

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 10 Front St. East.

Winnipeg: 511 Union Bank Building

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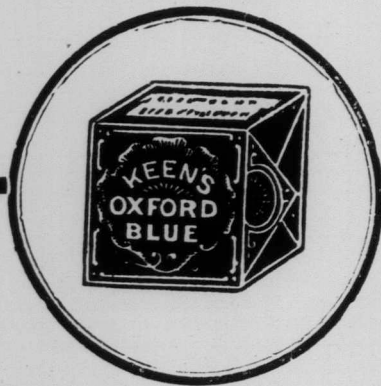
VOL. XXIV.

PUBLICATION OFFICE: TORONTO, APRIL 15, 1910.

NO. 15.

OXFORD

Keen's



Blue

At home and abroad
enjoys a unique re-
putation for purity.

It is the most perfect
and satisfactory Blue
made.

It's money to you, Mr. Grocer, to make it your leading laundry blue.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**
Agents for the Dominion of Canada

The Leading
Laundry
and
Cooking
Starches
in
Canada
are

Benson's "Prepared" Corn

AND

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by
up-to-date housewives throughout the Dominion. See
to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont.

Works: Cardinal, Ont.

164 St. James Street, Montreal

You
Can Sell
These With
Satisfaction
and Profit

SURPRISE

A Soap Which Everybody
Knows to be Good!



Why Bother With
Unknown Kinds?

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

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

One Aim In Life

The Packers of the "Thistle" Brand of
Fish aim only to produce
the best there is in
Canned Fish.

Canned Where Caught

The "Thistle" Brand of Canned Haddies, Kippered Herring, and Herring and Tomato Sauce, are canned right where they are caught, at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

But that is not all, because Captain Austin has the unequalled skill of a life-time of experience. THERE IS NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "Thistle" Brand.

BUY IT AND YOU BUY THE BEST

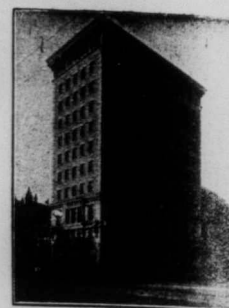
"Thistle" Brand Fish

Arthur P. Tippet & Co., Agents
MONTREAL



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>Live Representation ! Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers, E. H. BOWEN, SHERBROOKE, QUE. Manufacturers' Agent and Broker.</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>E. T. BUSINESS. You, Mr. Manufacturer, can do a good deal larger business in the Eastern Townships, if your lines are pushed by a live representative right on the ground You want someone who thoroughly knows the field and to whom grocery business is not a Chinese puzzle. 15 Years on the Ground S. ROBITAILLE & CO., Sherbrooke</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>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</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>	<p>ON SPOT Spanish and French Shelled Peanuts. Two and three Crown Shelled Almonds. Whole, Halves and Broken Shelled Walnuts. Shelled Filberts. Quotations gladly furnished. Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>If you want a price on genuine Fraser River Sockeye, handsome label, to arrive, WRITE US.</p>	<p>Manufacturers Take Notice ! Are you satisfactorily represented in Toronto? If not, let us hear from you at once. THE HARRY HORNE CO. Wholesale Grocery Brokers and Manufacturers' Agents. 309-311 King St. West, Toronto</p>
<p>WAREHOUSE ACCOMMODATION IN OTTAWA Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates. Special rates for large quantities Dominion Warehousing Co., Ltd. 52 Nicholas Street, Ottawa J. R. Routh, Manager.</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p>	<p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Solicited.</p>
<p>CLARE, LITTLE & CO., WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manu- facturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Busi- ness solicited. Our position is your opportunity. SASKATOON, Western Canada</p>	<p>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.</p>	<p>Prout, Simpson & Co. Wholesale Produce Merchants We are open to act as Selling Agents and Distributors for few suitable lines.</p>
<p>Canadian Manufacturers and Exporters Are you aware of the fact that there are 4 1/2 millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to 10, Garfield Chambers, Belfast, Ireland</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited.</p>	<p>GROCERS BUTCHERS BAKERS Canvassed Twice Weekly. Splendid Trackage Warehouse. Low In- surance Rates. WINNIPEG MAN.</p>
	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>J. W. SNOWDON Manufacturers' Agent 418 ST. PAUL STREET MONTREAL</p>

A Large Percentage

*of our orders are "REPEATS"
which fact testifies to the
popularity of*

Meat of Wheat

*Where once introduced it
quickly displaces all
similar articles*

*It pays you a good
profit*

THE WESTERN CEREAL CO.

TORONTO

ORDER NOW—

You will soon need a full line of
Brushes, etc., for Spring House-
cleaning. We are well prepared to
fill your orders for all kinds of

BRUSHES

**WHITE WASH
KALSOMINE
SCRUBS
STOVE
SHOE**

OUR PRICES
ARE RIGHT

We guarantee the Quality
of every Brush we sell—

OUR VALUES
UNEQUALLED

EBY-BLAIN, LIMITED

Wholesale Grocers,

TORONTO



Here is a
complete circle
of merchandising value in
handling

"Blue Ribbon Tea"

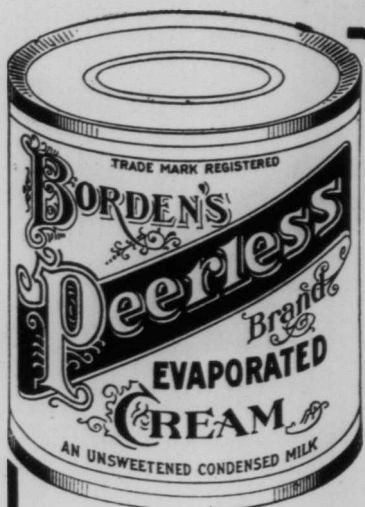
Gives a good profit,
is an easy seller
and
satisfies the consumer.

BLUE RIBBON TEA CO., Limited

MONTREAL, CANADA



Winnipeg Office
K & CO.
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Toronto
Cheese Co.
MENT
and Wholesale
TROY, Mich.
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UNSWEETENED

Borden's Brands Do Build Trade—

Merchants who follow the policy of reserving the choice locations on shelves and counters, and in their windows, for such standard goods as Borden's are those who win and hold the largest measure of public confidence.

Always keep Borden's Brands to the front.

Borden's Condensed Milk Co.

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.



~ PERRIN'S ~

Our latest delicacy

ORANGE
PERRIN'S
ORANGE
NECTAR
LONDON
NECTAR
BISCUITS

LONDON

Ask traveler for sample

CANADA

“AYLMER” JAMS, JELLIES PRESERVES, etc.

Every Glass Jar or other package of “AYLMER” Jams, Jellies or Marmalades is Guaranteed Absolutely Pure, put up from FRESH FRUIT when in season and FINEST GRANULATED SUGAR.

The flavor and high quality of “AYLMER” Preserves cannot be obtained in preserves made from pulp.

NO PRESERVATIVES

NO COLORING

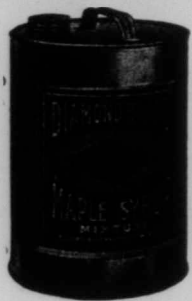
At every process cleanliness is reduced to a science.

“AYLMER” New Season’s Scotch Marmalade and Orange Jelly Marmalade now ready. Send in your orders at once for stocks of these fine goods.

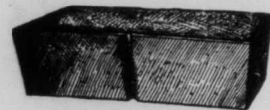
CANADIAN CANNERS

Limited

HAMILTON, - CANADA



MAPLE Syrup and Sugar



Twin Block Maple Sugar
\$3.00 a case.

