manner aimed at.

Many ways are used to evade the law on some slight technicality, although their meaning and aim may be disobeyed. Selling milk from horseback so as to avoid the Iowa law, which requires those who sell milk from "stores or vehicles" to pay a license, is the latest method of evading the law.

Grocers, when they have laws enacted to protect or improve their interests, should see they are so strong that possible offenders can find no loopholes whereby to escape.

THE VALUE OF JUDGMENT.

A youngster who had been sent for a parcel of rice came home with a hole in one corner of the parcel and a trail of rice extending far down the street. The housewife was not at all pleased with this and gave vent to her feelings in words which were not at all complimentary to the grocer, and finished by saying, "We'll go to Jones' after this for our groceries."

This shows the folly of grocers using bags that are too light in weight. Light weight bags have their place in the grocery store, but not in the handling of rice or similar articles. Judgment should be used by merchants and clerks in these cases so that customers may not be displeased.

Nor is it confined only to the use of bags that judgment is needful on the part of the grocer and his assistants, but in many other things that appear in the business from time to time. Selection of goods is one thing that might be mentioned. When an order is received by phone or in other ways in which the customer does not choose the goods personally, clerks should be careful to send the quality of goods that will be sure to please the customer.

FIGHT PARCELS POST.

Does the average retail dealer realize to the fullest extent the danger that the Parcels Post movement spells for him? Although there is nothing definite in the way of legislation now pending in Canada, the movement has not subsided. Many of the members of the present House of Commons are strong advocates of Parcels Post and are only waiting an opportunity to force the issue. It may not come during the session now in course, but there is no certainty that it will not. Like the sword of Damocles, it hangs over the head of the retailer in Canada, suspended by a thread.

Much depends on the outcome of the fight now being waged so briskly in the United States. If the agitators of the measure win there, it will not be long before the question comes up in this country. That contingency may arise, of course, before the question has been fought out to a finish by our American cousins.

In the meantime, the Canadian retail dealers should not for a moment lose sight of the matter. The old saying, "in times of peace prepare for war," might well be applied. Continuous, unremitting, emphatic voicing of the strong reasons why Parcels Post would have a bad effect, will go a long way to defeat the movement.

EDITORIAL NOTES.

The dealer who can successfully control time limits on credits is on the right road to making good.

• • •

This is a good time of year to push fancy biscuits and confectionery. Displays will help a great deal.

• • •

Seedless varieties of fruits continue to increase. Now the seedless blackberry is announced from California.

• • •

The Postmaster-General expects opposition from the retail merchants to Parcels Post. Don't disappoint him.

• • •

The merchant who knows all about his competitors, what they are doing and how many prices they are cutting, doesn't have much time to look after his own business. The natural result is failure, or, at best, slow progress.

• • •

Adequate personal service on the part of any dealer, to a customer inclined to send away for goods, will do the mail order houses out of a lot of business. Let your customers know you have a keen interest in their wants and welfare.

• • •

Butter affected with mould loses its value on the market. Dampness, bad ventilation, medium temperatures and absence of light favors the growth of mould, but the opposite conditions will retard or even stop its growth. These opposite conditions—dryness, good ventilation and light—should be maintained.

Lesson 11--Course in Card Writing

Flat Stroke Fancy Lettering, an Easily Executed Condensation of Old English, as Taught by the Edwards Short Cut Course—How to Make Illuminated Letters.

There are times when a fancy letter is desirable in show card writing, yet no fancy letter should be used at any time which cannot be easily read at a glance. The Old English letter in its original or correct form is not only hard to make, but is so decorative as to cause the average person some trouble to make out what it is intended for.

Absence of Frills.

The flat stroke fancy lettering as illustrated in the accompanying plate (No. 11) has the elements of the Old English with the absence of the frills or superfluous fine lines and ornamentation,

trated in the accompanying card. The lower case letters, which will be dealt with in the next lesson, are very much more legible and can be made with more or less speed.

An otherwise very plain card may be made attractive by the use of an Old English capital letter worked into a design at the upper left hand corner, as shown in the above card.

How to Make Illuminated Capitals.

The attached series explains fairly well how the design is carried out. In the first place, the letter is made in outline, as shown in No. 1. The second

cotton batting in the dry color and rub it out on another piece of card or paper to get it well into the batting before trying it on the show card. Then rub gently until the desired depth of shade is arrived at. Do not get too deep a shade, but a nice, even tint.

After you have rubbed the tint in well apply a stronger tint of green on the leaves by mixing the dry green with a little mucilage and water. If a different shade of green is desired, add a touch of yellow. Practice will tell you more than a pen can—blue and yellow make green. Try different proportions until you get the desired shade.

When you have the shade you think is most natural to the holly, apply it evenly, letting the veinings show through, then mix a little red for the berries in the same way. You will find that with practice you can get a very nice effect, which will illuminate a card and take off the plain appearance.

In some cases the first word may be made entirely of this fancy letter, using the capital and lower case.

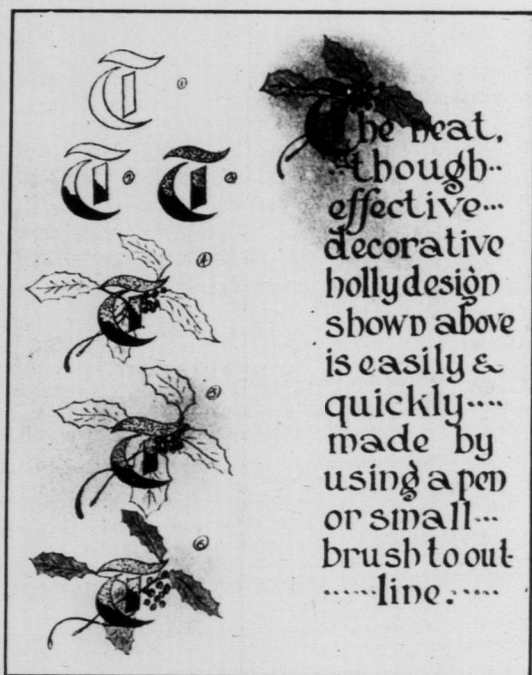
The Brush to Use.

A No. 7 red sable flat brush in albata is the brush used in lettering plate No. 11, which, of course, was about twice the size of the reproduction here shown or a little less. Very little explanation is needed, as the arrows and numbers give a very correct idea how to proceed.

We might suggest the advisability, however, of practising the cymas and half cymas to quite an extent, as this style of letter is made up almost entirely of them. The cyma, as you know, is such a stroke as No. 5 in A, No. 4 in D, No. 1 in E, No. 1 in H, I, J, K, L, M, N, P, R, S and Z, and No. 2 in T; the half cyma is such a stroke as 3 in A, 5 in B, 3 in F, 4 in G, 3 in C, and so on. Every stroke is made with a flat stroke of the brush, except such strokes as 1 in A, 2 in B, 6 in B, 2 in F, 3 in G, etc. They are made with the edge of the brush, terminating in most cases with a half cyma, as in C. This is one of the simplest alphabets there is to make, though it looks difficult.

A little practice in keeping the brush always rubbed out flat, giving the stroke of the letter the full width of the brush, and ending with a sharp, clear cut point, will soon show itself in pen work.

For further information re brushes, outfits, etc., write to the editor of this paper, 143 University Ave., Toronto.



The illustration to the left shows the method employed in executing the illuminated capital designs as used in the accompanying card.

which are not only unnecessary, but impractical.

This alphabet consists of a series of cymas, half cymas and crescents, with very few straight lines. This greatly facilitates speed.

Where to Use This Letter.

Flat stroke fancy letters, like Old English, must not be used to any extent on any card, for it is not readable enough. At no time must a word be spelled in full in capitals. The capital letters are used only at the beginning of the word or as a fancy capital to be used at the beginning of a paragraph of Roman lower case lettering as is illus-

trated in the accompanying card. The lower case letters, which will be dealt with in the next lesson, are very much more legible and can be made with more or less speed. The design is then sketched in in outline, being careful not to run over the face of the letter.

The design is a holly spray, with the veining of the leaves shown. It is very simple and quickly done. The next operation is the rubbing in of a dry color to give a shaded relief background. The dry color may be secured at any hardware store or paint shop. Either yellow, green or a mild shade of blue may be used to advantage. Dip a piece of

Plate No. 11. Flat Stroke Fancy
- Capitals -



The flat stroke fancy lettering illustrated here has the elements of Old English, with the absence of the frills. It is a speedy letter when carefully practised.

Canadian Grocery News Done Up in Brief

Company Organized for Promotion of Trade Between Canada and West Indies—Early Closing By-law Before Quebec Council—Goderich Hotelkeepers Blacklist Merchants Active in Local Option Campaign—Central Auto Delivery Being Tried Out in Amherstburg—Winnipeg Wholesale House Will Erect New Warehouse and Office.

Quebec and Maritime Provinces.

J. R. Sharp, grocer, Campbellton, N.B., suffered loss by fire recently.

There is an early closing by-law before the Quebec council just now. Certain sections of the trade are opposing it.

Fire gutted the two upper floors of the Cocoa Nut Butters, Ltd., Montreal, on Thursday last. About 12 tons of coconut oil on the third floor exploded when reached by the flames.

The annual meeting of the stockholders of Walter Baker & Company, was held in Montreal on Feb. 5. The following officers were elected:—H. C. Gallagher, president and director; Nathaniel H. Stone, vice-president; Herbert Dabney, treasurer and secretary; Wm. L. Putnam, Robert F. Herrick, Thos. N. Perkins and E. P. Whitney, directors; Henry D. Love, auditor.

The Canada West India Co., with head office at Woodstock, N.B., has been organized with a capital stock of \$1,000,000. According to the prospectus issued it will be "a co-operative organization for the promotion of reciprocal trade between Canada and the West Indies." The president of the company is B. Frank Smith, East Florenceville, N.B., and the managing director, E. S. Kirkpatrick.

Ontario.

C. L. Marshall, grocery broker, Toronto, has returned from a trip to Jamaica.

Gunn's, Ltd., West Toronto, lost to Swift Canadian Co., by a 9-0 score in a hockey match at Ravina Rink on Thursday of last week. The winners had several well known players on their line-up.

The Presqu'ile Canning Company, with head office at Brighton, Ont., has been incorporated with a capital stock of \$40,000. The provisional directors are G. E. Forneret, J. F. MacGregor, E. Bristol, H. Riley and J. B. Moon.

Canning factories at St. Catharines are offering 30 cents a bushel as the minimum price for tomatoes this year. This is higher than last year. Strawberries are \$1.40 per crate, raspberries

\$2.25, peas \$34 per ton and corn \$8 a ton.

A dispatch from Goderich, Ont., says that hotelkeepers there have united to completely blacklist merchants who were active in the recent local option campaign. They have withdrawn business entirely and officially notified the business men that they will fight them to a finish.

Niagara fruit growers are willing to put up \$25,000 towards a fruit-cooling station at Winona, but want the Ontario and Dominion Governments to put up a similar sum. The station would chill the fruit on the cars by dry air, and remove the necessity of ice.

Amherstburg merchants have introduced a central auto delivery service on trial, and, if satisfactory, it will probably be continued permanently. For some time past the merchants have been trying to get together and evolve a proposition which will do away with excessive expense for maintenance of horses and waggons, as well as soliciting of or-

ders. At a recent meeting a majority of the grocers decided that an auto service giving two regular deliveries every day would be an improvement on the present service. The trial of the auto delivery is a result.

The office staff of Messrs. Gunns, Ltd., West Toronto, held a very enjoyable supper and dance at the Masonic hall West Toronto, on Monday evening last. Among those present were:—Mr. and Mrs. E. N. Brown, Mr. and Mrs. Hall, Mr. and Mrs. Perry, Mr. and Mrs. Neale, Mr. and Mrs. Gaffield, Mr. and Mrs. Clements, Mr. and Mrs. Dietrich, Misses W. Stenson, E. Syme, M. Ward, L. Ironsides, B. Houghton, M. Dixon, J. McDonald, U. Brown, R. Ironsides, E. Wattman, K. Fullerton, A. Gordon, R. Shewring, Doris Stenson, E. Mauthe, M. Langdon; Messrs. J. Ingram, W. Anthony, H. Hildred, W. Henry, A. E. Jardine, G. Reddon, W. J. Scott, J. Ironsides, F. Manton, W. Carberry, F. Johnson, R. Bell, J. Rowntree, H. Wells, J. C. Peary, W. R. Curzon.

Western Canada.

C. T. Woodside, of Portage la Prairie, Man., is opening a grocery and crockery store at Saskatoon, Sask.

Nicholson & Bain, Winnipeg, wholesale commission merchants and brokers, have let a contract in Calgary for the erection of a six storey solid brick warehouse and office building. It is also the intention of this firm to erect a large warehouse in Edmonton this year.

Something Special for Valentine Day

February 14th the Date—Heart Shaped Display and Price Cards Suggested—A Good Time to Feature Confectionery.

Not only every holiday, but every special occasion should be taken full advantage of by the grocer to boom sales.

Valentine Day, February 14, can be turned into a profitable time by the progressive grocer. It extends an opportunity to work up something special in the way of sales and window and interior displays.

"Valentine Day Sale," "Valentine Day at Our Store," or some other similar heading will serve to attract attention to any advertising which the dealer may use. The windows and counters can be trimmed appropriately for the occasion, and considerable interest aroused among customers.

It is the day on which people are supposed to show some affection for others. Show your affection for your customers by offering them something special. An explanation of the origin of the day in your advertising might be made of advantage.

In your window display, hearts should form a leading feature in keeping with the occasion. A big heart made of cardboard and covered with colored tissue paper might be placed prominently in the window. It could also be otherwise decorated to make it attractive.

Some specials might be featured. Confectionery would be an excellent line to feature. "Candy for your Valentine" is suggested as a show card.

Price tickets in the window and about the store should be numerous on the day, and in keeping with the general idea that they be heart shaped.

That the featuring of these special days are of great value in sales making all those who have carried them agree. The dealer would do well to begin planning early. Do something that will create interest and incidental more business.

Late

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POINTERS—

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Canadian V
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Montreal, F
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SUGAR.—B
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clearly defined

Granulated, bags
Granulated, 20-lb. b
Granulated, Imperi
Granulated, Beaver
Paris lump, boxes, 1
Paris lump, boxes, 2
Red Seal, in carton
Crystal diamonds, 10
Crystal diamonds, 10
Crystal diamonds, 5
Crystal diamonds, 5
Crystal Diamond Do
Extra ground, bbls.
Extra ground, 50-lb.
Extra ground, 25-lb.
Powdered, bbls.
Powdered, 50-lb. box
Phoenix
Bright coffee
No. 3 yellow
No. 2 yellow
No. 1 yellow, bags
Bbls. granulated and
above bag prices

SYRUP AN
trade is growin
owing to the ap
quite probable
record one.

No change in
reported, but d

Barbados mol
Barbados mol
Barbados mol
Barbados mol
Barbados mol
New Orleans

Rico
syrups, bbls.
syrups, half-barr
syrups, quarter l
syrups, 38½-lb.
syrups, 25-lb. pai
2-lb. tins, 2 doz
5-lb. tins, 1 do
10-lb. tins, ½ c
20-lb. tins, ¼ c

DRIED FRU
the season, drier

Latest Review of the Grocery Markets

Sugar Market Awaits Results of Brussels Convention, Now in Conference—Operations in Sugar on a Hand to Mouth Basis—Additional Firms Advance Price of Canned Milk—Pot and Pearl Barley Continue High—Carolina Rice Advances in Montreal—Canadian Vermicelli also Higher There—Syrup Strong in Winnipeg.

QUEBEC MARKETS.

POINTERS—

Rice, Carolina— $1\frac{1}{2}$ c. increase.
Canadian Vermicelli— $\frac{1}{2}$ c. increase.
Shelled Almonds—1c. increase.
Montreal, Feb. 8.—The trade for the past week has been generally conceded a good one, and wholesalers are feeling in pretty good trim. The sugar market, as expected, has remained steady, the tendency of the trade in general being to await developments.

With many of the jobbers taking stock, there is more disposition to sell than to buy.

California seeded raisins are dull, the coast market, however, being firm.

SUGAR.—Business in sugar market is brisk for this season of the year. Stocks are low, and prices are still high, although decreases have lately taken place. It is expected that the spring trade will be active. Purchasing is being done with caution until the situation becomes more clearly defined.