New stock now being received. Our reputation is a guarantee of the true quality of every package which is shipped to you.

CONFECTIONERY:

Walnutine Blocks (about 1/2-lb.) 30 to case	\$2 00
Maple Cream Blocks	2.00
Net weight per pail	per pail
Maple Cream Hearts18-lb.	\$2.15
Maple Buttons20-lb.	2.40
Maple Smacks15-lb.	2.00
Mint Buttons17 lb.	2.00
Nutty Creams17-lb.	2.25
Fruity Creams17- b.	2.25
Butter Beans12 1/2-lb.	1.75
Assorted Cream Caramels25-lb.	3.25

Also full line of Gross Goods.

Note prices in these panels to right and left. All lines are seasonal sellers now.

MOLASSES:

New Prices—

2-lb. tins, 36 to case	\$2.85
3-lb. tins, 24 "	2.85
5-lb. tins, 12 "	2.80
10-lb. tins, 6 "	2.70
20-lb. tins, 3 "	2.55

Sugars & Canners, Limited

MONTREAL

SUGGESTION:

*You had best
order
immediately*



PROPRIETORS:

ROWAT & CO. GLASGOW, SCOTLAND

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



PURITY FLOUR

A flour about which
more **GOOD THINGS ARE
SAID** than any other brand
on the market.

And why?

Because it makes "more
and better bread."

That's all.

WESTERN CANADA FLOUR MILLS CO., LIMITED,
TORONTO, MONTREAL, WINNIPEG, ST. JOHN, N.B., BRANDON.

THE CANADIAN GROCER

"Nugget" Furniture Polish

shows you a margin of 50 per cent.

In
Paste Form
Sells at 10c



In
Paste Form
Sells at 10c

Retails at a popular price, shows a big margin of profit, no loss from breakage. Guaranteed absolutely free from acids and all injurious ingredients. SIMPLE — CLEAN — QUICK — "A CHILD CAN USE IT."

Write for Samples and Prices.

The Nugget Polish Co., Limited

22 Bedford Row, Halifax

67 Adelaide St. East, Toronto

A
MONEY
MAKER
FOR
YOU

PACKARD'S MON-AMI WATER-PROOF BOOT POLISH

IT
GIVES
YOU
104%
PROFIT

Mon-Ami

gives the quickest, brightest most lasting and waterproof SHINE to all leathers.

List Price, \$9.00 per gross.

Discount in 1 gross lots, 25%. Less quantities, list price.

Terms 5% 30 days.



Mon-Ami

But three months old ; yet sold by almost the entire grocery trade of Canada.

Are you in line ?

If not—get busy !

MON-AMI is only one of our complete line of Boot and Shoe Polishes. Write us for complete price list.

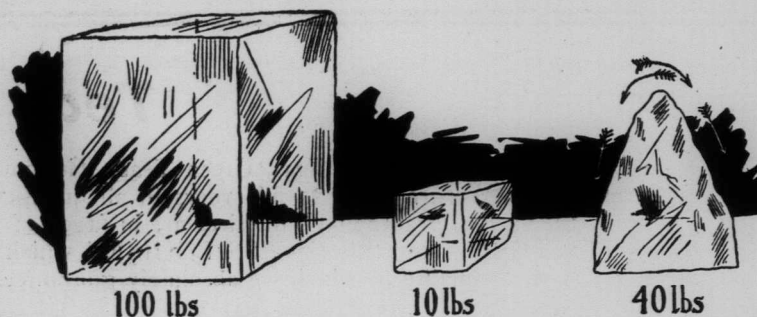
EVERY PACKAGE GUARANTEED

L. H. Packard & Co., Limited

Packard Building, Montreal

Manufacturers of High Grade Boot and Shoe Polishes
Also Makers of the Famous Rapid Metal Polishes

The Story of a Cake of Ice



PUT a hundred pound cake of ice in an ordinary refrigerator—see how long it takes to melt down to ten pounds, then *notice its shape*. Put a hundred pound cake in a **McCray Refrigerator** for the same length of time. You'll have about forty pounds left and it will be pointed instead of square. This is because the air in a **McCray Refrigerator** constantly circulates. The warmer air in the refrigerator strikes the top of the cake first, and as it descends becoming cooler, it does less melting. The circulation of cold air in **McCray Refrigerators** is as real as though caused by an electric fan. In ordinary refrigerators the air lies stagnant around the ice instead of circulating. This and other secrets of successful refrigeration are explained in our "Catalog No. 66." Send us your name on a postal card. We'll send you "Catalog No. 66," FREE.

McCray Refrigerator Company

131 LAKE STREET, KENDALLVILLE, INDIANA.

COOK'S FRIEND

NO ALUM

For fifty years the recognized standard of Baking Powders in Canada. Conforms to Pure Food Laws the world over, because it is made from

Pure Grape Cream of Tartar

and contains no alum or other dangerous or questionable acids. The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality and is equal to imported powders at double the price.

MADE IN CANADA and NOT by a FOREIGN TRUST
W. D. McLaren, Limited

Montreal

NO PREMIUMS

BAKING POWDER

ALL QUALITY

Teas

Our assortment of Japan Teas, Green Teas, "Gunpowder" and Black Teas, is complete in all our different lines. We are ready to fill orders in all qualities required by the trade. We have the best values in the various grades and our prices are in favor of the buyer. We specially recommend: Japan Teas, "VICTORIA" and "PRINCESS LOUISE," which are in great demand. These are choice teas, the superior quality of which we absolutely guarantee.

Alimentary Pastes

(FROM THE FIRM OF BLANC & FILS)

We have in stock 2,000 cases of the famous Alimentary Pastes of the firm of Blanc & Fils, of France, in one-pound packages, 25 pounds to the case, or loose. The assortment comprises Macaronis, Vermicellis, Spaghettis, Noodles, Elbows, Lozenges, Celery Ribs, Letters, Animals, etc. Prices are exceedingly low.

"Minerva" Olive Oil

Has the reputation of being one of the best oils made in France; it is, moreover, guaranteed strictly pure by the municipal laboratories of Marseilles, which exercise a control over its manufacture and shipment.

This is the proper time to put in your stock.
For all information, quotations, etc., write, 'phone or wire to

Laporte, Martin & Co., Limited

Wholesale Groceries, Wines and Liquors

MONTREAL

A 1 SAUCE

This sauce has been delighting the palate for 100 years, and is still giving a zest and relish to the plainest and richest fare.

As a merchant you are interested both in quality and profit. You'll find both satisfactory.

A1 Sauce will repay you well for any trouble you may go to in giving it prominent display and asking your customers to try it. Sample it yourself, though, first.

GENERAL AGENTS:

THOS. O. BAXTER, 27 Front St. E., Toronto

H. HUBBARD, 27 Common St., Montreal

R. T. TINN, 337 Hastings St. W., Vancouver

We also make a full line of Meat Extracts, Essences, Soups and Potted Meats

BRAND & CO., Limited, Purveyors to **H.M. the King** **London, England**



REMY'S STARCH



To Merchants

Take advantage of the advertising we are now doing in the newspapers, by posters and in homes.

Remy Starch is Superior

- ECONOMY** 20 per cent. of starch economy over all other kinds of starch.
- FACILITY** Remy's Rice Starch can be prepared with *cold water*. No heating or boiling required.
- WHITENESS** Starch made from rice produces a much superior white than starch made from wheat or corn.
- SUPPLENESS** Collars and shirts can be ironed supple and glazed only by the use of rice starch.

Is sold only in boxes of $\frac{1}{4}$, $\frac{1}{2}$ and 1 pound. We are agents in Canada for La Societe des Usines Remy.

Laporte, Martin & Co., Limited

WHOLESALE GROCERIES WINES and LIQUORS

MONTREAL

E. & T. PINK

London   England

STAND FIRST FOR PURE FOOD PRODUCTS

Jams

Marmalade

Candied Peel

Confectionery

Pickles

Pepper

Spices

FOR PRICE LISTS APPLY TO THE FOLLOWING AGENTS:

EDGAR J. FRANKLIN care Montreal Star **MONTREAL**

FRED COWARD
1 Grandview Ave.
TORONTO

HERBERT J. CAVE
1220 Alberni St.
VANCOUVER, B.C.

J. W. SNOWDON
413 St Paul St.
MONTREAL

JAS. H. MYLES
P. O. Box 262, St. John
NEW BRUNSWICK

To The Retail Trade :

YOU ARE NOW PLACING YOUR ORDER FOR

NEW PACK LOBSTER

This is an important article and you want to choose your stock carefully. Don't take any old brand offered you—it will only cause complaints from your customers and give you trouble. Get the best goods obtainable and *insist on your order being filled with*

ICE CASTLE BRAND

We *absolutely guarantee* these goods to be unequalled. Only the *choicest meat* used and every tin *guaranteed full weight*. Get this brand and insure satisfaction to your customers.

BEAVER BRAND

We recommend this as a straight-pack Lobster of high quality, and guarantee it equal (with the above exception) to any brand on the market.

J. W. WINDSOR - MONTREAL

Packer of the Largest Variety of Canned Goods in Canada.

Western Representative - - - W. H. ESCOTT, WINNIPEG

Hobart Electrical Meat Choppers



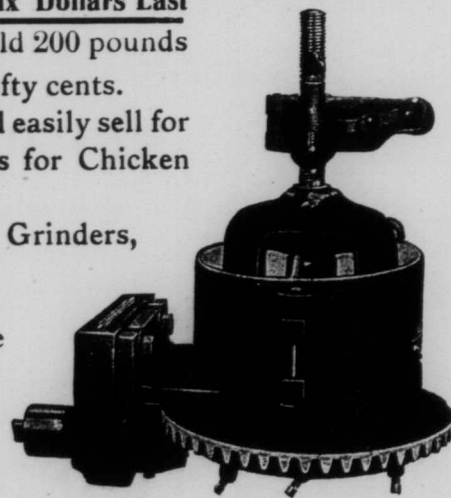
Are the Standard of Quality from the Atlantic to the Pacific.

Bone Grinder Attachment

You Lost Six Dollars Last Week if you sold 200 pounds of bones for fifty cents.

They would easily sell for Seven Dollars for Chicken Feed.

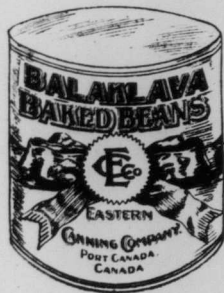
Hobart Bone Grinders, attachable to Hobart Choppers, are making big money for Butchers everywhere.



Please Write for Catalogue.

CANADIAN SALES AGENTS:

The W. A. FREEMAN CO., Limited, Hamilton, Ont.



Obtainable with or without Tomato Sauce

Possess that "nutty" flavor so delicious in baked beans. Always uniform in quality and sure to please exacting customers.

We use only choice hand-picked Canadian beans, and the best pork—and our package is better from a point of view of attractiveness.

How is Your Stock?

The Eastern Canning Co.

PORT CANADA, N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal, Green & Co., 25 Front Street East, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.; Martin & Robertson, Vancouver, B.C.

NO SPRINGS



MADE IN CANADA

After 9 Years' Test and Its Adoption by the World's Greatest Merchants

The Toledo Scale

Is Now the Recognized Standard.

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes for all kinds of Stores
PRICES \$40 UP.

70,000 Now in Use

The Great Fair Store, Chicago, uses 100 Toledo Scales, and say:

"The 100 Scales you sold us are very satisfactory. They are certainly money-savers on overweight."

"We satisfied ourselves the Toledo Scale was superior to all others."

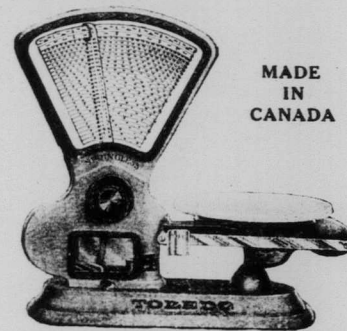
E. J. Lehmann, Vice-Pres.

Scales of all makes taken in exchange rebuilt and for sale cheap
Send for Catalogue, Free

Toledo Computing Scale Co.

Makers of Honest Scales
TOLEDO OHIO

OFFICES:
Toronto, 335 Yonge St.
Winnipeg, Edmonton, Calgary



MADE IN CANADA

NO SPRINGS

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle—

King Oscar BRAND SARDINES

the purest, sweetest and best packed fish on the market.

Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)
Hamilton - Ontario



By Special royal permission



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.


HAM & NOTT CO.,
Limited
BRANTFORD CANADA

Never had a can of milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

John Malcolm & Son,
ST. GEORGE, - ONT.



YOU CAN SELL

THE
PYRAMID FLY CATCHER

all the time because it has double the surface of sheet fly paper and lasts 3 times as long.

It causes no annoyance and catches more flies than any other device.

Price per 100, \$3.50

Over 25 Million sold last year.

WM. H. DUNN
MONTREAL AND TORONTO.
General Import Agent for Canada.


When You Buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery and of years of experience.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and you have solved this problem of what to stock if your shelves hold

SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and retains in a large degree the natural flavor of the fruit.

ORDER FROM YOUR JOBBER

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR

LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.

W. H. Escott, 141 Bannatyne Ave. East, Winnipeg

Green & Co., 25 Front Street East, Toronto. R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.

J. W. Snowden, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars



Home, Sweet Home

is never so attractive as when clothes, dishes, walls, floors, etc., have been washed with

ASEPTO SOAP POWDER

This Soap Powder is a sure seller. A 5c. packet makes 2 gallons of soft Soap, or 4 gallons of liquid soap. Try a case. You will be astonished how soon it is gone.

Order from your Jobber

Manufactured by the

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal.

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS

TONKA BEANS

GUM TRAGACANTH

GUM ARABIC

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker

141 Bannatyne Ave., East



THERE'S a reason why

Canada First Evaporated Cream

sells so well throughout the year. Customers know that the process of manufacture is as perfect as care, skill and cleanliness can make it, and the canning in air-tight sanitary tins, without the use of acid or solder, uniformly safe. Stock and recommend this splendid selling line.

Order from your wholesaler

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

Tartan

BRAND

MAPLE SYRUP

1910 Run, Guaranteed Pure. Straight from the
Sugar Bush. Nothing Finer

Cases 1-5 Gallon tins
Cases 6 Imperial Gallon tins, Each 13c.
Cases 10 Wine Gallon tins, Each 10c.
Cases 10 8 Pound tins

SEE OUR TRAVELLERS OR 'PHONE 596, FREE TO BUYERS

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

St. Lawrence

GRANULATED
and
GOLDEN YELLOWS

Made only from Pure Cane Sugar

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP
of Tar and Cod Liver Oil

has been a wonderful success. The testimonials received by the proprietors tell of marvelous cures. Thousands of households are never without it. Its sales have multiplied in every community where it is sold. Dealers never find it a slow seller. During the Fall and Winter seasons large sales are assured. Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Prop's
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

PRINCE OF WALES PURE EXTRACTS POSSESS REGAL QUALITY

That is why they are so popular with the housewife.
They please the most fastidious.