Granulated, bags	\$5 35
Granulated, 20-lb. bags	5 45
Granulated, Imperial	5 20
Granulated, Beaver	5 25
Paris lump, boxes, 100 lbs.	6 15
Paris lump, boxes, 50 lbs.	6 25
Paris lump, boxes, 25 lbs.	6 45
Red Seal, in cartons, each	6 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100 lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	7 00
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27 $\frac{1}{2}$
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 95
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP AND MOLASSES.—Syrup trade is growing every week, no doubt owing to the approach of Lent, and it is quite probable that this year will be a record one.

No change in the molasses situation is reported, but demand is fairly good.

Key Barbados molasses, puncheons	\$0 38	\$0 40
Key Barbados molasses, barrels	0 41	0 43
Key Barbados molasses, half-barrels	0 43	0 45
Key Barbados molasses, puncheons	0 34	0 36
Key Barbados molasses, barrels	0 37	0 39
Key Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Guiana	0 25	0 30
Rico	0 40	0 40
Syrup, bbls.	0 03 $\frac{1}{2}$	0 03 $\frac{1}{2}$
Syrup, half-barrels	0 03 $\frac{1}{2}$	0 03 $\frac{1}{2}$
Syrup, quarter barrels	0 03 $\frac{1}{2}$	0 03 $\frac{1}{2}$
Syrup, 38 $\frac{1}{2}$ -lb. pails	1 75	1 75
Syrup, 25-lb. pails	1 25	1 25
Syrup, 2 lb. tins, 2 doz. per case	2 40	2 40
Syrup, 5 lb. tins, 1 doz. per case	2 75	2 75
Syrup, 10-lb. tins, $\frac{1}{2}$ doz. per case	2 65	2 65
Syrup, 20-lb. tins, $\frac{1}{4}$ doz. per case	2 60	2 60

DRIED FRUITS.—In sympathy with the season, dried fruit market maintains

a quiet attitude. Prices on these lines rule steady, but unchanged, while the trade is normal.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Currants, fine filiatras, per lb., cleaned	0 07 $\frac{1}{2}$	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09 $\frac{1}{2}$
Currants, Patras, per lb.	0 09	0 09 $\frac{1}{2}$
Currants, Vostizas, per lb.	0 09 $\frac{1}{2}$	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hollows, loose	0 11	0 06
Figs, 3 crown	0 07 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Figs, 4 crown	0 08	0 10 $\frac{1}{2}$
Figs, 5 crown	0 08 $\frac{1}{2}$	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10 $\frac{1}{2}$	0 11 $\frac{1}{2}$
Glove boxes, 10-oz., per box	0 07	0 07 $\frac{1}{2}$
Prunes		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12 $\frac{1}{2}$	0 13
70-80	0 11 $\frac{1}{2}$	0 12
80-90	0 11	0 11 $\frac{1}{2}$
90-100	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
100-120	0 08	0 08
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Choice fancy seeded, 1-lb. pkgs.	0 10 $\frac{1}{2}$	0 11 $\frac{1}{2}$
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63 $\frac{1}{2}$	0 63 $\frac{1}{2}$
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75 $\frac{1}{2}$
Malaga table raisins, clusters, per $\frac{1}{4}$ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08 $\frac{1}{2}$
Valencia, select, per lb.	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Valencia, 4-crown layers, per lb.	0 09	0 10

TEAS.—The situation as regards tea is practically unchanged. Market in general remains firm and prices seem to be at a standstill.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Mexican	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There are no special features to report in coffee. Prices still remain firm and nothing can be said of a change until full reports of the crops have been received.

Mocha	0 25	0 28
Rio	0 21 $\frac{1}{2}$	0 23 $\frac{1}{2}$
Santos	0 25	0 28
Maracaibo	0 22	0 24
Maracaibo	0 23	0 25 $\frac{1}{2}$

SPICES.—Spice market continues active with a steady demand. Buying is limited to actual requirements. The situation is without features.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32

Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 30
Mace	0 25	0 85
Nutmegs	0 25	0 60
Peppers, black	0 18	0 18
Peppers, white	0 22	0 27

NUTS.—Notwithstanding the season, the trade has been brisk. Demand for all varieties is steady and prices practically remain the same.

The peanut market, which is the most active at present, has been subject to a few changes during the week.

Valencia shelled almonds have advanced one cent.

In shell—		
Brazils	0 22 $\frac{1}{2}$	0 25
Filberts, Sicily, per lb.	0 10 $\frac{1}{2}$	0 12
Filberts, Barcelona, per lb.	0 10 $\frac{1}{2}$	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenoble, per lb.	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Walnuts, Marbots, per lb.	0 12 $\frac{1}{2}$	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13 $\frac{1}{2}$	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08 $\frac{1}{2}$	0 08 $\frac{1}{2}$
Coon, roasted	0 08 $\frac{1}{2}$	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 13	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb.	0 35	0 75
Walnuts—		
Bordeaux halves, bright	0 30	0 32
Broken	0 28	0 30

RICE AND TAPIOCA.—Rice is generally firm, with noted strength in Carolina this week. One firm, which has previously been quoting this line at 8 $\frac{1}{2}$ cents have advanced it to 10 cents. Advances at producing centres has made this necessary. Trade is fair considering the rather high prices ruling.

Rangons—		
Rice, grade B, bags, 250 lbs.	3 65	3 75
Rice, grade B, bags, 100 lbs.	3 65	3 75
Rice, grade B, bags, 50 lbs.	3 65	3 75
Rice, grade B, pockets, 25 lbs.	3 75	3 86
Rice, grade B, $\frac{1}{2}$ pockets, 12 $\frac{1}{2}$ lbs.	3 90	4 00
Rice, grade C.C., bags, 250 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 55	3 65
Rice, grade C.C., bags, 50 lbs.	3 55	3 65
Rice, grade C.C., pockets, 25 lbs.	3 65	3 75
Rice, grade C.C., $\frac{1}{2}$ pockets, 12 $\frac{1}{2}$ lbs.	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 19	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 09	0 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed lb.	0 07	0 08

VERMICELLI.—An advance of $\frac{1}{2}$ -cent per pound is noted in Canadian vermicelli. The demand for this line is showing a steady increase in Canada.

Canned Goods.

Toronto.—The movement of canned goods is steady but not brisk. Retailers in general bought heavily last fall and

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have not found it necessary to replenish their steaks except on odd lines as yet. One jobber points out that the real big season of demand is just now opening and he does not look for any big demand for another month or so. The tendency in general is one of steadiness.

An advance in condensed and evaporated milk was made by a number of firms a few weeks ago. Some other manufacturers have advanced prices 15 to 20 cents per case. There is a big demand for these lines and manufacturers are finding difficulty in caring for the large volume of business now being received.

TORONTO.

Table listing Toronto fruit prices including Apples, Blueberries, Peaches, Pears, and Plums with Group A and B prices.

Table listing Toronto vegetable prices including Beans, Beets, Cabbage, Carrots, Cauliflower, Corn, Parsnips, Pumpkins, Squash, Succotash, and Tomatoes.

Table listing various grocery items such as Tomatoes, Turnips, Asparagus, Beans, Peas, Spinach, and Salmon with prices.

CANNED POULTRY AND SOUP.

Table listing canned poultry and soup items like Chicken, Turkey, Ducks, Soup, and Lobsters.

ONTARIO MARKETS.

Pointers.—Sugar.—Still in the balance. Pot Barley.—Now quoted at \$3.65 cwt.

Canned milk.—Additional firms raise price. Carolina Rice.—Higher in primary. Barbados Sugar.—Opening prices high.

TORONTO, Feb. 8.—For season of the year, trade is running along quite satisfactorily. It cannot be described as brisk but this is not looked for at this time. Demand is well distributed over general lines, with the nature of the weather bringing certain lines in for special demand. Collections are reported fair.

The sugar situation is about the same as a week ago. The Brussel's convention on whose decision the market hinges failed to come to terms at first meeting and an adjournment was made until Wednesday of this week.

An opening price on new crop Barbados sugar received is \$1.10 per cwt. higher than the opening price of last year.

SUGAR.—Sugar market as reported last week is in the balance. Nothing definite has as yet been received from the Brussels convention now in conference. On their decision regarding Russia's export of sugar hinges the market. One other factor in the situation is that the Cuban crop continues to turn out rather poorly as compared with other years.

Jobbers and retailers are purchasing on a hand to mouth basis awaiting the outcome of the Brussel's convention.

Table listing sugar prices including Extra granulated, Imperial granulated, Heaver granulated, Yellow bags, and various types of Barley.

SYRUP AND MOLASSES.—This is the season of brisk demand for syrups and molasses. The weather is favorable for the sale of these lines and retailers are featuring them to good advantage. Lent is a period of good demand and retailers are looking to their stocks in anticipation.

Table listing syrup and molasses prices for various quantities and types like Maple Syrup-Compound and Maple Syrup-Pure.

DRIED FRUITS.—A normal movement of dried fruits is reported by local jobbers. Hallowee dates in full boxes are now quoted at 5 1/2 cents. Stocks are not large. They would have been much larger but shipments received in England were of such poor quality that they were not sent on.

The market under a fair consuming demand can therefore be expected to rule steady to firm. Primary market on currants holds up well. Evaporated apples have lost none of their steadiness. Holders are making no concessions.

Table listing dried fruit prices for items like Prunes, Apricots, Canned Peels, Raisins, and various types of Dates.

COFFEE.—Local prices continue unchanged but steady. The situation is in strong hands who are not likely to allow values to ease off to any great extent. To what extent high prices are affecting consumption is a much discussed question.

Table listing coffee prices for various types like Rio, Green Rio, Santos, Maricao, Bogotas, Mocha, Java, Mexican, Guatemala, Jamaica, and Chicory.

SPICES.—The first part of the year is characterized by much stiffer than in previous years.

In the case of black and white peppers, ginger, and turmeric, the market is at a high point of activity. Peppers are in demand from primary sources of strength.

Table listing spice prices for items like Allspice, Cassia, Cayenne pepper, Cloves, Cream tartar, Mustard, and various types of Peppers.

NUTS.—There are features to be noted in the steadiness of the market for nuts. The movement of nuts are moving in the season nut meeting with a view to a steady market.

Table listing nut prices for items like Almonds, Brazil nuts, Cashews, and various types of Walnuts.

RICE AND TAPIOCA.—The crop Rangoon rice is reported to be in good supply. The market is steady and the price is high. Values in the United States are high and the market is in primary points. Tapioca is steady.

Table listing rice and tapioca prices for various types like Rangoon, Patna, Java, and various types of Tapioca.

BEANS.—There is an overplus of stocks in their ideas. Dealers and lumber camps are at the present season of the year. Beans are in demand from primary sources of strength.

Table listing bean prices for various types like Rio, Green Rio, Santos, Maricao, Bogotas, Mocha, Java, Mexican, Guatemala, Jamaica, and Chicory.

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SPICES.—Trade was dull during the first part of January, but has been quite brisk of late. Spices are in general much stiffer than a year ago, especially in peppers, ginger and cream tartar. The latter, while it is somewhat below the high point of the year, is nevertheless high. Peppers are again firm, late cables from primary points showing considerable strength.

	Tins.	¼-lb. pkgs.	¼-lb. tins doz.
Allspice	15-18	60-0 70	70-0 80
Cassia	20-30	85-1 15	95-1 25
Cayenne pepper	23-28	80-1 05	90-1 15
Cloves	25-28	75-0 95	85-1 10
Cream tartar	27-30	90-0 00
Mustard powder	25-00
Pepper	22-27	65-0 85	75-0 95
Sage	50-85	0-2 75
Nutmegs	30-45	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	28-30	91-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Rolling spice	16-20	75-0 00	75-0 00
Vanilla	16-00

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

Mustard seed, per lb. in bulk 0 12
Celery seed, per lb. in bulk 0 20
Shredded coconut, in pails 0 16% 0 17%

NUTS.—There are no special market features to report in nuts. General steadiness is the rule. Shelled varieties of nuts are moving well and considering the season nuts in the shell are also meeting with a favorable demand.

Almonds, Formigetta	0 15	0 15%
Almonds, Tarazona	0 16%	0 17
Almonds, shelled	0 34	0 38
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	0 10	0 13

RICE AND TAPIOCA.—Prices on new crop Rangoon rice are high. When adverse reports concerning the crop first came forward, the market rushed upward but again reached to a lower level at which a considerable amount was booked locally. From the low point the primary market has advanced 30 to 35 cents per cwt. New crop will not arrive until late in March. Patna and indeed all rice has a tendency to firmness.

Values in the producing sections of the United States are strengthening. Carolina rice is higher by ½ to ¾ cents at primary points.

Tapioca is steady with a normal demand.

Standard B. from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B.	3 75
Rangoon	Per lb. 0 03% 0 04
Patna	0 05
Java	0 05 0 07
Carolina	0 06 0 07
Sago, medium brown	0 08 0 10
Tapioca	0 05% 0 06
Patna, double goat	0 08
Patna, pearl	0 06% 0 07
Patna, standard	0 08
Patna, extra	0 06% 0 07

BEANS.—There is by no means an overplus of stocks, and holders are firm in their ideas. Demand is brisk, mining and lumber camps using large quantities at the present season.

Price beans, per bushel	2 40
Hard shelled beans, per bushel	2 50
California line beans, lb.	0 08

BARLEY.—Pot and pearl barley, as for many months, are strong. Pot barley is now quoted around \$3.65 per cwt.,

as compared with \$2.50 six months ago and \$3.25 but three months ago. Pearl barley is worth \$1.00 per cwt. more than pot.

MANITOBA MARKETS.

POINTERS—

- Sugar.—Unchanged.
- Syrup.—Strong.
- Dried Fruits.—Active.
- Coffee.—Firm.

WINNIPEG, Feb. 8.—Trade during week has taken a decided turn for the better, and as a result wholesale houses report considerable activity. The milder weather which has been prevailing has aided considerably, and as a result orders have been received in considerable quantities. Travelers are again on the road, and are able to once more make their regular trips. So far, February storms have not made their appearance, and it is hoped these will be mild this year. Congestion of cars has been considerably relieved, but situation still remains precarious with removal of grain. Interior elevators are full, and farmers are unable to sell their grain at local points.

In various lines of trade, market may be said to be active, and there is nothing new in way of prices. Stocks held in city are of fair size, and there is little likelihood of a shortage in any lines, except dried fruits and one or two lines of canned goods before the summer is well advanced. General tone, therefore, may be said to be healthy, and as volume transacted, in spite of severe cold, is in a slight advance of last year, all are optimistic.

SUGAR.—There is no change in this line this week. Many large orders were received after the last decline. Market remains fairly steady, and although bulls and bears can be found in large numbers, the situation is undecided.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C., in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Ice sugar, in bbls.	6 35
Ice sugar, in boxes (25 lbs.)	6 50
Powdered sugar, in bbls.	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUP.—Many large orders were received during week for this line, and trade shows no abatement. There is a big demand for corn syrup of medium quality, while higher grade of maple syrup is used extensively among better class of trade.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 37
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, in half bbls., per gal	0 30

DRIED FRUITS.—The prune and raisin markets continue to attract atten-

tion, and outlook is more than ever in favor of higher prices in the near future. As yet no more headway has been made in this direction, but one wholesale stated that he would not like to have to buy his stocks again at present.

New Prunes—	Per lb.
90-100s, 25s. s.p.	0 08%
90-100s, 10s. s.p.	0 08%
80-90s, 25s. s.p.	0 08%
80-90s, 10s. s.p.	0 08%
70-80s, 25s. s.p.	0 09%
70-80s, 10s. s.p.	0 10%
60-70s, 25s. s.p.	0 09%
50-60s, 25s. s.p.	0 10%
40-50s, 25s. s.p.	0 11%
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11%
Camel 6-crown table figs, about 10 lbs.	0 12%
Camel 6-crown figs, about 50 lbs.	0 12%
Camel 7-crown table figs, about 100 lbs.	0 14%
Camel 9-crown table figs, about 10 lbs.	0 14
Emmanuel 3-crown	0 08%
Emmanuel 4-crown	0 09%
Emmanuel 5-crown	0 09%
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 08
Cooking Figs—	
Choice boxes	0 05%
Half boxes	0 05%
Half bags	0 04%
Valencia Raisins—	
Fine, f.o.b. 25s. s.p., per box	2 20
Fine selected, 25s. s.p., per box	2 25
4-crown layers, 25s. s.p., per box	2 35
4-crown layers, 14s. s.p., per box	1 20
4-crown layers, 7s. s.p., per box	0 60
Ne plus ultra, 25s. s.p., per box	2 30
Currants—	
Dry, clean, per lb.	0 07%
Washes, per lb.	0 06
1-lb. package	0 08%
2-lb. package	0 17%

EVAPORATED APPLES.—This line continues to maintain its strength on local market at the flat price of 10½c. Winnipeg. No advance is looked for in immediate future.

COFFEE.—Situation has lost none of its strength during the week, and outlook is as bright as ever. All lines are holding firm, and as pointed out before, the big interests who control the situation are not likely to allow prices to drop very low.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 19%

BEANS AND PEAS.—Conditions at present favor firm prices in beans and peas, and both these lines are active. Demand is good, and while stocks on hand at present are not as heavy as all would like, yet they are large enough to prevent any serious shortage for some weeks to come.

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

NEW BRUNSWICK MARKETS.

St. John, Feb. 6.—The feature of interest on local market during the last week has been the steadiness in flour, both Manitoba and Ontario being reported as firm, with an increase of 15 cents per barrel in Ontario patents. As yet there has been no response in Manitoba patents, but since the market is exceptionally strong an advance is not unlikely in these grades as well, May wheat being steadily on the upward trend. Although middlings are not so plentiful, no change has taken place in the price of feed. Oatmeal has gone up

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15 cents a barrel, due largely to the increasing strength of oat market and difficulty experienced by millers in securing good milling oats. Package oats have been advanced from \$3.90 to \$4.00 per case in all brands.

Local grocers are preparing for a run on seed and with approach of spring interest is increasing, but price is doing the same. Timothy and clover have both advanced, timothy having gone up about 50 cents per hundred. Wholesalers are also advising that it is none too early to place orders for maple sugar and maple syrup, and in many cases their advice is being followed with orders in these lines which will soon be selling.

The country market is fairly well supplied at present with vegetables, meats, poultry, and dairy products. Much speculation is being advanced, as was reported in The Grocer last week, concerning the potato market. During last week \$2.50 was demanded, and ready sales were made at this price. There are many farmers, it has been learned, through the country, who have yet fairly good quantities on hand, but local merchants are in hopes of having this stock transferred to them before long. Markets in Upper Canada is reported as being encouraging to the local trade, though large shipments are not taking place. Many dealers are holding back the major portion of their stock of potatoes with expectation of cleaning up a neat profit, for they feel certain of their reaching the \$3.00 mark. Eggs remain about the same, selling from 25 to 40 cents for henry stock, and from 28 to 35 for case. Butter is firmer and ranges from 21 to 35, according to quality. There is said to be a fairly good stock of butter throughout the country, but in many cases the farmers are not coming to the city as frequently as would be desired to lower the price in this commodity.

Racon	\$	15	\$0	15
Beans, hand picked, bus.	2	50	2	55
Beans, yellow eye, bus.	2	60	2	65
Butter, dairy, per lb.	0	21	0	26
Butter, creamery, per lb.	0	27	0	35
Buckwheat, W. grey bag	3	00	3	10
Cheese, new, lb.	0	15	0	16 1/4
Currants, 1's, lb.	0	08	0	08 1/4
Canned Goods—				
Beans, baked	\$1	15	\$1	25
Beans, string	1	02 1/2	1	05
Corn, doz.	1	00	1	05
Peas, No. 4	1	20	1	20
Peas, No. 3	1	25	1	25
Peas, No. 2	1	30	1	30
Peas, No. 1	1	80	1	80
Peaches, 2's, doz.	1	95	2	00
Peaches, 3's doz.	3	00	3	05
Raspberries, doz.	2	05	2	10
Strawberries	1	85	1	90
Tomatoes	1	75	1	80
Clams	4	00	4	25
Cornmeal, gran	5	00	5	00
Cornmeal, bags	1	60	1	60
Cornmeal, bbls.	3	35	3	35
Eggs, hennery	0	25	0	35
Eggs, case	0	28	0	35
Finnan Haddies	4	40	4	50
Fish, cod, dry	6	25	6	50
Flour, Man.	6	45	6	50
Flour, Ontario	5	60	5	70
Lard, compound, lb.	0	10 1/2	0	11
Lard, pure, lb.	0	12 1/2	0	13
Lemons, Messina, per box	3	50	3	50
Molasses, Barbados, fancy	0	36	0	37
Oatmeal, rolled	5	50	5	50
Oatmeal, std.	5	10	5	10
Pork, domestic mess	21	00	22	00
Pork, American clear	21	00	23	00

Potatoes, bbl.	2	30	2	50
Raisins, California, seeded	0	10 1/2	0	11
Rice, per lb.	0	03 1/2	0	04
Salmon, Case				
Red Spring	\$7	75	\$8	00
Cohoos	7	25	7	50
Sugar—				
Standard granulated	5	60	5	70
Austrian granulated	5	40	5	50
Bright yellow	5	40	5	50
No. 1 yellow	5	10	5	20
Paris lumps	6	50	6	75

NOVA SCOTIA MARKETS.

Halifax, Feb. 6.—The wholesale grocery business is fairly good for season of the year. While orders coming to hand are not large, they are fully up to the average of winter months last year. There is a fairly heavy movement in provisions, which are going to supply the lumber camps, operations being now in full swing.

Sugar prices are fairly firm. Standard granulated is \$5.60, United Empire \$5.40, bright yellow \$5.40, No. 1 yellow \$5.10, and unbranded \$4.95.

Flour prices are firmer. Manitoba high patents are \$6.45 to \$6.50, Ontario, 90 per cent., \$5.00 to \$5.25, and Ontario

SUGAR ADVANCES.

Just previous to going to press, refined sugar advanced 10 cents per cwt. It will be remembered that prices declined 10 cents a little over a week ago in sympathy with lower prices in U. S., brought about by price-cutting. This is probably the reaction under the steady raw market. Outcome of Brussels Convention is now awaited. Quotations on sugar should read 10 cents per cwt. higher.

blends \$5.25 to \$5.50. Rolled oats are \$5.60 to \$5.70 per barrel, and in bags \$2.60 to \$2.65. Corn meal is \$1.80 to \$1.90. Beans are firm at \$2.60 for hand picked, and \$2.45 for prime.

Receipts of eggs show some improvement, but demand is light. Fresh laid stock is quoted at 31 cents. Case eggs are in fair supply, but few grocers are now handling them. Good butter is scarce in the local market, especially in tubs. The quality of creamery stock is first class, but dairy butter is not up to the average. Creamery is 31c., and dairy from 26 to 27 cents.

Potato market continues the centre of attraction. Some dealers who have good stocks on hand had tempting offers, which would net them handsome profits over the initial cost, but they prefer to hold on to them, as the outlook favors still higher prices.

NATIONAL CANNERS IN SESSION THIS WEEK.

B. T. Huston, editor of The Canadian Grocer, is in Rochester, N. Y., this week attending the annual meeting of the National Canners' Association, Machinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association, which is being held in that city from Feb. 5 to 9. A report of the convention with those subjects of interest to the Canadian trade will be given in next week's issue of The Grocer.

WINNIPEG MERCHANTS WANT TAX REFORM.

Whirlwind Campaign for New Members—Will Fight Present Business Tax.

Winnipeg, Feb. 8.—(Special wire to The Grocer)—Winnipeg Retail Merchants have instituted a whirlwind campaign for new members, the purpose in view being to fight present business tax based on rental value. In their opinion, single tax is the more equitable method of taxation and this they will put forth every effort to secure.

They recognize that it is only through strong organization that this or any other needed reform will be secured, and their first effort will be to build up a good strong membership in their association. They have now only two hundred members, but have set 3,500 as the number they hope to secure within a few days.

This forward step by the Winnipeg Retail Merchants is felt to be the beginning of a great tax reform. John Dyke, grocer, is president of the local association, which aims at a record increase in membership in a short time.

PURE FOOD ACT TO BE ENFORCED.

Good Law Already on Statute Books.

Ottawa, Feb. 7.—The government has been for some time considering the question of the Pure Food Act. It was felt that Canada has been lagging far behind other countries—and particularly the United States, in protecting the consumer from fraudulent foods.

Hon. B. Nantel, minister of inland revenue, at first had under consideration bringing in an entirely new act. Investigation has shown, however, that there is a fairly good act now on the statute books. The trouble has been that the government has made practically no attempt to enforce it.

Mr. Nantel has given orders strictly to enforce the present act, and only a few amendments will be made to it this session. If this does not prove satisfactory, the act next year will be repealed and a new bill will be introduced.



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Celery and Navel Oranges Firmer

Shipments of Celery Continue Small Due to Backward Season in California—Increase in Offerings Expected Later In Month—Navel Oranges Are Higher—Damage by Frost Has Strengthening Tendency While Shippers Are Holding Back Fearing Damage in Transit by Frost—Potatoes Hold at High Price—Grapefruit is Strong.

California navel oranges are firmer and higher, especially for high quality fruit. The frost which damaged the citrus crop in California is no doubt responsible in part for the stronger tendency. The amount of damage, while varying in different sections, is conceded on the whole to be considerable, and the early estimates of the crop will have to be reduced. Shippers are also loath to send forth fruit when there is danger of it being caught by frost in transit, as has occurred to many cars during the recent cold weather.

Florida oranges are in good demand and tone of market is one of steadiness. Marmalade oranges have been taken up well. Decks have been well cleared of this line at some centres and additional shipments are awaited. Grapefruit is holding up strongly under small stocks, while lemons are finding a good demand and are steady to firm.

Celery is scarce and consequently firm and higher. The season in California has been backward and to date shipments have been small. However, weather of late has been more favorable and toward the middle of the month, offerings should be larger, increasing during the month. Liberal movements of Florida celery are not expected to commence until around March 1.

The soaring tendency in potatoes has yet received no check and values continue to move upward at many centres. Holders in New Brunswick continue firm in their ideals. However, the market since it started on its upward trend has made marked advances and with probability of imports of European potatoes, the market should become less excited than has been the case during the past month, unless as pointed out before, the United States lifts the duty on this line which would work for greater strength.

MONTREAL.

GREEN FRUITS.—This market does not offer a great deal of interest at present, nor will there be much change until the middle of next month. Business is brisk for this time of the year and the supply is sufficient to meet the normal demand.

Florida grapefruit is exceedingly high and tends to advance.

Apples—		
Spies	4.00	5.50
Baldwins	3.75	4.75
McIntosh Reds	6.00	6.00
Greenings	3.50	4.50
Bananas, graded	1.75	2.00
Cocoanuts, bags	4.00	4.50
Cape Cod cranberries, in bbls.	14.00	15.00
Cranberries, N.S., bbls.	10.00	11.00
Box cranberries	3.50	3.50
Grape fruit, Florida, case	5.50	5.50
Jamaica, case	3.50	3.50
Grapes, Malaga, per keg	6.00	6.50
Lemons	2.50	3.00
Limes, a box	1.25	1.50
Oranges—		
Navels	2.75	3.00
Valencia	3.75	4.50
Jamaica, box	1.75	2.00
Mexican	1.75	2.00
Bitter oranges, per box	2.50	3.00
Pineapples—		
Cuban, case	4.00	4.50
Tangerines, per strap	1.50	1.50

VEGETABLES.—Although interesting at present, this market has not brought forth any new features within last week. Demand is good notwithstanding the high prices. Potatoes are extremely high; but show no signs of further advance. The market has been excited for some time, but now seems to have settled down.

Beans, green, hamper	6.00	7.50
Brussels sprouts, per qt.	0.25	0.25
Carrots, bag	1.25	1.25
Cabbage, dozen	1.00	1.00
Cauliflower, dozen	3.00	3.50
Celery, Cal., 6 doz. to crate, crate	8.50	9.00
Garlic, 2 bunches	0.45	0.45
Green peppers, bus. basket	2.50	3.00
Lettuce, Boston, per box of 2 doz.	2.50	2.50
Leeks, dozen	1.50	1.75
Onions—		
Spanish, crate	3.75	3.75
Half crate	2.25	2.25
Canadian reds, 100 lbs.	1.00	1.00
Radishes, dozen	1.00	1.00
Sweet potatoes, per basket	2.50	2.75
Montreal potatoes, new, bag	1.50	1.75
New potatoes, \$9 bbl.; 6c lb.	0.75	0.75
Strawberries, per qt.	0.75	0.75
Spinage, per bbl.	5.00	5.00
Turnips, per bag	1.00	1.00
Parsnips	1.50	2.00
Tressiez	0.20	0.20

TORONTO.

GREEN FRUITS.—California navel oranges are higher in price. The dam-

age by frost in that state which is conceded as considerable, no doubt has had a marked strengthening tendency. Then, again, shippers have been holding back, for as frost of late has caught many cars in transit, they are loath to risk shipments. Florida oranges have been taken up well.

The first arrivals of marmalade oranges met with a good demand. The market was well cleared up at the beginning of the week, but shipments are expected shortly.

Grapefruit, noted as strong for some time, is higher at \$5.50 to \$6.00 per case. Cranberries are quoted easier at \$13.75 per barrel. Stocks are well to an end.

Bananas	1.25	1.75
Lemons, Messina, new crop	2.50	3.00
Oranges—		
Marmalade	2.50	2.75
Florida	3.50	3.50
California navels	3.00	4.00
Mexicans	2.00	2.25
Valencias, 714's	5.50	5.50
Valencias, 430's	4.75	4.75
Tangerines, strap	6.00	6.00
Grapefruit—		
Florida, case	5.50	6.00
Jamaica, case	3.25	3.50
Grapes, Almeria, per keg	5.00	6.00
English hot house grapes, lb.	0.65	0.75
Cranberries—		
Cape Cod, bbl.	13.75	13.75
Jersey long keepers	13.75	13.75
Apples, bbl.	2.25	4.00
Pineapples, case	4.00	4.50
Florida Strawberries, box	0.65	0.65

VEGETABLES.—Strength and higher prices are apparent in several lines this week. Potatoes have lost none of their steadiness and prices are slightly higher again with New Brunswick stock quoted at \$1.85. Prices at points throughout Ontario indicate the smallness of stocks in this province, while ideas of holders in New Brunswick are high. Imports of European supplies might offer some check to the soaring market.

Carrots and beets, which it has been pointed out were in stinted supply, are higher in price, while cabbage is firmer at \$2.25 to \$2.50 per barrel. Firmness is present in sweet potatoes as well as mushrooms and hot house tomatoes. California celery maintains its high position with \$8.00 per case being quoted.

Boston cucumbers, dozen	2.25
Boston head lettuce, dozen	1.50
Canadian beet, per bag	1.00
Cabbage, barrel	2.25
Carrots, bag	1.00
Turnips, bag	0.50
Celery, per dozen	0.90
Celery, Cal., per case, 6 1/2 to 8 doz.	8.00
Parsnips, bag	0.90
Potatoes, N. B.	1.85
Potatoes, Ontario, bag	1.75
Onions—	
Spanish, case	3.50
Spanish, 1/2 cases	1.85
Canadian, 75-lb. bags	2.25

Sweet potatoes, hamper	1 75	2 00	New lettuce, per dozen	0 30	0 35
Mushrooms, 1-lb. boxes	0 75		Green onions	0 25	0 25
Can. hothouse tomatoes, lb.	0 32		New radish, per dozen	0 50	0 50

Retailers Want Their January Discounts

Claim Wholesalers Did Not Give Them Sufficient Notice of the Change in Policy—Letter Sent Out by Wholesalers' Section, Board of Trade, Arrived Late They Say and Some Did Not Receive It.

Toronto, Feb. 8.—(Special)—All apparently has not been sunshine in regard to the abolition of discounts by wholesale grocers which went into effect on Jan. 2, 1912. This was an agreement signed by 42 wholesale grocers in Ontario, in which they agreed on the discontinuance of discounts on all articles excepting tea, sugar and vinegar. This agreement also stipulated that interest at 7 per cent. per annum should be charged on all accounts not paid within 30 days, and that manufacturers' fixed prices and terms on proprietary articles should be strictly observed.

Many retail grocers in this city, when they received their accounts at the end of the month were not wont to pay them unless the discounts previously given were allowed. Many of them claim they received no notification of the discounts being abolished, and bought their goods during the month without knowing of any change in terms.

Not Generally Known.

It appears that no general or individual announcement was made by the wholesale grocers until about the 26th of the month when the wholesale grocers' section of the Toronto Board of Trade sent out a copy of the agreement with an explanation of the reasons for its adoption.

Some retail grocers even state they did not receive this announcement, although every effort was made by the Board of Trade to reach every retail grocer in the city. It seems also that a number of the travelers went on selling goods during the month without mentioning the abolition of discounts that have been given in the past. The grocers claim they should have notified them before selling the goods.

It was on this plea of non-notification of any change in terms that many grocers refused to pay their accounts without the usual discount.