Every flavor in 2 oz., 2½ oz. and 4 oz. bottles.

S. H. EWING & SONS, Montreal and Toronto

Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring
Extracts, Pure Jams
and Jellies

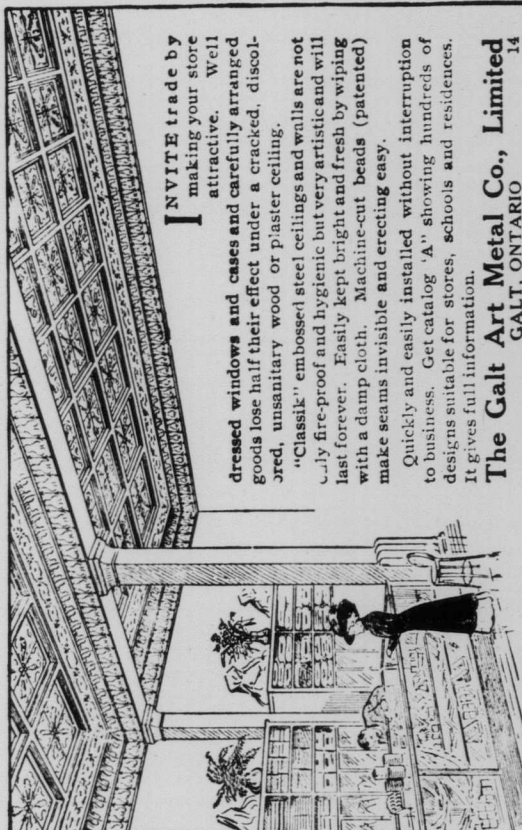
WE WANT YOU to do so.
IT WILL PAY YOU to do so.
YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.



INVITE trade by making your store attractive. Well dressed windows and cases and carefully arranged goods lose half their effect under a cracked, discolored, unsanitary wood or plaster ceiling.

"Classik" embossed steel ceilings and walls are not only fire-proof and hygienic but very artistic and will last forever. Easily kept bright and fresh by wiping with a damp cloth. Machine-cut beads (patented) make seams invisible and erecting easy.

Quickly and easily installed without interruption to business. Get catalog "A" showing hundreds of designs suitable for stores, schools and residences. It gives full information.

The Galt Art Metal Co., Limited
GALT, ONTARIO
WINNIPEG-DUNN BROS.

Galt "Classik" Ceilings

In replying to the above advertisement mention
The Canadian Grocer.

WHITE SWAN BAKING POWDER

CONTAINED NO ALUM

A MONTH AGO

CONTAINED NO ALUM

A YEAR AGO

CONTAINED NO ALUM

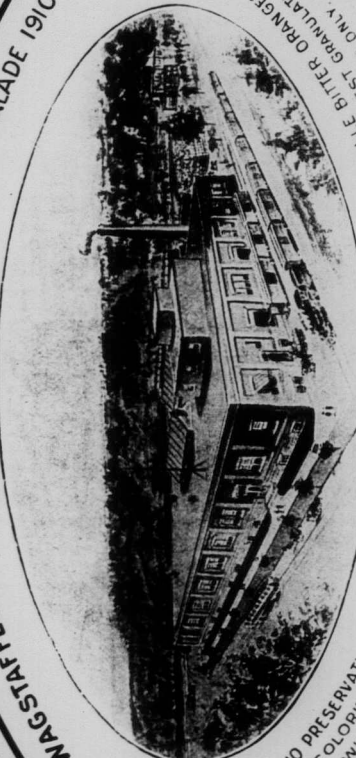
5 YEARS AGO

CONTAINS NO ALUM

TO-DAY

HANDLE GOODS THAT DON'T
CHANGE IN MAKE-UP, QUALITY
AND COST, AND DON'T
PAY FANCY PRICES.

White Swan Spices and Cereals Limited
TORONTO



WAGSTAFFE LIMITED, HAMILTON

WAGSTAFFE'S FINE OLD ENGLISH NEW SEASON MARMALADE 1910
NOW READY

SEVILLE BITTER ORANGES
AND BEST GRANULATED
SUGAR ONLY

Exact Reproduction of
The Most Modern & Up-to-date Fruit-Preserving Factory in Canada

NO PRESERVATIVES OR
COLORING USED
WHATSOEVER

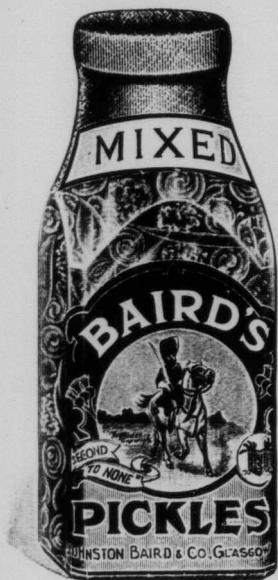
WHEN A CUSTOMER ASKS YOU

for H. P. SAUCE, it's reasonable to suppose she wants H. P.—it's also reasonable to suppose she is not going to be equally satisfied with something else. Lose that customer's confidence and you lose her patronage. But sell her H. P.—and you win her confidence—in you and in the other goods you sell. Besides, you make a very satisfactory profit.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seaton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
The Midland Vinegar Co., Birmingham, Eng.

H. P. SAUCE

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

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

GOOD, SOUND
VEGETABLES
and
PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

GINGERBREAD BRAND MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**

HALIFAX

NOVA SCOTIA

Facts are Stubborn Things
and the fact that

AURORA COFFEE

is so much Superior to all the others is a valid reason why you should handle it! The aroma and flavor of "Aurora" Coffee are unsurpassed, and its retail price, 40c., leaves you a very good margin of profit. Stock up without delay.

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



BRANCH—SAULT STE. MARIE

Largest Package of Biscuits Made in Canada

Our Meadow Cream Soda Package is the largest made in Canada. That is one reason why this line is having such a run. It does not pay to get something just as good. Have the best.

The W. J. CROTHERS CO., : Kingston, Ont.

OUR Kandy Kid PLANT

was completely destroyed by fire Thursday, March 24th. We will be in operation in THIRTY DAYS AGAIN, and solicit your orders for delivery about that time. : : : : :

Why not place future orders
NOW?

Clyde Fuller & Bro.

WINDSOR : : : ONTARIO



Pickles that Please the Palate!

All agree that Pickles add a zest to the plainest fare, but too little care is often taken of the pickle quality.

The trade mark

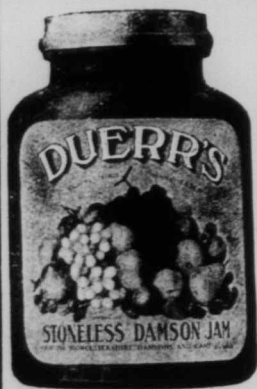
**STERLING
BRAND**

on pickle bottles, is your guarantee, Mr. Grocer, of Purity, Quality and Skill in Manufacture.

Our process is one long tale of care, cleanliness and up-to-date methods, and the result, "STERLING BRAND," is a line that you can recommend without hesitation.

Send for prices.

THE T. A. LYTLE CO., LIMITED
STERLING ROAD - TORONTO



BRITAIN'S BEST JAMS - £250 CHALLENGE

Issued in "The Grocer" (London), August 14 1909, (repeated October 2, 1909), which did not elicit a single response.