Reasons Given for Change.

The following is the explanation of the reasons for adopting the new plan as sent out by the wholesale grocers' section of the Board of Trade:

"It is well known that profits in the wholesale grocery trade have for years been approaching the vanishing point, when compared with the cost of doing business, and it was recognized that

something must be done to meet the changed conditions under modern methods of competition.

"The manufacturer also recognized that the prices of his proprietary articles were being cut, and that the wholesale trade were ceasing to take an interest in the sale of the goods because the profits did not pay the cost of doing the business. After conference with the trade, many of the principal manufacturers put in force the "Contract Selling Plan," requiring goods to be sold at stipulated terms and prices.

Cash Discounts Unreasonable.

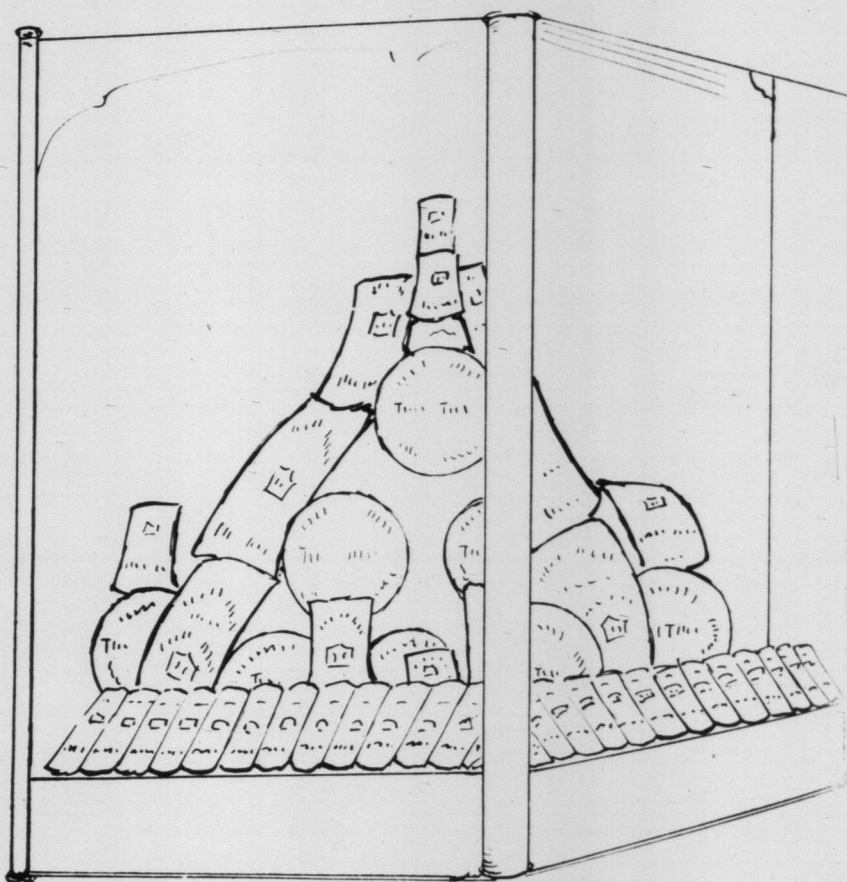
"This plan was found to work well until some houses began to give rebates by allowing unreasonable cash discounts off the monthly statements, which, it was claimed, were given on goods that were not proprietary articles. In order to stop this evasion of these agreements the trade unanimously decided to adopt the net system, abolishing all discounts

on all goods and selling only at net 30 days, as set forth in the accompanying agreement.

"In discussing the subject with representatives of the retail trade, it was found that many cordially endorse this action. The average retailer is chiefly concerned in knowing that his competitors are not doing better in prices nor getting better terms than he is. What he wants is fair treatment, which means fair prices, fair terms and fair competition. He is then able to charge his customers fair and reasonable prices. No merchant, wholesale or retail, wishes to take secret rebates which will render him liable to criminal prosecution. It is therefore the unanimous opinion that these terms are in the interests of all branches of the business."

The agreement referred to in above has been previously published in The Grocer.

Beaton's grocery, Oshawa, Ont., are operating a unique contest. They are advertising in the local paper using talks on various grocery items and point out for instance that the first and last words of the ad. are the first and last words of a certain proverb. The contestant who sends in the first 12 correct proverb answers gets as a prize a 42 piece China tea set.



A Flour Window Shown Recently by L. S. Guay, a Montreal Grocer. Small and Large Bags and Barrels Were Used in the Display.



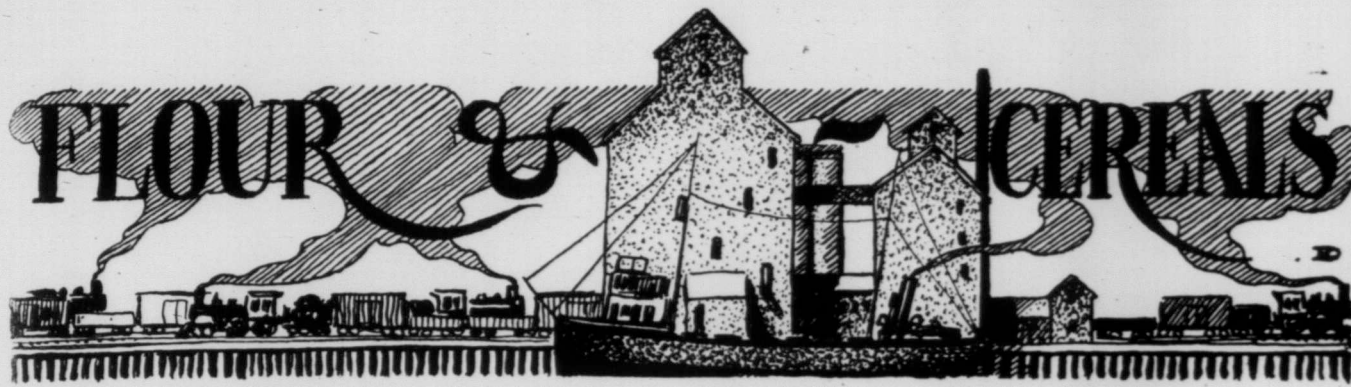
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Marked Strength in Rolled Oat Market

Market Firm at Last Week's Advance—Raw Market is Strong—Good Demand for all Kinds of Cereals—Winter Wheat Flours Generally 20 Cents per Barrel Higher—Small Receipts of Winter Wheat—Some Millers Note Firmness in Manitoba Flour—Domestic Trade Fair for Season—Export Enquiry Quiet.

Rolled oats are firm at last week's advance in sympathy with continued strong tendency in market for raw material. It will be remembered that prices declined 30 cents per bag during December and so far the reaction has only been 10 cents per bag. The market for oats is strong when compared with that ruling previous to the declines in December, indicating that firmness can be expected to rule.

Those retailers who are pushing cereals at the present time report an excellent demand, the weather for some time having been quite favorable in this regard. Millers are also well pleased with the volume of business being transacted.

As noted last week, receipts of winter wheat have been on a small scale for some time with prices on the ascend. In consequence, winter wheat flours have been firming and there has been a general advance of around 10 cents per bag in these grades.

Manitoba flours have not changed in price but there is somewhat of a firmer tendency, and there are certain sections of the trade who favor higher prices. The higher values for winter wheat flour no doubt have a strengthening tendency, throwing greater weight upon Manitobas.

The domestic trade in flour is considered as fair for the season as no special briskness is looked for at this time. Report enquiry, has been rather quiet of late. Competition between mills is quite keen for as it has been pointed out before the milling capacity in Canada is very large.

Considerable quantities of wheat and flours are being worked for export.

The strength in the rolled oats market is generally conceded. It is so marked that some firms already announce an advance to take place in near future. One firm says they will put up prices 10 cents per bag on Feb. 10, while another firm

announce a similar advance to take place on Feb. 12. Cornmeal is also firmer and higher.

MONTREAL.

FLOUR.—Flour market is devoid of special features. Demand is active and prices for present remain unchanged. Firmness is probable, owing to a large call which is soon to be expected. Although quiet just now, market promises interesting results shortly.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st spring wheat patents, bags	5 60
Manitoba straight patents, in bags	5 10
Manitoba strong bakers, in bags	4 90
Manitoba second, in bags	4 40

CEREALS.—Market for rolled oats increased 10 cents per bag last week, but since then has showed no further movement. Stocks are small and if the demand, which is heavy at present, increases, the supply will hardly be sufficient to meet it. It is the opinion of some, that another advance can be expected before long.

Fine oatmeal, bags	2 64
Standard oatmeal, bags	2 64
Granulated oatmeal, bags	2 64
Bolted cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90-lb.	2 40
Rolled oats, cotton bags, 90-lb.	2 45
Rolled oats, barrels	5 06

TORONTO.

FLOUR.—There has been no change in prices of Manitoba flours, although some millers note firmness and favor higher prices. There are others who say they see no reason for any immediate advance in values. "Prices on Manitoba wheat at bay ports has reached the record for the season, it is true," said one dealer, "but on the other hand values in Winnipeg remain unchanged. Wheat can be brought from Winnipeg, all rail cheaper at the present time than it can be purchased at bay ports for. However, wheat can not be brought very quickly from the west." There seems to be a

fairly good demand for the season with the market steady to firm.

Ontario wheat continues to come forward tardily and prices are high with a consequent firm feeling in winter wheat flour.

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

CEREALS.—Firmness prevails in rolled oats market in sympathy with a similar feeling in the raw material. The tendency is to strength, one large mill announcing that they will advance prices 10 cents per bag on Feb. 10. Cornmeal maintains the position outlined before.

Retailers who are giving the necessary attention to cereals are finding a good demand. Millers report heavy sales.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 30
Standard and granulated oatmeal, 90-lb. sk	2 64
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100-lb. bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

MILL FEEDS.—Mill feeds are scarce and most mills have little to offer. An advance of \$1.00 per ton is noted by several mills this week. Bran is quoted at \$24.00 per ton in car lots and shorts at \$26.00 per ton.

FOR YOUR ADVERTISING.

ROLLED OATS.—During the winter months we recommend ——— oats as the best hot breakfast food, because it is made from only selected oats, carefully packed and is sure to please. Can be prepared in (15) minutes.

LOST WITHOUT IT.

The Canadian Grocer.—Enclosed find check for \$2 for another year's subscription to The Canadian Grocer. I would feel lost without it.

J. GIBSON.

Benton, N. B., Jan. 9, 1912.

Biscuits and Confectionery Profitable

Some Phases of the Attention That Should be Given to This Department—The Dealer's Knowledge of His Lines and His Ability to Suggest and Decide for Customers Means Much—Hints on Display—How a Confectionery Department was Begun.

By O. S. Johnston.

Are you paying as much attention to your biscuit and confectionery trade as you should? The answer to this question will best be given by looking over your stocks and seeing if they are in a satisfactory way, not only from a quantity point of view but also from a condition standpoint.

That the retail grocer can make money and good money too, from the proper handling of sweetmeats and good class biscuits there can be no reasonable doubt. He has the lead, so to speak, on the exclusive confectioner because the housewife, in nine cases out of ten, visits the grocery store for her staples, etc., before she thinks of confectionery. Doesn't it stand to sense therefore that an attractive display of confectionery either in show cases or in pails which are coming more into vogue as containers will catch her eye? The retailer's selling power should then come into action. The desire to purchase has been slightly developed by the silent salesman and right here is the true value of a good display—the power to stimulate buying desire.

Up to the Retailer.

To-day one hears a lot of talk about goods selling themselves but the retailer knows all too well that he has never or never will see any commodity walk off his counter or fly off his shelves, in spite of the propensities jocularly attributed to cheese in this respect. No, the retailer is a salesman and should strive to put himself in a similar position to the traveler who calls and sells him the goods; in other words, he should regard himself as a representative of the firm whose goods he handles and put up politely and plausibly the best reasons why the housewife should have the goods.

This done, the sale made, the retailer has sent the goods in question on their last journey, to the consumer's home, and has completed his part in their distribution.

Care With Biscuits.

Every day dealers are becoming more and more awake to the fact that while it is essential to the proper management of their business that they keep a good stock of every line which has merit and comes under the heading of quality, yet many of them make a mistake in carrying their whole stock of biscuits on the shelves.

This may seem a rather contradictory statement, but no matter how well the goods are displayed the very number of the tins and the variety of design is going to confuse the customer, and she will not make as good a selection as under other conditions. In order to overcome this difficulty and play the game in the interest of the manufacturer, in other words to place the necessary weight on retail co-operation, a sample tin of each class of biscuit should only be kept in a prominent position in the store and all should be so carefully arranged that the housewife can easily and quickly make a selection, aided of course by suggestions from the clerk, which should at all times flavor of salesmanship.

Furthermore, the balance of stock can be stored in a satisfactory place and be safeguarded from loss through dampness, etc. Thus the dealer can see right here an antidote for slow biscuit sales—simply have samples on display, facilitate the making of a selection by the consumer and know that that selection is satisfactory in every respect. This will save time, for time means money, and will result in more frequent and better purchases.

Confectionery Profits.

There is one thing certain that no retailer can ever derive all the big profits to be had from confectionery sales if he does not forget the "other fellow," namely, the exclusive confectioner, and persuade himself that he is the only man in the town dealing in this particular line. Such indifference to his competitor, partial indifference, let us say, because some attention must be paid to what is going on in the other store in order to keep abreast of competition, will act as an incentive to the dealer to work up a confectionery business paying handsome profits.

Easy to Handle.

If proper care is taken in the placing of confectionery in the store, there should be no trouble or discouragement through loss as with some other lines which are carried more widely.

Sweetmeats always look well when properly displayed and it should be remembered that the youngsters are a good means of advertising the fact that special attention is being paid to confections as they will ask the mothers for pennies "to get some candy at—s."

This constant begging, if such we may call it—for you know how much the mother is pestered from time to time by her youngsters for pennies and nickels—must impress upon her mind that the grocer is becoming a confectionery man. And this is exceptionally cheap advertising.

Actual Success.

A Montreal dealer stated recently that he thought candy was a useless and troublesome line to carry until he was persuaded by a traveling salesman to put in at least a stock of penny goods. He did so. The youngsters came down to the store and he gave the majority of them a few, knowing that they would tell their mothers, and he was not far wrong in his belief. They did so and before long he noticed in a few Saturday orders a request for twenty cents or a quarter's worth of candies. This department grew larger and larger, till now it is most profitable, and what is still more gratifying there is a good demand for high class chocolates.

He Was a Salesman.

But we might mention that this dealer was a salesman. He did not stand like a dummy behind the counter and let the customer decide whether she would take candy or not. He was wise enough to realize that during her study of the sweets displayed, she would probably be at the "almost persuaded" stage. By an opportune use of selling talk he frequently helped her to decide the way he wanted. You must agree then, Mr. Retailer, that it is well worth your while helping your customers out of doubt, because every time you do so, you put a few extra cents into your cash box!

What do these cents mean at the end of the year?

Broken Biscuits.

Customers should not be troubled with broken biscuits and it seems that a number of grocers pay but little attention to crackers in particular. That there is little excuse for these being broken is evidenced by the fact that the manufacturer of some of the leading lines on sales to-day, recently produced a package of sodas at the factory. We have no proof that he is a past student of the magic art but he made that package waltz (or perhaps it was the Highland Fling) on the table and opening it not one of the sodas was smashed. Why then should the consumer have to put up with trouble when a little care on the part of the driver or clerk could cure the trouble?

A request for a charter has been mentioned to the Quebec Legislature by the retail clerks of Montreal, who are the prime movers of the Association of Retail Clerks.



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The movement is extremely brisk. Retailers to care for which under the large, but they a in anticipation of demand. The open special briskness tant, and retail their advantage to their stocks.