"We are prepared to deposit £250 against a like amount that our New Season's Vacuum-Bottled Jams, as sold by grocers to the public, will surpass in excellence of quality and flavor any Jams made by any other firm in the United Kingdom, as sold by grocers to the public, which are free from Chemical Preservatives, artificial flavoring or coloring matters.

"Samples to be drawn from actual stocks held by grocers.

"This challenge remains open until Saturday, October 9th, 1909."

First British Vacuum Jam Factory.

Duerr & Sons, Old Trafford, Manchester, Eng.

McLean's

White Moss Cocoanut

is not the result of haphazard manufacture, but the culmination of many years experimenting. It is the real thing in cocoanut. Always look for the name "McLean." It is the dealer's guarantee.

The CANADIAN COCOANUT CO., Montreal

ST. CHARLES EVAPORATED CREAM



Retailers make no mistake in pushing the sale of ST. CHARLES BRAND, as orders always repeat. A quick seller and trade-builder. Every can guaranteed.

Manufactured by



**St. Charles
Condensing Co.**

"Manufacturers of quality CREAM"
**INGERSOLL, ONTARIO
CANADA**



Just
to
Please
the
Ladies



you should sell

DY-O-LA

The Guaranteed One Dye for All kinds of goods
It's the delight of all Home Dyers

Free Advertising

We have a splendid mutual advertising offer for all who sell this dye. It is unique and means money returns for you.

DROP US A POSTAL
and we will tell you all
about the proposition

The Johnson-Richardson Co., Limited
Box 2335 - - MONTREAL



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

**Windsor
Salt**

trade-mark, shown on
this bag.

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

The Canadian Salt Co., Ltd.
WINDSOR, Ontario.

MADE IN CANADA

"Superfine Linen Record"

There is no feature of advertising that pays so well as a Ledger made from a good paper.

"Superfine Linen Record" is a first-class ledger paper

Made by

THE ROLLAND PAPER COMPANY, LIMITED
MONTREAL, CANADA

SAMPLES SENT ON REQUEST

We make a specialty of

Maple Flavor

For Manufacturers of Extracts
Syrups, Biscuits and Confectionery

STUART BROTHERS

Distillers Essential Oils, Etc.

NIAGARA FALLS - - - CANADA

STORAGE IN HAMILTON

A new fireproof Storage Warehouse.
TRACK FACILITIES
Every convenience to reduce the cost of handling
Merchandise
IN BOND OR FREE
Lowest Insurance
Experienced Warehousemen
Accounts Solicited

Storage and Transfer Co., Limited
Hamilton - - - Ont




Saves time,
Saves money,
Saves you bags.

Should
be in every
grocer's store.

McGregor's Patent Bag Holder

KILGOUR BROS.
Wellington St. West TORONTO



DUST IS A GENERAL NUISANCE
BUT IT CAN BE AVOIDED BY USING

DUSTBANE

on sweeping day. "Dustbane," moreover, disinfects
the room and restores carpets and rugs to their original
freshness. The women swear by "Dustbane" when
once they have used it. Get them on your side by selling
"Dustbane." There's money in it for you.

Dustbane Manufacturing Co.
Boston, - - - Mass.

Canadian Factories: Winnipeg, Manitoba, St. John, N.B.

Ask Your Wholesaler for These Goods



A Canadian-Made
Polish of Highest
Efficiency that Yields
Big Profits. : : :

THIS IS SELLING TIME!

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY
ALL
JOBBER

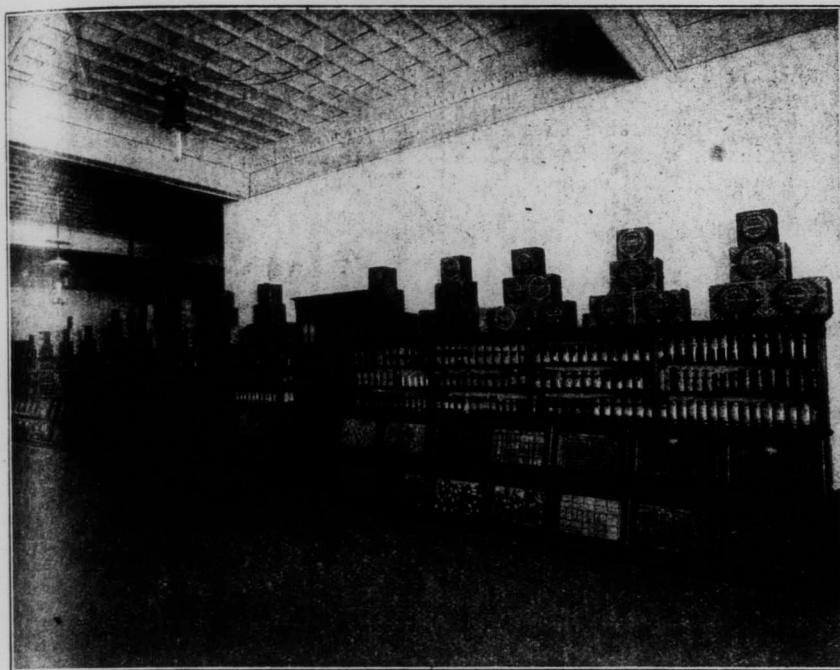
$\frac{1}{2}$ -lb. tins—3 doz. in case.

DOME LEAD

There is no better stove polish to be had in the world than

James Dome Black Lead

Pays both Jobber and Retailer a Good Profit.



A "WALKER BIN" INSTALLATION

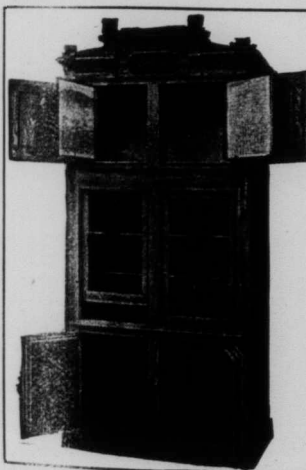
marks the beginning of "better things" in the grocery. It means much to both the dealer and customer whose interests are more closely associated than is often supposed—

- Better and Cleaner Stock**
- Better Clerks**
- Better Service**
- Better and More Satisfied Customers**
- Better Turn-over**
- Better Profits**

It means everything to the grocer who is looking for "big things" from his business.

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

The Walker Bin & Store Fixture Co., Limited
 Designers and Manufacturers of Modern Store Fixtures
BERLIN, - - - ONTARIO



ARCTIC Refrigerator

It does not matter a great deal what kind of a refrigerator you use. For they don't all refrigerate alike. There are many good reasons why your refrigerator should be an ARCTIC. These reasons have to do with the profits you make from butter, eggs and other perishables, and the degree with which you are able to satisfy your customers.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.
 Queen and George Sts., TORONTO
 Agents for Western Provinces: Ryan Bros., 147 Bannatync Ave., Winnipeg



The White Mop Wringer

always proves a splendid seller, because it does all we claim for it.

It never disappoints. Wrings drier and easier than any other device.

Each one sold is YOUR advertisement, creating more sales.

Watch for TRADE MARK below; it stands for excellence

Write for Details. Made in Canada.

White Mop Wringer Co.,
 FULTONVILLE, : N.Y.



W. P. DOWNEY

IS THE PACKER
 OF

White Dove BRAND

Cocoanut and
 Almond Paste
 —than which
 there are no
 better.

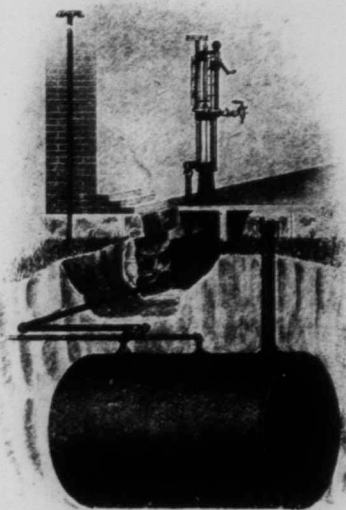


It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs
 Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

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

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



BOWSER

was before wasted. It's simply up to you to investigate. The merchant who tries to see how much he can really get by adopting modern methods is the one who pulls the largest trade.

WRITE FOR BULLETIN 5

S. F. Bowser & Co., Ltd., Toronto, Ontario

WILL IT PAY?

This is the first question that is asked by any merchant when considering the purchase of modern store fixtures. The fundamental question is one of

ECONOMY

A device is economical if

It adds cleanliness.

It is a convenience.

It makes labor lighter

It makes labor more efficient

It reduces the labor item.

It saves time.

It adds safety.

It adds neatness.

It helps the appearance.

IT SAVES MONEY

Considered from these standpoints the

Self-Measuring Oil System is the greatest economy

The question is not "Can I afford it?" because it will pay for itself with money that

Have You Any Credit Customers?

Yes. Almost every grocer has. And it's a serious matter to avoid loss. Yet there is a way to make the credit customer just as good an asset and as safe as the cash buyer.

Allison COUPON BOOKS

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.
Manufactured by
ALLISON COUPON CO., Indianapolis, Ind.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000

Income for 1906, over 3,609,000

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

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto; 52 Canada Life Building, Montreal

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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

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

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

—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.

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.

Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

You'll find us

ON THE SQUARE

for it is a square deal when you stock up with **SNAP!**



We claim that for removing dirt, tar, grease or paint from the hands **SNAP** is without a rival, and a generous public by calling for more **SNAP** amply backs up our assertion.

Surely you are not going to be left out in the cold! Order to-day.

SNAP CO., Limited
MONTREAL

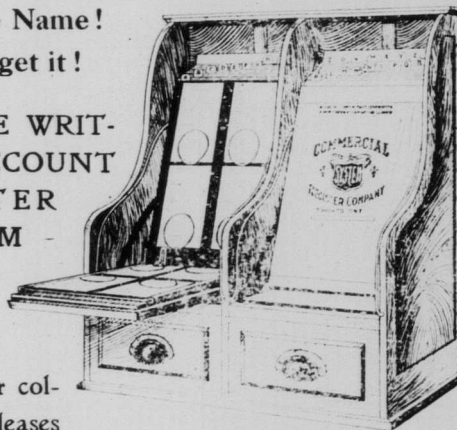
THE COMMERCIAL

That's the Name!
Don't Forget it!

THE ONE WRIT-
ING ACCOUNT
REGISTER
SYSTEM

that cuts
out Book-
keeping,
makes your col-
lections; pleases

your customers and increases your trade. Thou-
sands in use on the American Continent. Send
postal for catalogue and testimonials of Canadian
merchants that YOU KNOW.



COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

2 IN 1

THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it

Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

No grocer can afford to be without this rapid seller.
It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.

HAMILTON, CANADA, - - AND - - BUFFALO, N.Y.

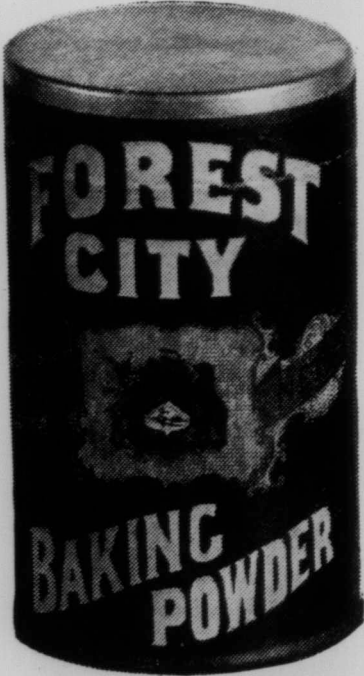
TIME TO ORDER
"CAMP"
COFFEE

Always a strong seller, so it is good business to have an adequate stock on hand. Especially saleable to fishermen, campers, picnic parties—but to householders, too.

Permit us to suggest the advisability of ordering a good supply from your wholesaler immediately, that you may be prepared for the outing season. As sole Canadian distributors wholesalers will find us ready to fill their requirements promptly.

Sole Canadian Agents:
ROSE & LAFLAMME
 LIMITED
Montreal Toronto

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
 12 oz. " \$1.25 "
 16 oz. " \$1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
 London & Winnipeg

OK

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of
1 000 GUINEAS
 Sells at 15 cents and 25 cents
BE WARY OF IMITATIONS

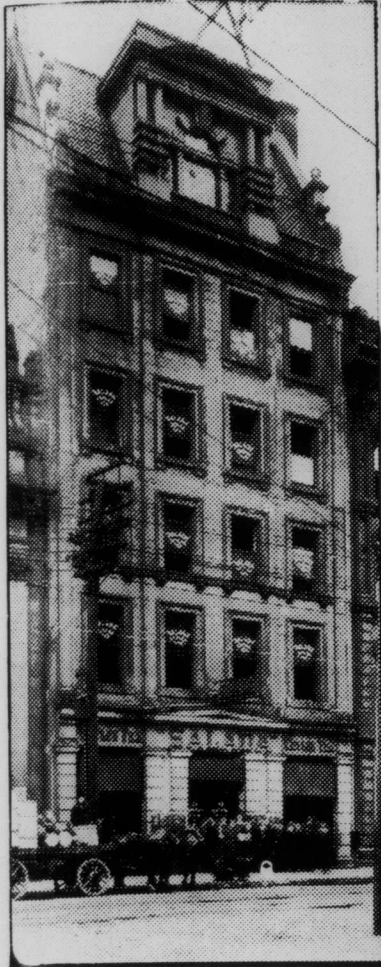
SAUCE

George Mason & Co., Limited
 Sole Manufacturers LONDON, ENG.

Sole Canadian Agents
S. T. NISHIMURA & CO.
MONTREAL

SUB-AGENTS:-
 Toronto, Ont.—Geo. Stanway & Co.
 Hamilton, Ont.—James Somerville
 Ottawa, Ont.—Mackenzie & Co.
 London, Ont.—Wm G. Coles & Co.
 Quebec, Que.—The F. Abel Co.
 Kingston, Ont.—James Craig

Adar
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 Andr
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 Aylin
 Balfo
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Fire Ruined Tea

Although seriously inconvenienced by the fire which occurred in our Toronto Warehouse, Monday morning, we expect to be able to fill orders with reasonable promptness. Our Montreal Office will assist us as much as possible, but we must ask your forbearance during this crisis.

Tuesday morning the building was placed in the hands of the carpenters and painters. Everything is being put in order with all possible speed. We expect everything to be in full working order early next week.

Of course every pound of tea in stock at the time of the fire was ruined by smoke, fire or water. Every pound will be emptied out and sold as Bulk Tea. We would not think of allowing it to go out as "SALADA."

THE "SALADA" TEA COMPANY TORONTO

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Westerner's Ideas of What Fake Advertising Is

Address Given Before Retail Merchants' Association at Winnipeg—Recognized Legitimate Advertising Channels and Those That are Doubtful — Newspaper, Circular, Program, and Hotel Register Mediums Considered.