The outlook is better than it is just now to be desired, and with minimum effort, with its m will shortly work while high prices, dities will bring f

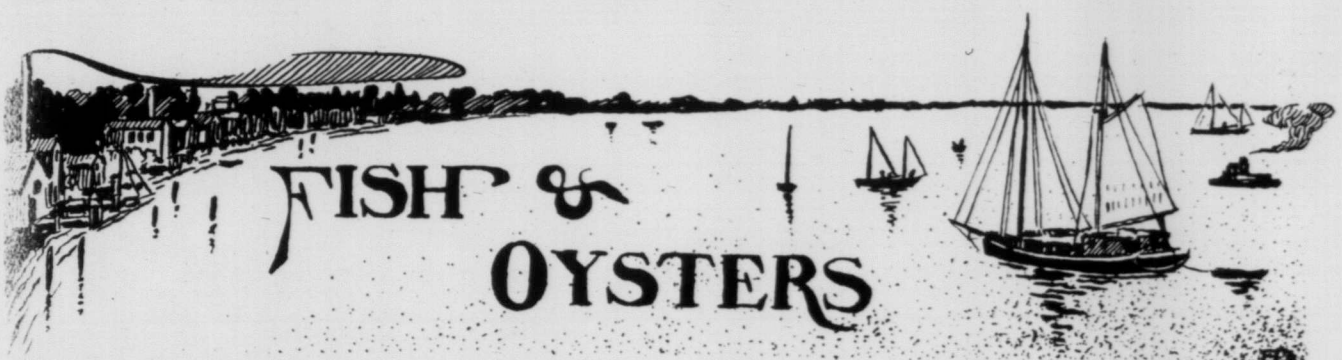
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Dealers Preparing for Lenten Trade

Retailers are Ordering Freely in Anticipation of Lenten Demand—Wholesalers Report Marked Briskness—Conditions Favorable for Sale of Fish—Can be Handled with Minimum Expense and Trouble—High Prices on Other Foods Bring Fish Into Favor—Receipts of Fish on East Coast Continue on Small Scale.

The movement of fish at present time is extremely brisk. Not only have retailers to care for the present demand, which under the favorable conditions, is large, but they are also ordering freely in anticipation of a good Lenten demand. The opening of this season of special briskness in fish is not far distant, and retail dealers will find it to their advantage to give early attention to their stocks.

The outlook could hardly be brighter than it is just now. The weather is all to be desired, and fish can be handled with minimum expense and trouble. Lent, with its many special fish days, will shortly work for a big demand, while high prices on other food commodities will bring fish foods into favor.

Nova Scotia continues to report light receipts of fresh fish, which added to the stunted arrivals during January will probably work for a firmer tendency in frozen and smoked lines as the season advances.

Lobsters are scarce and high in price. Smelts have been a little more plentiful of late.

QUEBEC.

MONTREAL.—Demand for fish in anticipation of Lent has started, and all varieties are moving well. Supplies are sufficient to meet the call in all lines, except Labrador herrings and green and sea cod, which are very scarce, the latter being almost entirely off the market. Prices have not changed to any extent, but if the demand increases much more, the probabilities a firming up will take place.

FRESH AND FROZEN.	
Mackerel, cases, 250 lbs., per lb.	0 04½
Sea cod, case	0 05
Smelts, fancy	0 10
Herring, per lb.	0 04½
Whitefish, per lb.	0 08
Whitefish, frozen, per 100 fish	1 65
	0 04½ 0 05

Pike, round, per lb.	0 05	0 05½
Pike, dressed and headless, lb.	0 05½	0 06½
Steak cod	0 05½	0 06
Mackerel	0 11	
Dressed perch	0 10	
Dore or Pickerel	0 07	0 08
R. C. red salmon	0 08½	0 09
Gaspé salmon, per lb.	0 18	
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	0 10	
Extra smelts, per lb.	0 14	
Lake trout, per lb.	0 09½	0 10
Tomcods, bbl.	2 25	2 50
Whitefish, large, per lb.	0 08½	0 09
Whitefish, small, lb.	0 05	0 05½

PREPARED FISH.	
Boneless cod, in blocks or packages, lb. 7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	6 60
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
No. 1 bbl., 200 lbs.	9 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Scotia herring, No. 2, bbl.	7 50
Lake trout, kegs	2 50
Choice mackerel, pail	2 00
No. 1 green haddock, per 200 lbs.	7 50
No. 1 green pollock, per 200 lbs.	7 50
Salmon, B. C., red, bbl.	14 50
Salmon, B. C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador, tres., 300 lbs.	21 00
Salt eels, per lb.	0 06½
Salt sardines, bbls.	5 50
Salt sardines, half bbls.	3 00
Sea trout, half bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring, keg	6 50
Scotch herring, half bbl.	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. bbls.	0 10½

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

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

NEW BRUNSWICK.

ST. JOHN.—The last week has been an average one with local fish dealers. Fair weather tempted many fishermen, and was responsible for better results than during a few weeks previous. The first arrivals of gaspereaux were placed on the market, and brought 7 cents each. Although this is high in price, it is only reasonable for the earliest arrivals.

Western halibut is being received in quite good quantities, selling at 15 cents, and the demand in this line keeps up well. From the North Shore there were many receipts of smelts during last week, and the Kennebecasis River contributed as well, so that market in this commodity was well stocked. They brought 12 cents per pound. Lobsters have not been known to be so scarce for some time. Many fishermen have abandoned the idea of fishing lobsters for a time, until the stormy season has passed, or abated. For those who have brought them to market the returns have been good, as they are well up in price. Haddock, cod and herring stocks continue about the same.

ONTARIO.

TORONTO.—A good, brisk trade is being done in fish at the present time. Demand is well distributed over general lines. A big trade is being transacted in frozen lines, while smoked, pickled and prepared varieties are moving well.

Anticipation of the Lenten season is probably partly responsible for the present brisk movement. With the opening of this big period of demand not far distant, retailers feel that it is time that they were looking to their stocks.

FROZEN FISH.	
Gold eyes	0 05
Pike	0 05
New pink sea salmon	0 09
Whitefish	0 09
Red salmon, headless and dressed	0 11
Halibut	0 09
Smelts, extra, per lb.	0 17
Smelts, No. 1, per lb.	0 10
Red salmon, round	0 10
Sea herring, 100	2 00
Mackerel, per lb.	0 12
Mulletts	0 04
Bluefish	0 11
Lake herring	0 12
Steak cod, per lb.	0 03
Flounders, per lb.	0 06
Tullibus, per lb.	0 05½

FRESH CAUGHT FISH.	
Steak cod	0 08
Haddock	0 05
Trout	0 08½

SMOKED.	
Kippers, per box	1 25
Bloaters, per box	1 20
Finnan Haddie, per lb.	0 08
Digby herring, per bundle	0 90
Cod, Imperial	0 06½
Quail-on-toast	0 07
Filletts of haddie	0 11
Ciscoes, basket	0 90
Ciscoes, per lb.	0 09
Scotch haddies, per box	1 50
Scotch kippers, per box	1 65

PICKLED.	
Lake herring, per keg	4 00
Oysters, selects, per gallon	1 70
Oysters, standards, per gallon	1 58
Pickled trout, per half bbl.	7 25
Labrador herring, bbls.	6 00
Labrador herring, half bbls.	3 00
Shrimps, 1-gallon cans	1 25

PREPARED.	
Shredded cod, 2 doz pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Skinless cod, 100-lb. boxes, whole fish, box	7 50
Cod in loose strips, 25-lb. to box, lb.	0 05 1/4
Pure cod tablets, 20 1-lb. tablets	2 30

NOVA SCOTIA.

HALIFAX.—Receipts of fresh fish here this week have been light. Only one vessel arrived, with 8,000 pounds of cod and haddock, principally the latter. There is only a fair demand for fresh fish at present. The market is bare of halibut. None of local bankers have landed any fresh halibut here for several weeks, and storage stocks have all been used up. Smelts are in better supply, but the local demand has fallen off. Large quantities of these fish, however, have been exported to the United States market.

Lobster situation shows little improvement, and the price continues high. Local receipts continue light. No large lobsters are on the market. Shipments

to Boston market are away below the average. There is a demand in the American market for all the lobsters that local dealers can supply. Large lobsters in Boston are selling at record prices.

Grocery dealers in various parts of the province are now stocking up with dry fish in preparation for the Lenten season, which is near at hand. Codfish leads the demand, and pickled herring come next. There is practically no salt mackerel on hand here. Smoked haddies, kippered herring, bloaters and smoked salmon are all in good demand. Stocks of haddies are now quite heavy, and orders continue good. Boneless fish in boxes is also selling freely. The oyster business continues good, with fair quality stock offering. Foreign markets for dry fish show some improvement. Prices are firm and no important changes are noted.

their fish window or counter top covered with marble the same as used in meat departments. These can easily be kept clean in appearance. These tops often have a raised rim so as to hold in any water which may result from melted ice.

Use the Newspaper.

Attention of customers to fish department should be attracted by advertising. Tell them that you are giving special attention to this line, and that cleanliness is strictly observed. By a listing of fish with prices, business may often be directly secured.

FIG PACKING FIRMS UNITE.

An amalgamation of some 24 fig packing firms has been brought about and a company will shortly be registered in London, under the Companies Consolidated Act, to absorb these businesses. The new concern, which will be styled the Smyrna Fig Co., will have a capital of \$1,000,000, the working capital to be issued having been already fully subscribed in Smyrna. The company is taking over nearly 80 per cent. of the fig packing interest.

THE CANNING INDUSTRY.

A string of tin that would reach all the way from Halifax to Vancouver and back again to Calgary, or about 75,000,000 cans, is yearly required to meet the demands of canning factories in Canada, says a leading authority.

Fruits and vegetables perhaps form the main feature of the Canadian canning industry. In British Columbia, salmon canning is the big industry, over 60 factories being operated.

SADD MADE THEM GLAD.

Toronto, Feb. 1.—'Twas "Sadd" for White & Co. and "sad" for Davidson & Hay. In explanation it might be said that Sadd was the man who scored the majority of the goals for White & Co. when they again defeated the Davidson & Hay aggregation by a 4-2 score at Excelsior rink on Saturday last. The gladiators who took part in the fray were as follows:—

White & Co.: Goal—Ed. Jordan; point, L. Reiley; cover, E. Surtiss; rover, V. Bent; centre, M. Cuthbert; right, R. Langskill; Left, J. Sadd.

Davidson & Hay:—Goal—E. New; point, G. S. Moffat; cover, H. C. Minnet; rover, Murray; centre, S. J. Wylie; right, R. D. Davidson; left, G. Bell.

Boosting Fish Department Prior to Lent

Fish Should be Handled in Cleanly Manner—Some Methods Used by Dealers — Suggestions for Increasing Sales — Fish Counter Running Parallel to Show Window Used—Study Customers' Wants.

From now until the close of Lent is the best period for the sale of fish.

Lent is just about four weeks distant being ushered in this year on Feb. 21 and continuing until April 7. A good long season is therefore before the dealer and preparations should now be well under way if he expects to secure his share of the trade.

Proper Handling Necessary.

The dealer is or at least should be acquainted with the reasons why fish is a good line to handle. Perhaps the main reasons will bear repetition. In the first place, handled properly, so that there will be no unnecessary loss they give a good profit. Then again with the winter temperature they are easily handled.

Another feature and one which should not be forgotten is the fact that handling fish attracts customers to the store where proper salesmanship should be used to induce them to purchase other goods.

There is a big advantage in getting this department into shape while the season is yet young. In addition to the extra profit thus secured, the merchant gets the people coming his way, which will work for a much heavier volume of trade when the Lenten season arrives.

Stock Good Sellers.

A substantial and profitable trade in fish is not secured by the dealer by merely putting in a stock. Care must be

taken in the selection of varieties, for the customer does not want merely "fish." He wants particular varieties and the dealer must aim to secure these. People's choice of fish will change from week to week and this must be allowed for. A good selling line to-day may probably be a poor seller a week or so hence. It is best perhaps for the dealer to buy cautiously at first. Get sufficient of different varieties to supply requirements but it is preferable to buy in smaller quantities and more often. Thus stock is kept fresh without heavy buying.

Fish Counter and Show Window.

Display is an important lever in selling fish with cleanliness an essential feature. If one can arrange for a separate department so much the better. One dealer has a fish counter at the front of his store running parallel to a section of his window front. Needless to say he has developed an appreciable fish trade.

The public is becoming more and more particular about the manner in which food is handled in the store. They now demand the observance of the most sanitary methods.

So it is with fish. Display them in a manner that will appeal rather than repel them.

White porcelain platters are much in use now by fish men as they present a cleanly appearance and show the fish to best advantage. Some dealers have



Need

A break in which has been year would alone because up but also b only thing v present actu weather man least for pres line.

It was poin stocks of st atively small could be expect winter. It w ever, that va present high crease in supp ed for. True, increase towar ber, and new from the high Christmas. H terfered. Extr not only thro far south in t pected goodly ed to material

The amount ward is small. to an end and are just as h that apparentl with milder we perature would in the United afford some rel While cold v high level of eg the high pric his hot weath at summer, etty well thr oduction of b America and at own and the extremely sma lines.



Produce & Provisions



Need Mild Weather for Relief in Eggs

Continued Cold Weather Since Early January has Interfered With Increase in New Laid That was Expected—Storage Stocks are Well to an End—Only Warm Weather Will Relieve Present Acute Situation—Butter Stocks are Small and Market Continues Strong—Little Relief in Sight for a Month—Some New Zealand Butter is Said to be Coming Along.

A break in the continued cold weather which has been ruling since first of the year would indeed be welcomed, not alone because the coal bin needs a let-up but also because it is apparently the only thing which will afford relief to present acute situation in eggs. The weather man is responsible in part at least for present record prices for this line.

It was pointed out early last fall that stocks of storage eggs were comparatively small and that a strong market could be expected on this line during the winter. It was hardly expected, however, that values would ascend to the present height, because an early increase in supply of new laid was looked for. True, production did materially increase towards latter part of December, and new laid declined considerably from the high level held previous to Christmas. Here the weather man interfered. Extremely cold weather set in not only throughout Canada but very far south in the United States and expected goodly increase in new laid failed to materialize.

The amount of new laid coming forward is small. Storage stocks are well to an end and at record prices. Values are just as high across the border, so that apparently relief will come only with milder weather. A rise in the temperature would increase production both in the United States and Canada and afford some relief.

While cold weather is responsible for high level of eggs, hot weather is cause of the high prices for butter and cheese. This hot weather was that which ruled last summer, not alone in Canada but pretty well throughout the world. The production of butter and cheese both in America and abroad was materially cut down and the winter was started with extremely small stocks on both these lines.

Stocks of butter are short and prices high with nothing apparent in the immediate future to break the market. Some New Zealand stock is said to be coming along but little relief will be found until the flow of milk begins to increase, which should be early this year, possibly in another month. Meanwhile, consumption of butter is much smaller than is usual, for with high prices such as are ruling now, it is only natural that the housewife attempt to economize on this line.

A return of cheese to a normal price level is a quite distant event. Nothing but strength now rules, with stocks small and firm markets abroad.

One firm is already pushing smoked hams and bacon for Easter trade. "We do not think you will see lower prices," they say, "and there is a chance of seeing them higher, so that nothing is lost by placing orders now."

MONTREAL.

PROVISIONS.—This market has made no noticeable change within the week. The same prices prevail with demand not brisk. The market shows many features of steadiness. Hogs are steady.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11 3/4
Cases, tins, each 10 lbs., per lb.	0 12 3/4
Cases, tins, each 5 lbs., per lb.	0 12 3/4
Cases, tins, each 3 lbs., per lb.	0 12 3/4
Pails, wood, 20 lbs. net, per lb.	0 12 3/4
Pails, tin, 20 lbs. gross, per lb.	0 11 3/4
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 37 1/2 lbs., per lb.	0 11 3/4
One pound bricks	0 12 3/4
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08 3/4
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08 3/4
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08 3/4
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08 3/4
Pails, tin, 20 lbs. gross, per lb.	0 08 3/4
Tubs, 50 lbs. net, per lb.	0 08 3/4
Tierces, 37 1/2 lbs., per lb.	0 08 3/4
One pound bricks	0 09 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

Long clear bacon, heavy, lb.	0 10 3/4
Long clear bacon, light, lb.	0 11 3/4
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14 3/4
Extra small sizes, 10 to 13 lbs., per lb.	0 14 3/4
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15 3/4
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00
Hogs, dressed, per cwt.	9 75

BUTTER.—Butter has remained steady throughout the week. Stocks are small and on account of high quotations, an attempt is made by the consumer to economize on this line. This has slackened the demand considerably.

Creamery	0 35	0 35 1/4
Dairy, tubs, lb.	0 25	0 28
Fresh dairy rolls	0 29	0 30

EGGS.—What will become of the egg market? This is an interesting question just now and can only be answered by the weather clerk. Storage are almost entirely bare of stocks and the eggs on hand will not last a week. New laid which were expected to steady the market cannot be had until the cold weather ceases. It is impossible to say how high prices will go. Within the last week, selects have advanced from 37 to 40 cents and No. 1 from 33 to 38 cents.

New laid	0 45
Selects	0 37
No. 1	0 33

CHEESE.—There is a steady demand but buying is largely of the hand to mouth order, owing to the high prices ruling.