By W. J. Simpson.

The subject selected for me this evening is "Protection of Retail Merchants' Organizations" and at the first glance it would seem to be one that the average merchant could discuss with a great deal of satisfaction particularly if he were allowed to relieve his feelings by saying in plain words what he actually thinks of the various fake propositions that are presented to him from time to time.

But when the subject is more closely looked into it is somewhat difficult to draw a distinct line between what is considered "legitimate" advertising and what might be termed "fake."

In order, therefore, to make a division between the legitimate or remunerative advertising and the class we have designated as fake advertising I shall spend a few minutes in outlining the recognized forms of good advertising.

In the first place let me point out to you that advertising in the broad sense of the term is summed up in the one word "Information," and that any form of publicity that does not convey the desired information to the prospective purchaser is sure to prove a financial loss. I know of no better advice to offer to the writer of advertising copy than to direct him to apply the "information" test to his manuscript before he sends it to his medium of publicity and ask him to remember that all copy is improved by "dispensing with the unnecessary and enlarging upon the essential."

Advertising generally may be divided into two classes—Specific advertising and general publicity.

Specific advertising is the form which announces that a certain article will be sold at a certain time or place for a certain price. This form of advertising is used by the departmental stores with great success as their announcements of to-day specify the goods that they will sell to-morrow and the attention of the public is focussed on comparatively few articles at a stated time.

Specific Advertising also includes all proprietary articles sold at a recognized price by many dealers and every merchant uses this form of advertising when he announces the sale of any particular article of merchandise contained in his stock.

It is quite evident, therefore, that any announcement that can be classed as Specific Advertising cannot be termed "fake," provided, of course, that the merchant is assured that the medium of publicity adopted will reach the class of customers whom he hopes to directly interest.

The other form of advertising—General Publicity—is therefore the one that we must look into to discover what we have already designated as fake.

To enumerate all the various methods of advertising that come under this heading would exhaust not one but several evenings; our ablest commercial writers have written volumes on this subject so we must only glance hastily at the most prominent or most used examples.

Indirect General Advertising.

We will first eliminate all the good advertising features that the successful merchant adopts but pays for indirectly such as: attractive show windows, clean and bright store premises, stock invitingly displayed, courteous and obliging salespeople, prompt delivery and all the individual attentions that favorably impress the customer and unconsciously make him a walking advertisement for the store.

We must also eliminate all kinds of advertising which the merchant adopts from personal choice or without solicitation from outside sources such as: circular letters, dodgers, store signs, or temporary painted signs used for show cards, etc., or any other form of publicity which he originates on his own initiative.

Every retail merchant finds it necessary to pay for general publicity at certain seasons of the year without being too specific in his announcements. For instance, the dry goods man advises the public that the new spring goods have arrived; the milliner announces that the display of Easter styles is at its height; the hardwareman has everything for a building; the grocer offers seasonable food products; the tailor and haberdasher are proud of their up-to-date stocks and so on.

Announcements of this character are therefore considered as "good business" and when properly placed should be productive of good financial results.

It is on this question of proper placing that a great variety of opinion exists.

Favor to the Newspaper.

The daily newspaper columns are favored by the great majority of merchants; the billboard receive due attention by many in specific lines of trade; the weekly and society papers are liberally patronized and the results obtained from these mediums are such as place them outside the boundary of the opprobrious term of "fake."

To summarize: I have endeavored to show that specific advertising; store service advertising; personal appeal advertising; newspaper, periodical and bill-

board advertising are all recognized without doubt as legitimate forms that are more or less remunerative to the retail merchant.

Out of the forms of so-called publicity that are left, we must look for those that may come under the term "fake," and this presents a problem of no little difficulty that is increased by the fact that we have admitted that all forms of publicity have some value be it much or little.

I therefore would measure the situation by this rule:

"That when the cost of any form of publicity is such as to preclude any possibility of adequate returns that we are justified in refusing to entertain it."

Now this does not always mean that the proposition is fake because mediums which one man may ridicule may have proved profitable to his neighbor.

I take it, however, that the forms we are endeavoring to denounce are those that have some semblance of a "hold-up" in connection with them.

We are all familiar with the Syndicate who come here periodically to exploit the hotels and merchants for their own pecuniary benefit.

We have all been approached by the solicitor projecting a hotel register, inkstand, writing table or what not, and have been very plainly told that unless we subscribe (I wont say advertise) to his proposition that the hotel keeper will immediately withdraw his patronage.

Therefore I say that any advertising that is not content to solicit business on the basis of "Value for the money," but that threatens the customer or uses ulterior motives can very properly be classified as "fake."

Program Publicity.

We have also to deal with what I might term "donation advertising" which includes the various programs, etc., of societies who adopt this means of raising money to finance their concerts or day of sports or some special attraction they are promoting.

This question must be left to the individual merchant to decide because we cannot legislate to prevent these appeals and if the merchant is liable to lose more by a refusal than the expense of accepting he cannot afford to give a refusal, but I think the amount expended should properly be charged to donation account.

The solution of protection against these insinuating forms of fake advertising to my mind is—"Don't patronize them."

If for personal reasons you do not think it wise to take the onus of refusal on your own shoulders place it on the

shoulders of the Retail Merchants' Association.

I suggest that to make this a practical method that a committee be appointed to pass judgment on all forms of advertising submitted to this association and when a doubtful proposition is submitted to any member of the association he can refer the solicitor to our committee for its approval.

A prompt notification by the merchant will place the committee on guard and in a general way I should say that a protest from any of our members ought to be almost enough to warrant the committee in withholding their approval.

The title of my subject does not allow me to discuss the endless appeals made to the merchant by charitable institutions.

Soliciting for Charity.

Charities and societies which often cause the same feelings of annoyance as are caused by the fake advertising solicitor should be included in the instructions given to your committee who propose to deal with this subject.

I hope that your committee will find ways and means to at least limit our losses that are due to the flotation of all schemes of fake advertising.

if not, talk it over with some of your fellow grocers, and organize one so that you can talk over trade matters together. You will be surprised at the results. The fellow you thought was a cutter and everything else that was bad, will be glad to meet you and talk over things together and arrange to sell goods at a profit instead of at a loss.

Forget to Figure Cost.

You will find that new beginners sometimes sell goods low because they never figure on the expense of doing business until they get acquainted with other retailers and talk over trade matters together. They soon see their mistake and are only too anxious to sell goods at a profit.

There is no man in business for his health, and the sooner he realizes that, the better for himself. I would not suggest conferences with manufacturers, but it might be a good thing to have your wholesalers come to the meetings of the retail association and give the members their views on any subject of interest to the trade. I know our members get valuable information at our annual banquet from the wholesale men who respond to that toast. It could be done at the grocer's meetings just the same.

As to the manufacturer, why when he advances his goods, the retailer should dolikewise. For instance, biscuit manufacturers advanced the price of biscuits one and one-half cent a pound about a year ago. We called a meeting of our association and advanced all 18c lines to 20c, all 10c lines to 12c and so on. We heard some complaints but we put them where they belonged—to the manufacturer. We had a little article in our local papers about the advance in biscuits, consequently after a short time we heard no more complaints. We must stand up for our rights.

The grocers of London have cut out all goods costing one dollar per dozen that is retailed for ten cents. We must buy them for at least 95c per dozen. If we cannot and have to stock the line, why we retail at 12c.

USING COMBINATION COUNTERS.