Quebec, large	0 17	0 17 1/2
Western, large	0 17	0 17 1/2
Western, twins	0 17	0 17 1/2
Western, small, 20 lbs.	0 17	0 17 1/2
Old cheese, large	0 15	0 15 1/2

HONEY.—No new features have appeared in this market. Demand is normal and can readily be met without trouble. Nothing exciting is likely to take place for some time.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08 1/4
Buckwheat, in comb	0 12

POULTRY.—There has been no big movement in poultry of late. Demand is quiet at present; but a better call is ex-

THE CANADIAN GROCER

pected soon. Owing to scarcity of stocks prices will undoubtedly rule firm.

Fowl	0 13	0 14
Chickens	0 10	0 15
Geese	0 14	0 15
Turkeys	0 21	0 22
Ducks	0 18	0 20

TORONTO.

PROVISIONS.—Live hogs are steady to 10 cents higher this week, \$6.25 being quoted at country points.

The movement of pork products is not brisk but it is considered fair for the season. Lard is coming in for a good demand under the high price of butter. Long clear is quoted from 11 to 12 cents.

Smoked Meats—		
Light hams, per lb.	0 14½	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13½	0 14
Backs, plain, per lb.	0 17	0 18
Backs, pea meal	0 18½	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10½	0 11½
Shoulders	0 10½	0 11
Pickled Meats—1 cent less than smoked.		
Long clear bacon, per lb.	0 11	0 11½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11½	0 12
Lard, pails, per lb.	0 12	0 12½
Lard, compounds, per lb.	0 09	0 09½
Live hogs, at country points	6 25	
Live hogs, local	6 55	
Dressed hogs	9 00	9 25

BUTTER.—Butter market has lost none of its strength. Creamery in prints and solids is quoted firmer and higher again this week, fresh creamery prints bringing 35 to 37 cents. Dealers see no relief to the present stiffness for at least a month when it is expected that an increased flow of milk will help the situation. At present stocks are small. Without doubt, the high price is curtailing consumption considerably.

	Per lb.
Fresh creamery print	0 35 0 37
Creamery solids	0 33 0 35
Farmers' separator butter	0 31 0 33
Dairy prints, choice	0 28 0 29
No. 1 tubs or boxes	0 25 0 27
No. 2 tubs or boxes	0 22 0 24

EGGS.—Egg situation noted as acute last week, has as expected, developed further features of strength. Storage eggs have advanced another 2 cents, and at present price of 35 to 37 cents are at the record figure for recent years at least.

Relief will come only with advent of warmer weather. Stocks of storage are well to an end. New laid on account of continued cold weather are arriving tardily. However, if milder weather would set in, offerings from the Southern States would increase, while the production in Canada would also become larger.

United States markets are on a par with the situation here and latest advices show no possible chance of imports being made at present to relieve the high prices here.

New laid eggs	0 39	0 42
Storage eggs	0 35	0 37

CHEESE.—There is nothing new in the cheese market to report. Stocks are small and values well maintained. Trade is of a routine character.

Cheese—		
Large	0 16½	0 17
Twin	0 16	0 17
Stiltons	0 18	0 18½

HONEY.—There is a fair movement of honey. Some dealers note a good sale for the strained article in small containers.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 12	
White clover, 10-lb. tins, per lb.	0 12½	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	

Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 60-lb. tins, per lb.	0 07
Comb white clover, per doz.	2 25 3 00

POULTRY.—There appears to be enough poultry coming along to supply the demand. Prices and general situation show little change.

Poultry—alive—		
Fowl	0 10	0 11
Chicken	0 12	0 14
Ducks	0 14	0 15
Geese	0 17	0 18
Turkeys	0 17	0 19
Dressed, 2 cents per lb. more.		

Encyclopedia of Some Grocery Articles

Some High Class Lines With Which Dealers Should be Familiar
—Description of Truffles, Anchovies, Pate de Foie Gras, Marrons and Shrimps.

TRUFFLES are an edible fungi and have been called underground mushrooms, and also vegetable tubers. They possess an animal rather than a vegetable flavor. They are found mostly in loose soil about a foot deep, under and near old oak, beech or walnut trees and are of irregular size, round shape, and dark brown color outside, while the insides may be brown, grey or white. In appearance, however, the ordinary truffle is about the size of a walnut with a rough brown surface closely akin to the potato. They are found in Italy, but more largely in France where they are preserved in large quantities. They are prepared in somewhat the same manner as tomatoes and other like vegetables. They are noted for their aromatic flavor but are seldom eaten alone, being used extensively for flavoring and seasoning choice dishes. They are an acknowledged stimulant to the digestive organs.

ANCHOVIES.—The anchovy is a small but delicious fish of the herring family and largely found in the Mediterranean sea. The fish are attracted to the boats at night by lighted torches, and are scooped up in nets. The anchovy has a pronounced flavor and is a splendid appetizer. It is packed in oil the same as sardines and is also spiced and packed in brine. "Have a piquant flavor most acceptable to a jaded appetite," is one reference to the anchovy.

BRUSSELS SPROUTS.—A vegetable of the cabbage variety; in fact each sprout looks like a very small head of cabbage. They are, however, very much smaller.

PATE DE FOIE GRAS.—A very delicately flavored paste composed of choice French goose livers and truffles. Good appetiser and very nourishing. Packed in tins and air tight stone jars.

MARRONS.—Large whole French chestnuts preserved in different flavored sauces. They are of rich flavor and specially delicious for desserts.

MACEDOME.—Mixed fresh French vegetables, comprising peas, turnips, lima and string beans cut up into small pieces and bottled.

SHRIMPS.—A fish sold in Canada in tins. It is a salt water fish about two inches in length. They inhabit most of the low sandy shores throughout Europe. There are two species, the brown and the red. The brown are the most plentiful, larger and more highly flavored.

NEW ELECTRIC SIGN DEVICE.

Toronto, Feb. 7.—A large number of the smaller dealers here are using a new advertising electric device which is attracting considerable attention. By means of it certain signs are thrown on the pavement in front of the store and can hardly fail to attract the attention of the passerby.

The construction of this new electric device is simple. It is hung sometimes above the door and sometimes within the window. It is of cylinder form and points to the pavement upon which the sign is to show. At the back of the cylinder is the light producer, a common electric bulb. In front of this is a sheet of tin with the words which the dealer wishes to appear stencilled out on it. In front of this is a magnifying glass which enlarges the sign and throws it on the sidewalk.

The sign can be changed whenever desired. All that is necessary is to place another tin plate with the stencilled words within the cylinder.

These signs are being used by dealers to advertise specials and when changed frequently do considerable advertising for the store.

COCOANUT A GOOD FOOD.

The United States agricultural department has demonstrated that cocoanut is a most healthful and nutritious food. Energy in the form of muscular power is amply supplied by it, the food is easily digested and is good for children.

"QUA

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BOVRI,

**GUNNS
QUALITY**

Hams
Breakfast Bacon
Boneless Backs
Kettled Rendered Leaf Lard

**Appetizing
and
Satisfying**



STANDARDS OF
EXCELLENCE
PRODUCED
UNDER OUR OWN
EXCLUSIVE
PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD
OIL MANUFACTURERS
WEST TORONTO

"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure. BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always*.

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

**We'll Help You Further.
Send for Free Set of Showcards.
They are out of the Ordinary
and Convincing.**

BOVRIL, LIMITED, Montreal, Que.

**Lucky Pod
Dried Peas**

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

**F. W. FEARMAN CO., Limited
HAMILTON**

GROCCERS: It is not necessary nor advisable to handle too many different brands of the same class of goods. Quicker sales and larger profits are made by handling a few well-known brands of standard quality that your customers are familiar with, and which have the confidence of the manufacturer to the extent of a large advertising appropriation to assist you in increasing your sales.

MAGIC BAKING POWDER



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

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal

Winnipeg



BUILD UP YOUR WESTERN SALES



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 United States 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. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

!WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE, - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

Get Your Hand on the Coin



during the next few months by going after fish trade good and hard. No use letting your customers ask for fish and be compelled to say "Haven't got them." Get them in and satisfy the demand that will surely come your way. Here's one line which **must** sell because they are **quality** in every respect.

OCEAN BRAND

HADDIES

(Quality)

HADDIES

(Satisfaction)

HADDIES

(Delicious)

Don't make any mistake about it. Order right now. The trade is coming. Be a "wise one." **Haddies** should be your head-line.

GET PRICES. PRICE LIST ON APPLICATION.

The Halifax Cold Storage Co., Limited

47 William Street,

MONTREAL

Protect Your Customers



The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of **SHIELD BAKING POWDER** give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
 Campbell, Wilson & Smith, Limited, Regina
 Campbell, Wilson & Adams, Limited, Saskatoon
 Campbell, Wilson & Horne, Limited, Lethbridge

THE CANADIAN GROCER

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

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

JELLY POWDERS.

Assorted case, contains 2	
doz.	1 80
Lemon (straight) contains	
2 dozen	1 80
Orange (straight) contains	
2 dozen	1 80
Raspberry (straight) contains	
2 doz.	1 80
Strawberry (straight) contains	
2 doz.	1 80
Chocolate (straight) contains	
2 doz.	1 80
Cherry (straight) contains	
2 doz.	1 80
Peach (straight) contains	
2 doz.	1 80
Weight 8 lbs. to case. Freight	
rate, 2nd class.	
Assorted case, contains 2	
dozen	2 50
Chocolate (straight) contains	
2 doz.	2 50
Vanilla (straight) contains	
2 dozen	2 50
Strawberry (straight) contains	
2 doz.	2 50
Lemon (straight) contains	
2 dozen	2 50
Unflavored (straight) contains	
2 doz.	2 50
Weight 11 lbs. to case. Freight	
rate 2nd class.	

IMPERIAL DESSERT JELLY.
Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.

Cartons, 1 doz., 90c per dozen.
SOAP AND WASHING POWDERS.

For sale by all grocers.

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

SNAP.

3 dozen to box	\$3 60
6 dozen to box	7 20
30 days.	
5-case lots (delivered), \$4.15 each	
with 20 bars of Quick Naptha as	
a free premium.	
GENUINE. Packed 100 bars to	
case.	

Prices—Ontario and Quebec:
Less than 5 cases \$5 00
Five cases or more 4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.
1-16 gall., doz. \$ 2 00
¼ gall., doz. 6 00
½ gall., doz. 10 80
1 gall., doz. 19 20
1-16 gall. gross lot 20 00

"ANTI-RUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per	
doz.	\$1 50
No. 2, 1 and 2 doz. crates, per	
doz.	\$3 00

Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,	
Boxes	Cents
Contain Laundry Starches per lb.	
40, Canada Laundry	.05½
40, Canada white gloss,	
1-lb. packages	.06
48, No. 1 white or blue,	
4-lb. cart's.	.06¾
48, No. 1 white or blue,	
3-lb. cart's.	.06¾
100 lbs., kegs, No. 1 white	.06¾
200 lbs. bbls., No. 1 white	.06¾
30 lbs. Edwardsburg silver	
gloss, 1 lb. chromo pack-	
ages	\$0 07¼
48 lbs. silver gloss, in 6-lb	
canisters	0 07¾
36 lbs. silver gloss, 6-lb.	
draw lid boxes	0 07¾
100 lbs. kegs, silver gloss,	
large crystals	0 06¾
28 lbs. Benson's satin, 1-lb.	
cartons, chromo label	0 07¼
40 lbs. Benson's enamel	
(cold water) per case	3 00
20 lbs. Benson's enamel	
(cold water) per case	1 50
Celluloid—boxes containing	
45 cartons, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson &	
Co.'s celebrated prepared	
corn	0 07¼
40 lbs. Canada pure corn	
starch	0 05
(20-lb. boxes ¼c higher.)	

BRANTFORD STARCH WORKS,
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes	
of 40 lb.	0 05
Aeme Gloss Starch—	
1-lb. cartons, boxes of	
40 lb.	0 05
Finest Quality White Laundry	
3-lb. canisters, cases of	
48 lbs.	0 06¾
Barrels, 200 lbs.	0 05¾
Kegs, 100 lb.	0 05¾

Lily White Gloss—	
1-lb. fancy cartons, cases	
30 lb.	0 07
6-lb. toy trunks 8 in	
case	0 08
6-lb. toy drums, with	
drumsticks, 8 in case	0 07½
Kegs, ex crystals, 100 lb	0 06¼
Brantford Gloss—	
1-lb. fancy boxes, cases	
36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs.	
per case	3 00

OCEAN MILLS, MONTREAL.

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

SOUPS—CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Con-

somme, Tomato.

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

SYMINGTON'S SOUPS

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

SODA—COW BRAND

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

SYRUP.

EDWARDSBURG STARCH CO.,
Crown Brand Corn Syrup
2-lb. tins, 2 doz. in case,
per case \$2 40
5-lb. tins, 1 doz. in case,
per case 2 75
10-lb. tins, ½ doz. in case,
per case 2 65
20-lb. tins, ¼ doz. in case,
per case 2 60
Barrels, 700 lbs. \$0 03¾
Half barrels, 350 lbs. 0 03¾
Quarter barrels, 175 lbs. 0 03¾
Pails, 38½ 1 75
Pails, 25 lbs., each 1 25
Lily White Corn Syrup.
Plain tins, with label—

	Per Case.
2-lb. tins, 2 doz in case	\$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
5, 10 and 20-lb. tins have wire handles.	

Beaver Brand Maple Syrup—
Case
2-lb. tins, 2 doz. in case \$3 50
5-lb. tins, 1 doz. in case 4 00
10-lb. tins, ½ doz. in case 3 95
20-lb. tins, ¼ doz. in case 3 90
5, 10 and 20-lb. tins have wire handles.

OXO CUBES.

Enamelled	Price per	Minimum
tins of	dozen tins	reselling
4 cubes	\$ 0 95	\$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

Oxo	Minimum
(Liquid)	reselling
Bottles	prices.
1 doz. 1-oz.	\$ 2 00 \$0 20
1 doz. 2-oz.	3 50 0 35
1 doz. 4-oz.	6 50 0 65
1 doz. 8-oz.	11 25 1 10
1 doz. 16-oz.	18 50 1 75

MILK.

CANADA FIRST BRAND.
The Aylmer Condensed Milk Co.,
Per case.
Canada First Evap. Cream,
family size \$3 50
Canada First Evap. Cream,
medium size 4 80
Canada First Evaporated
Cream, hotel size 3 70
Canada First Evaporated
Cream, baby size 2 00
Canada First Condensed
Milk 4 55
Beaver Condensed Milk 4 00
Rosebud Condensed Milk . 4 25

MOLASSES.

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)
2's—3 doz. to case 2 85

3's—2 doz. to case 2 50
Winnipeg.

No. 2—Tins, 2 doz. cases,
per doz. \$1 80
No. 3—Tins, 2 doz. cases,
per doz. 1 80
No. 5—Tins, 1 doz. cases,
per doz. 2 80
No. 10, tins, ½ doz. cases,
per doz. 4 80
No. 20—Tins, ¼ doz. cases,
per doz. 10 80
Pails—1's each 0 20
Pails—2's, each 0 30
Pails—5's, each 2 80

DOMOLCO BRAND

Maritime Provinces and Ontario:
2's 2 doz. case, per doz. ... \$1 25
3's 2 doz. case, per doz. ... 1 35
5's 1 doz. case, per doz. ... 3 75
10's ½ doz. case, per case... 3 90
20's ¼ doz. case, per case... 3 95
Western Prices—Sudbury to
Victoria.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.
½-pint bottles, 3 and 6 doz.
cases, doz \$0 90
Pint bottles, 3 doz. cases,
doz. 1 75
H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90
H. P. Pickles—
Cases of 2 doz. pints ... \$3 35
Cases of 3 doz. ½-pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
Large, packed in 3-doz.
case \$3 25
Medium, packed in 3-doz.
case 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE.

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

STOVE POLISH.

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

NUGGET POLISHES.

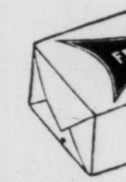
Dozen.
Polish, Black and Tan 0 80
Metal Outfits, Black and
Tan 3 00
Card Outfits, Black and
Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.
Chewing—Black Watch, 6s ... 4 80
Black Watch, 12s 7 40
Bobs, 6s and 12s 4 80
Bully, 6s 4 80
Currency, 6½s and 12s ... 4 80
Stag, 5-1-3 to lb. 5 80
Old Fox, 12s 4 80
Pay Roll Bars, 7½s 5 80
Pay Roll, 7s 5 80
War Horse, 6s 4 80
Plug Smoking—Shamrock, 6s,
plug or bar 5 80
Rosebud Bars, 6s 5 80
Empire, 6s and 12s 4 80
Ivy, 7s 5 80

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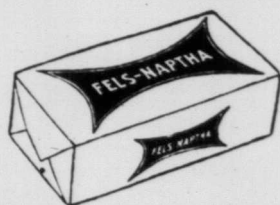


TANGI
THE ORIGIN
FOR MORE TH
STANDAR
ALL OTHERS

Undoubtedly Anxious—

as you are, to sell your customers the very best goods, your co-operation is asked to promote the sale of Fels-Naptha soap.

It is best because it saves time, lightens work, and does away with hot water.



TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR MORE THAN 25 YEARS THE
STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS.

CLUB Jelly Powder

Have you given this line a trial? We believe you have, but there are a few grocers who are not aware of the fact that each carton contains an exceptionally rich custard powder.

Something Free

always pleases the customer. When selling Club Jelly, the jelly that is jelly and quality through and through, just mention the free custard powder and notice the way repeats will take place.

WRITE FOR QUOTATIONS

S. H. Ewing & Sons
MONTREAL

"The House With a Character"



Stuhr's DELICACIES.

Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG



The Arrow of Public Favor

has long won its way to
MOONEY'S PERFECTION CREAM SODAS

Put your selling power behind these rapid moving, high-grade biscuits—the results will surprise you.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM CALGARY
VANCOUVER, B.C. ST. JOHN'S, N.F.L.D.

THERE IS A DEMAND FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and must have it.

ARE YOU MEETING THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.



THE CANADIAN GROCER

Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
 East of Winnipeg.

Wholesale R't'l.

Brown Label, 1's and 1/2's	.25	.30
Green Label, 1's and 1/2's	.27	.35
Blue Label, 1's, 1/2 or 1/4	.35	.50
Yellow Label, 1's, 1/2 or 1/4	.40	.60
Purple Label, 1/4 only	.55	.80
Gold Label, 1/4 only	.70	1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.		
Black Label, 1-lb., retail at 25c20
Black Label, 1/2-lb., retail at 25c21
Blue Label, retail at 30c24
Green Label, retail at 40c30
Red Label, retail at 50c35
Brown Label, retail at 60c42
Gold Label, retail at 80c55

LUDELLA CEYLON TEA.

Blue Label, 1/2's21	.26
Blue Label, 1's20	.25
Orange Label, 1's and 1/2's23	.30
Brown Label, 1's and 1/2's28	.40
Brown Label, 1/4's30	.40
Green Label, 1's and 1/2's35	.50
Red Label, 1/2's40	.60

MELAGAMA TEA
 MINTO BROS.
 45 Front St. East.

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

Wholesale R't'l.

Brown Label, 1-lb. or 1/2	.25	.30
Red Label, 1-lb. or 1/2	.27	.35
Green Label, 1's, 1/2 or 1/4	.30	.40
Blue Label, 1's, 1/2 or 1/4	.35	.50
Yellow Label, 1's, 1/2 or 1/4	.40	.60
Purple Label, 1/4 only	.55	.80
Gold Label, 1/4 only	.70	1.00

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Blue Label, retail at 30c24
Green Label, retail at 40c30
Red Label, retail at 50c35
Brown Label, retail at 60c42
Gold Label, retail at 80c55

JAMS AND JELLIES.

T. UPTON & Co.
 Compound Jams — Red Rasp-

berry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

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

Pure Orange Marmalade—Guar-

anteed finest quality. 12-oz glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 32c per tin; No. 5 tins, 9 in case, 40c per tin; No. 7 tins, 12 in case, 56c per tin; No. 7 wood pails, 6 in crate, 56c per pail; 30-lb. wood pails, 7 1/4c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0.50
 List Price.

"Shirriff's" (all flavors), per doz. 0.50
 Discounts on application.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1.15

Florida Oranges

THEY ARE SWEET, HEAVY, JUICY FRUIT

CALIFORNIA NAVEL ORANGES.
 both Volunteer and Rose Brands.

LEMONS—Expect an early advance.

GRAPE FRUIT—Very scarce, have both Florida and Jamaica.

Cranberries, Marmalade Oranges, Grapes, Sweet Potatoes, California Cauliflower, Strawberries, Head Lettuce, California Celery, etc.



25-27 CHURCH TORONTO
 are Largest Receivers

Nation's Custard Powder & EGG POWDER

The dainty, delicious
 dessert sold by leading
 grocers from coast to coast,
 and always in season.

AGENTS:

C. Gyde, St. Xavier St., Montreal

F. Coward, Toronto
 (For Ontario)

The W. H. Escott Co.,
 Winnipeg, Man.

McKelvie, Cardell, Ltd.,
 Calgary, Alta.

Distributors, Ltd.
 Edmonton, Alta.

W. H. Malkin, Ltd.,
 Vancouver, B.C.

Ayre & Sons, Ltd.,

St. John's Newfoundland

J. M. Crosswell & Co.

Kingston, Jamaica

Samples free by post.

In Ontario in 4 months

I sold 7,500,000 Lemons

Tracuzzis Brands are in
 demand

ST. NICHOLAS
 HOME GUARD
 KICKING
 PUCK

J. J. McCABE

AGENT

TORONTO, : : ONT.

"We will never be buried
 with the unknown dead---
 we ADVERTISE. There's
 the whole thing in a nutshell
 --- we ADVERTISE; and
 therefore, we CAN'T be
 unknown."

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.
 J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg
 C. A. MUNRO, St. John, N.B.

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First sold Everywhere from with be c

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Elephant Brand Navel Oranges

First Car arrived Monday all sold. Next Car due Thursday. Every Orange Perfect, Sweet and Heavy. Guaranteed free from frost. You cannot do without them. Try a box and be convinced.

**WHITE & COMPANY,
LIMITED**

Fancy Fruits and Vegetables Fish and Produce
HAMILTON TORONTO

Marmalade Oranges

Fresh Shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy

NOW IS THE TIME

Grape Fruit Lemons
Bananas
Smoked Fish and Oysters
Hothouse Greens fresh
every day

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861 GUELPH, ONT.

QUALITY EXTRA FANCY QUALITY "Buster Brown"

Lemons are the best ever. To secure this Brand you only need to mention it in your order to the wholesaler. Every box sells another.

W. B. STRINGER,

TORONTO

FLORIDA CITRUS EXCHANGE

Oranges with this mark are full of juice, sweet, sound, in fact everything that makes it the only and finest **eating** orange to-day. Ask for Florida Oranges.

Sales Agent

NO RISK WITH OUR FRESH TOMATOES

OUTDOOR GROWN
Supplies Guaranteed All Winter

6 BASKETS TO THE CRATE
Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.

Good Color
Clean
Firm

Every Crate Guaranteed
Something Unusual.

WEST INDIES FRUIT CO.

30 William Street, Montreal

Headquarters for Maple Flavor

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

Sold in bottles or in bulk.

Let us quote you prices
and submit sample.

THOS. HENDERSON

Manufacturing Chemist
86-88 Fulton St., - New York



OAKLEY'S

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

'WELLINGTON'

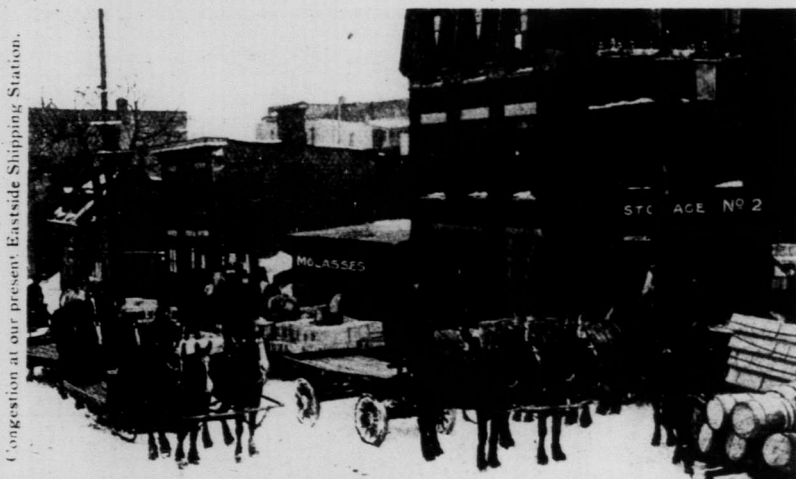
KNIFE POLISH

JOHN OAKLEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

It's Small's **MAPLE SYRUP** That's All
 Oldest registered brand and largest sale than all other brands combined



Small's Syrup has diplomas, Medal and highest awards, from nearly all countries covering past 32 years. Thousands testify as follows:

THE CONSUMER

"I did not think the Maple you were preparing so delicious."—Eng. Taste, "La Patrie," Montreal.
 "We thought it was fine."—Wm. Ranch, M.D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.
 "Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmond Rd., London, Eng.

THE DEALERS

"You certainly have a first-class line."—Wood & Stevens, (Jobbers), New York, N.Y.
 "Goods from you last year proved VERY SATISFACTORY."—Plunkett & Savage (Jobbers), Calgary, Alta.
 "Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

Quart bottles	12 to case	\$2.40	\$3.40
Pint tins	24	2.60	3.90
Quarter gallon	24	4.70	7.20
Half gallon	12	4.70	6.95
1 gallon	6	4.60	6.55
2-2½ gallon	Imperial 2	4.10	6.15

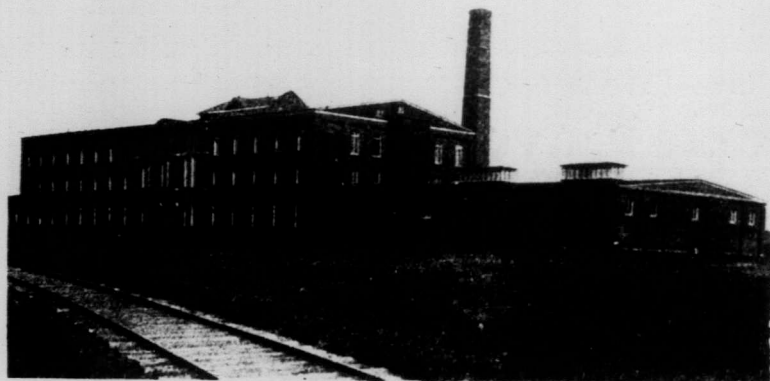
"Habitant" Brand Maple Flavor Syrup, 25c per case less than standard mixture

Hold Fast to Quality

John Wanamaker



Capacity and Output 3 Cars Daily



Prospective Home, 66,200 feet Floor Space with G.T., C.P. & C.V. sidings

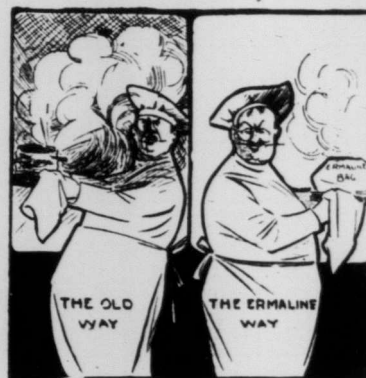
At all jobbers, through brokers. The Standard Brokerage Co., B.C.; Nicholson & Bain, Man., Sask. and Alta.; MacLaren Imperial Cheese Co, Ont.; W. S. Clawson, Maritime Province; T. M. Duche & Sons, Manchester, Eng., and New York.

"Gone And Clean Forgotten"

You might imagine that the housewife would never forget those horrible greasy odors which pervade the kitchen and household during meal times. Yet the great pleasure she has now through using

The Ermaline Cooking Bag

makes her former troubles all pass into oblivion.



A CHANGE APPRECIATED

Can't you handle this line? We will send you along a sample set of Bags with instructions. Let your wife try them, and then order from your jobber.

Your name, please

Edward Lloyd Limited

MONTREAL

POSTUM

Pays Good Profit!



The demand is steadily increasing because experience shows that it brings freedom from coffee ills.

Heavy, continuous, truthful advertising has, for years, been teaching people that there is health and comfort in **Postum**.

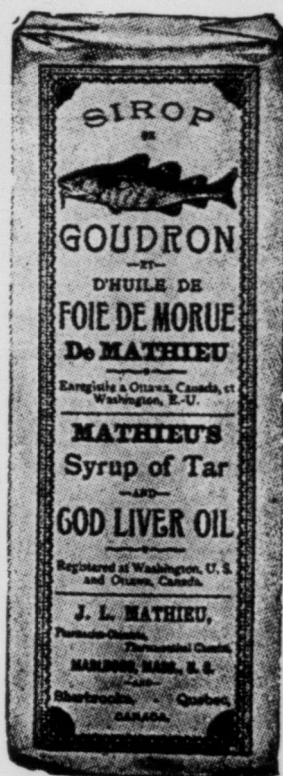
Grocers who supply the demand know the sure, steady profit—generally better than on tea and coffee.

“There’s a Reason” for POSTUM

—and the sale of every package is guaranteed!

CANADIAN POSTUM CEREAL COMPANY, LIMITED, WINDSOR, ONT.

CURE YOUR CUSTOMERS' COUGH



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something"—and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

Mathieu's Nervine Powders

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.

Foley Bros. & Larzon, Winnipeg, Man.

TAKE NOTE

Your customers often pass the remark, when ordering goods, "Give me something good." When it is a case of Baking Powder, have no hesitation whatsoever in handing her

QUAKER BRAND BAKING POWDER

as it cannot be made any purer. We have anticipated the abolition of Alum in Baking Powder and are now giving the trade an absolutely genuine article.

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

MAPLE

Small's Standard Maple Leaf Brand, prices delivered east of Soo, are:—

	To case	Mixture	Pure
Quart bottles.....	12	\$2.40	\$3.41
Pint tins .. Wine	24	2.60	3.91
Quarter gallon.....	24	4.70	4.20
Half gal on ..	12	4.70	6.95
1 gallon	6	4.60	6.55
2-2½ gallon.....Imp.	2	4.10	6.45

"HABITANT" Brand

High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered:—

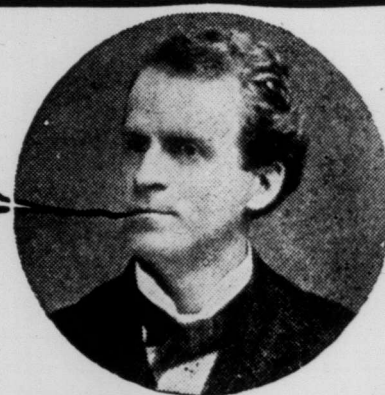
Pints	\$2.20	½ Gallons ...	\$4.40
Quarts	4.41	1 Gallons.....	4.21
2 2½ Gallons, Imperial, 2 in case	3.85		

We do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers or to those who carry at Montreal or Brokers:—MacLaren Imperial Cheese Co. Ltd., Toronto; Nicholson & Main, Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N. Y.

RETAIL GROCERS:—

There are Trade Marks whose worth runs into millions of dollars. They became valuable for reasons that under fire of cheap imitations and long years of mushroom competition, quality of goods they cover was maintained and value given. From the morass of Maple Syrup Brands that have so deluged the market recently, bringing disrepute on the industry and depressing consumption, the Maple Leaf Brand now stands out for the one Standard for Quality and Value the world over.

For years Price for Quarts varied from \$4.70 to \$4.80, and February, 1911, period for low Sugar, price dropped to \$4.50; same quality and brand now brings \$4.70. Dealers can, I think, without mistake, fight shy of Brands being offered to the trade at less than jobbers paid last fall, and give a wide berth to brands that were selling when sugar was low at \$4.85 per case for Quarts, but are now being urged onto the market at \$4.50 per case.



MR. SMALL speaks briefly on the Maple Syrup situation. Having been a close student of the business for the past 32 years, his remarks, particularly at this juncture, may be appreciated.

CANADIAN MAPLE EXCHANGE LIMITED

MONTREAL

FOR—

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

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

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

**A Few Dollars
More a Week**

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make \$5.00 a week more during their spare hours. They will each make this additional salary every week this year and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

**THE MACLEAN PUB. CO.
143-9 University Ave., Toronto**

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.

TRY A
Condensed Ad.
IN
This Paper

WE PAY FROM \$10.00 TO \$50.00 PER WEEK

to our salesmen. To some of our best men we pay more.

Are you a \$10.00 or a \$50.00 man?

If you are a \$50.00 man, we want you.

If you are a \$10.00 man, with an ambition to be a \$50.00 man, we want you.

You can devote your spare hours to our work, and make more money than you can make from any other commercial position in the same time.

Here is an occasion to reveal your capacity. You are not satisfied to be earning the same salary next year as now.

You want to know your own strength. After you have discovered it, you will be far better satisfied with yourself and will be more confident in your ability, which means steady progress on the ladder of success.

WRITE AT ONCE FOR FULL PARTICULARS TO

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

FUS
PURE,

THE

In key

Single

In key

No Preser
Warranted
FEAR OF

Guaranteed

Sol

C. Fairall
Alexander
Holloway
Hamblin
MacLaren
R. B. Col

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Dominion Age

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ver, B. C.: AL
Alta.; MANIT
Winnipeg, Ma
A. Francis Tu
PROVINC S.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at
10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at
15 and 25 cents.

No Preservative or Colouring Matter of any kind is used.
Warranted to comply with the laws of this country. NO
FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples
may be obtained:

C. Fairall Fisher, 22 St. John Street, MONTREAL.
Alexander Marshall, 144 Water Street, VANCOUVER.
Holloway & Reid, 834 First Street, EDMONTON, Alta.
Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
MacLaren Imperial Cheese Co., Ltd., TORONTO.
R. B. Colwell, 265 Barrington Street, HALIFAX, N.S.

TO YOUR ADVANTAGE

5% Discount 5%

On all orders booked before March 15. These
may be booked for delivery up to June 1st.

Take
Advantage
and
Profit
thereby.



Write for
Particulars
an
Quotations.

Prepare now for the fly-killing campaign

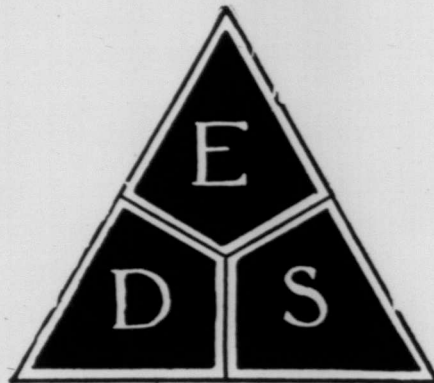
Wonder Fly Killer

will do the work quickly and effectively, and last
the entire season. It is a sure exterminator of the
household pest. The kind your customers will want.

STOCK EARLY AND BE PREPARED

Dominion Agent: **Joseph R. Wilson**, 204 Stair Building,
TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCE, S. H. B. McLaughlin, Truro, N.S.



THE CATSUP WITH THE DIFFERENT FLAVOR

There is a delicacy of flavor and appetising
richness to every bottle of "E.D.S." BRAND
TOMATO CATSUP that has won for it a lot of
friends among particular Canadians.

The difference lies in the fact that only the
choicest ripe tomatoes are used in its pre-
paration, and the goodness of the fruit is
pressed out by a special process of our own.
The fruit is not overcooked, all peelings are
carefully excluded.

The Wide range of "E.D.S." Brand Jams
and Jellies compare favorably with the best
catsups in America or any other country.

MADE BY

E. D. SMITH

At his own Fruit Farms

WINONA, - - ONTARIO

AGENTS:

Newton A. Hill, Toronto. W. H. Dunn, Montreal.
Mason & Hickey, Winnipeg. R. B. Colwell, Halifax, N.S.
J. Gibbs, Hamilton.

*Down Arrow
Jan 6/912*

*Express at once
4 Botrs Ciscoes (They are good)
2 Botr Fillets
2 Botr No 1 Smelts
Dan McLean*

We are rather proud at having turned out an article that brings us such unsolicited compliments as this. They show the appreciation that is being shown by the trade, especially, of course, as it is human nature to express blame oftener than praise.

BEACON BRAND CISCOES are in a class by themselves. No attempt to produce a choice ciscoe has met with the success of the **BEACON CISCOE**.

Only a very choice fresh fish can stand the test required before being put into our smokehouses, and naturally with the precautions taken in the curing process, the finished ciscoe has a wonderfully appetising appearance and a taste that lingers in your customer's memory. *They will return for more.*

And every pound you sell means a neat profit. Packed in nice substantial boxes containing 15 lbs. of fish, you buy and sell **A STATED QUANTITY** at a good margin. Our Toronto dealers are getting 14c. and 15c. per lb. *Quite an improvement on the old haphazard methods.*

**THEY WILL SELL IN YOUR TOWN TOO.
DROP US A LINE FOR A PRICE LIST.**

THE F. T. JAMES CO., LIMITED

PROPRIETORS BEACON BRAND CISCOES

Church and Colborne Streets, - - - TORONTO

The
Careful



AGENTS
Yarmouth,
Huband, C
Ont.: C. de
Man.: Sha
Shallcross.



Snowdon & Ebb
Ontario, Manitol
N.S.; F. H. Tipt
Vancouver, B.C.

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 ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited
Black's Harbor, N.B.

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



The Lines in Constant Demand

ROWAT'S PICKLES

and

PATERSON'S SAUCE

Are you handling these ready
sellers?

Rowat & Co.

Glasgow - - Scotland

CANADIAN DISTRIBUTORS:

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

CONCORD ANNING O.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing of our goods.

CONCORD ANNING O.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

Order From Your Wholesaler

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.



NOW that fresh milk is so high, advise your customers to use REINDEER BRAND MILK for cooking. They all know its good for infants, but some may not have tried it for their own food. REINDEER MILK is perfectly clean and three times richer than fresh milk.

If they need Unsweetened Milk sell REINDEER-JERSEY EVAPORATED to retail at 10c. a can.

REINDEER LIMITED

Factories at
Truro, N. S. and Huntingdon, P. Q.

Mr. Grocer—Have You Been Reading the Heinz Advertisements?

THEY are now appearing in the Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Collier's Weekly, Christian Herald, Etc., Etc.

Advertising like this was never used before for a food product.

It is advertising that takes the grocer into consideration—that helps your customers to a better appreciation of you.

H. J. Heinz Company—57 Varieties.

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

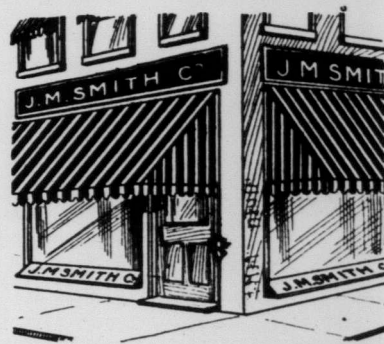
AURORA COFFEE

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

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

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



Awnings

Add to the appearance of your store, protect your displayed fruit or other perishables, keeping them always fresh and saleable. Buyers are seldom induced to buy dried out eatables. Your savings will pay for the awning in a short time. WRITE US

Raymond Bros., - London, Ont.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with The Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar	-	-	Chewing Tobacco
Master Mason	-	-	Smoking Tobacco
Rose Quesnel			Smoking Tobacco

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

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.



"EUREKA"



Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Get Your Order

in immediately if you want to be supplied in good time and get your share of the big profits. We are advising you this because the demand for

Golden Ray Cleaner

the latest and most wonderful cleaning preparation on the market, is assuming enormous proportions.

Golden Ray will not only clean hands but will remove the stain from any fabric, no matter how delicate, without harming it.

Waite & Fuller

143 McGill Street, Montreal

Especially Good for

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



Infants and Invalids

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

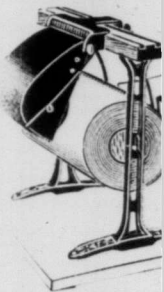
TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

Here



The machine... bills for hundr... No big adverti... you have an

Automatic

Can be attache... wrapper and pr... the paper off. C... anything better... cheap sales... of cost. Always keep yo... the customer... know you bett

UTILITIES

MONT



your customer... excellence of t

DOM

They are silent... which would er

The only s... matched.

DOMINION

DES

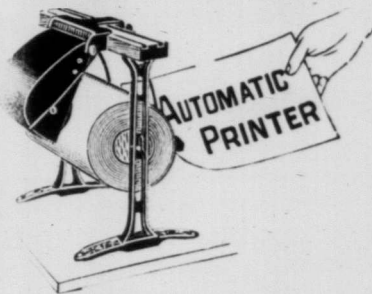
Or The Canada Bro... The A. Ma... Snowdor



MADE

DOMINION

Here It Is?



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

Automatic Printer

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

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

UTILITIES LIMITED
MONTREAL

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

How are your supplies? Have you tried the

Bertolli and Invichis Brands?

If not, write immediately for quotations.

H. E. VIPOND & CO.
MONTREAL

Butter, Eggs

AND

Dried Apples

We invite enquiry

Prompt attention and first-class service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

TIP

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

DOMINION MATCHES

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

The only safe match, having never been matched.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

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



JAM QUALITY

Have you ever noticed that while your customers always order the same brand of tea, flour, coffee, etc., they always look for

Something New in Jams?

Are you always able to satisfy their curiosity? If not, make no mistake, but get in a small trial supply of

KING BRAND JAMS

and let your customers be the judge and jury. They will undoubtedly bring in a verdict of "QUALITY."

Write for Prices.

Labrecque & Pellerin

MONTREAL, QUE.

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.

BUSINESS CHANCES

GOOD GOING GROCERY BUSINESS; TURN-over average \$400 weekly; excellent locality, West Toronto. Apply Box 410, Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chicle Co., Limited, London, Canada.

SITUATIONS VACANT

WANTED—A THOROUGH EXPERIENCED grocery salesman. Must be able to accept position between Feb. 15 and March 1, 1912. Apply, stating experience and salary expected, to The Good Company, Lethbridge, Alta.

SITUATION WANTED

EXPERIENCED GROCERY AND SPECIALTY traveler is open for engagement for western Canada. Can furnish first-class references. Box 412, Canadian Grocer, Toronto, Ont.

DO YOU WANT A LIVE, PRACTICAL MAN with a printing and outdoor experience, whose education is first-class and executive ability high? Write W. G., Canadian Grocer, Montreal.

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

NOTICE

NOTICE IS HEREBY GIVEN, THAT SWIFT & Company have obtained for Canada patent No. 117195, in connection with comb bacon hangers, and The Dennis Wire and Iron Works, of London, Ont., will manufacture this article instead of the American Can Company, of Montreal, and is prepared to supply the same to any person who may wish to purchase it at a reasonable figure. Any person, firm or corporation desiring to purchase this article will kindly communicate with The Dennis Wire and Iron Works, of London, Ont.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET-ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smud duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

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

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not so good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

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

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that was not 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)

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

Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on

such phases of the subject as—
The Selling Profession.
Education and Training.

Before the Interview.
Getting Interviews.
The Approach.

Selling Talk.
Answering Objections.
Selling Tactics.

Closing Sales.
Cash with Order.
Samples.

Getting the Price.
Credits and Terms.
Cancelled Orders.

Territory.
Long vs. Short Trips.
Finding New Customers.

Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.

Promotions.
Bribes.
Conduct Toward Customers.

Special Tactics.
Character and Conduct.

183 pages, 5 3/4 x 8 3/4 inches.

PRICE \$2.00

TECHNICAL BOOKS

143-149 University Ave.

TORONTO



23,000 HIGH
AND

in Canada

Now
Ord

ONTARIO: Victoria P
son & Hay, Limit
The Young Co. L
MANITOBA, ALBERT
& Company, W
QUEBEC and MARIT
Paper Company.

The Continenta

SOLE

Buy the Qu

The biggest
selling Light-

ning Style
Jar in the

United
States and

Canada.

This jar is
tried and

should not
be confused

with the
ordinary

type of jar.

Insist on the G
tions. There

SMALLEY, M

For sale by all first-class



Why It Is To Your Advantage
to send a
TRIAL ORDER
for
**Continental Germ Proof
Grocery Bags**

**23,000 HIGHLY PLEASSED GROCERS
AND CONFECTIONERS**

in Canada are now users of these Bags

Now is the Time to Send
Orders to the Distributors

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; The Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.
MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.
QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA



**THE PICKLE
With the Flavor**

There is something
delightfully different
about



Mixed & Sweet Pickles

that never fails to appeal to the public taste. The reason for this is not far to seek. We buy only the choicest condiments and vegetables obtainable and the whole pickling process is one long tale of care, skill and up-to-date sanitary methods.

Your efforts, co-operating with "Sterling" Brand products will influence business to your store.



The T. A. Lytle Co., Ltd.
Sterling Road, TORONTO, Can.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by
SMALLEY, KIVLAN & ONTHANK
BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

**Condensed Milk
Growing Popular**



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	\$3.35
Princess Condensed Milk, 4 doz. in case,	\$3.90
Banner Condensed Milk, 4 doz in case,	\$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

PROFIT and PRESTIGE

will both find their way to your store, if you handle the **SHIRRIFF LINE**. We make over ninety different flavors in extracts and stand behind each one.

An instant success and a seller that brings "repeats" is

Shirriff's TRUE VANILLA



The flavor of **genuine** vanilla is unknown to many people, who are used to the crude taste of the chemical imitations of vanilla which flood the market. Our **TRUE VANILLA** extract is made from the real Mexican vanilla bean, and has a flavor unattainable by any artificial product, however well made.

WE GIVE YOU A GOOD PROFIT ON EACH SALE, **WITHOUT** LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

AFTER STOCK-TAKING BIG BARGAINS IN WINES

Our inventory has been taken and we find that we still have a few bargains to offer. This week we draw your attention to a fine assortment of Wines imported from the most important firms of Spain and Portugal.

From DIEZ HERMANOS Jerez de la Frontera, Spain

2 Drums Sherry	60 Octaves, Sherry
2 Pipes, Sherry	12 1/4-Octaves, Sherry
18 Hogsheads, Sherry	25 3/4-Octaves, Sherry
Casks, Sherry	462 Cases, Sherry

From REAL COMPANHIA VINICOLA Del Norte, Portugal

5 Qr. Casks, Port	7 1/4-Octaves, Port
14 Octaves, Port	72 Cases, Port
19 1/2-Octaves, Port	

From E. BARTISSOL

19 Qr. Casks, Port	4 Hogsheads, Port
28 Octaves, Port	1 Pipe, Port

117 Cases **NATURAL TONIC WINE** (Banyuls)

From FENECH ARTELLS Tarragona

13 Qr. Casks, Sherry	2 Drums, Port
6 Octaves, Sherry	28 Qr. Casks, Mass Wine
5 Hogsheads, Sherry	9 Octaves, Mass Wine
10 Qr. Casks, Sherry	3 1/2-Octaves, Mass Wine
10 Octaves, Port	7 Hogsheads, Mass Wine
3 Hogsheads, Port	2 Drums, Mass Wine

From GARRET & CIE. Malaga

10 Qr. Casks, Malaga	3 Qr. Casks, Muscatels
7 Octaves, Malaga	11 Octaves, Muscatels
4 1/2-Octaves, Malaga	3 1/2-Octaves, Muscatels

We are agents for these lines and hundreds of others. **Write for samples.**

WE WILL PREPAY FREIGHT OR EXPRESS AND YOU MAY REST ASSURED THAT LARGE ORDERS, AS WELL AS SMALL, WILL RECEIVE CAREFUL ATTENTION AS THE WINES ARE MOST VALUABLE, AND WE WILL SEE THAT THEY ARE PLACED IN PROPERLY HEATED CARS.

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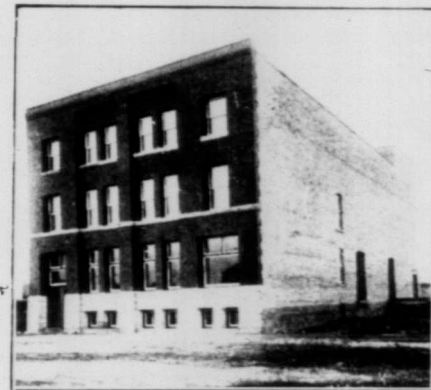
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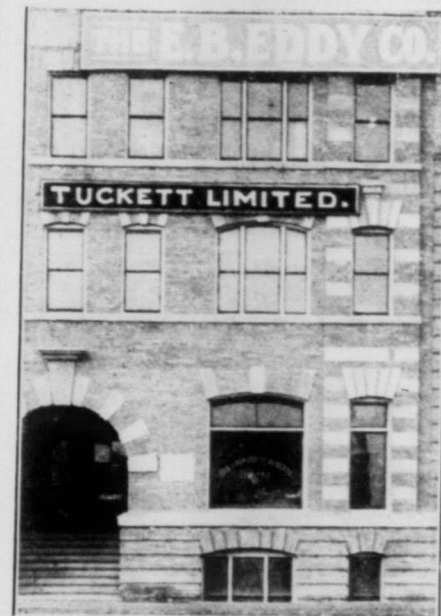
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