There are a number of merchants who are using a modern idea to promote sales of small articles by means of the combination method. For instance they advertise two, three, four, etc., of certain goods which sell for 25c. One counter or table is devoted to articles any two of which sell for 25c, while any 3 articles on another table sell for the same price and so on. In the case of a country general store as many as 12 small articles can sometimes be arranged to sell for the shilling. Show cards announcing this fact are used and care is always taken by the retailer to see that he is making his fair profit when grouping. No sales are made from these tables for less than 25 cents. It is being used frequently to sell off surplus stocks of Christmas toys and souvenirs handled by most country general stores.

Protection of the Profits of the Retail Grocer

Ex-President of the London Retail Grocers' Association Gives His Ideas on this Question—Does Not Believe There are Uncontrollable Expenditures—Thinks the Retailer has Himself to Blame for not Obtaining Fair Profits.

By E. J. Ryan.

In a recent issue of The Grocer there was an article by a Hamilton retail grocer, headed "The Retailer's Profit," in which he paints a dark picture of the retail grocery business as it is to-day.

I certainly do not agree with him on many points. Let us consider his first point which he terms, "uncontrollable expenditure," such as telephones, rapid delivery, and higher wages to poorer help.

The telephone is the best and cheapest investment any retail grocer ever put in his store. You can take more orders over the phone in one hour than any clerk can do in ten hours' soliciting, and with just as good results. If Mrs. Jones, who is a customer of yours, and who has no phone, comes to your store every week with her order, you get only that one order during the week. The things she has forgotten and wants before she comes again, she buys from the nearest grocer. If she had a phone you would get possibly three or four orders during the week instead of one. I would like to see your correspondent throw out his phone and see how he would prosper. He would probably lose every customer who has a phone in her home. How would he buy from the wholesale houses with which he does business? It would take four times as long to personally order his fruits, groceries, spices, etc., and while he was out in all probability some customer would come in who was very anxious to see him. Therefore, I think the telephone is one of the cheapest and best investments any retail grocer can have.

Rapid delivery does not cost any more than it did twenty years ago, except perhaps the cost of horses and wagons, but one does not have to buy them every year. We find it a very convenient and effective way to send one

of the clerks with any parcel that is wanted in a hurry and send the remainder of the order later. As most of the clerks have bicycles they can do this errand much faster than a horse, and without any extra expense.

Makes Soap Profitable.

Wages are higher than they were 20 years ago not only in the grocery business but in all other retail lines. Rents have increased some, also taxes, but not so much as to dread stock-taking time.

The retail merchant who sells soap at six bars for 25c that costs \$3.85 per hundred (a gross profit of about 8½ per cent.), has himself to blame; he can by degrees put that soap out of his store and sell some other make on which he gets more profit. We make \$1.25 per box on our 5-cent bars of soap. I think any merchant can do the same if he has the backbone to say, "No, we cannot sell six bars for a quarter."

The other article to which your correspondent refers is canned beans which cost 50c per dozen, and which he retails at 5c per tin. We sell the same article for 6c per tin or 20 per cent. more than the Hamilton grocer. As soon as the canner advanced the prices we advanced ours and bought another line which we could sell at 5c and make 25 per cent. profit.

I think any retailer can do the same thing. There is no reason why he cannot act the same as he says Mr. Vanderbilt does with the public. You get no thanks if you give your goods away. Get your fair profit. If you cannot get it on one line of goods, substitute another that is as good or perhaps better. Talk quality. Give your customer good service. Join the Retail Grocers' Association, if you have one in your town;

Startling Losses Due to Overweight in Groceries

The Dollars and Cents That Steal Away Because Grocers do Not Figure on What a Little Extra Weight Means — Careless Clerks Aid in Increasing the Loss — A List of Articles on Which Leakages are Likely to Occur.

By H. D. McMullen.

Few men in the grocery business have ever stopped to figure out what the giving of even a slight overweight by each clerk to each customer amounts to at the end of a year. The figures astonished even the men who furnished the data for this article.

Beginning with the supposition that a ½ ounce is the average quantity of overweight given in each article and that half the clerks do not give any overweight, the other half losing ½ ounce on each sale, one can strike a fair average, which was conceded to be low by two of Montreal's large retailers.

Sugar is, of course, the first article to be considered. In large centres a prosperous grocer will find each of his clerks to average forty sales of sugar in a day.

The ½ ounce loss for each makes the total 20 ounces per day.

In a year of 313 business days this means 390 pounds of sugar wasted by one clerk, or at the present price of sugar (\$5.10), \$19.89. Supposing there are six clerks in the store, and three lose absolutely nothing the other three as above stated, the total amount of loss to the store is \$59.67 for the year.

Tea is perhaps, second in the list. It will average close to 40c. per lb. Following the above method of estimating, with this difference, that only twenty customers are served per clerk in a day, it is found that ten ounces per day for a year amounts to about \$78.00. That equals \$234 for the three clerks.

Coffee, by following the same process of figuring, only using a 30c grade as the average, and twenty customers per clerk as in tea causes a loss of \$58.50 for the one and \$175.50 for the three clerks.

Look Small Separated.

These figures are not high for a store in the large centres; in fact the percentage of loss in individual cases, is higher than that used here as an example. In their simple form as individual wastes they seem unimportant, but the total puts a different light on the situation.

To give individual attention to every article sold by weight in a grocery would be beyond the space allotted, but a summary of some of the every day sales in certain lines will give a fair idea of the whole.

The following list averages ten sales per day per clerk, and at an average price of about 15c per lb. It is: currants, prunes, raisins, apricots, rice, nuts of all kinds, spices, lard, butter, bacon, cheese, oatmeal, fish, poultry and vegetables.

There are many others but too much detail is unnecessary. The total loss by waste of these articles for a year amounts, at the foregoing figures, to \$219.38 per clerk, a somewhat large leakage.

In summing up all the items the total loss is found to be as follows:

Three clerks waste nothing per annum.	
Three clerks waste:	
Sugar	\$ 59.67
Tea	234.00

Coffee	175.50
Group of items	658.14
	<hr/>
	\$1,27.31

Thus it will be seen that, with a total of \$1,27.31 each clerk is averaged as responsible for \$187.55, or 1-6 the total amount. This is no slight loss to any grocer, however his business may be prospering.

Other Chances for Leakages.

Three additional items should not be omitted. They are, wrapping paper, paper bags and string.

A good wrapping paper costs 3½c per lb. and it is the experience of men long in the trade, that a clerk will waste at least one pound a day. This means about \$10.92 per year.

A 30 lb. paper bag is worth about one cent while the 50 and 100 lb. bags average 2½ cents. Seven cents per day is a moderate estimate of the waste of each clerk. This adds \$21.84 to our list.

Twine averages 20c per lb. Broken pieces, long ends left on packages and generally careless handling of such a cheap and constantly used article means a daily loss of about ½ lb. per clerk in a big store. In other words, \$31.20 per

year. Multiplying each of these amounts by three, for the three wasteful clerks the totals are:

Paper	\$ 32.76
Bags	65.52
Twine	93.60

Total \$ 191.88

Adding to this the \$1,127.31 already estimated the total is \$1,319.19 or \$219.86 for each of the six clerks.

Why are Salaries Small?

In other words, a firm could almost afford to pay a clerk who did not waste anything, one third more salary. It is true enough that clerks in grocery stores are not as highly paid as in some other lines of business, but there are reasons in this connection. The above should be well thought over.

A little extra care at the scales and in wrapping and tying parcels will soon show up, and the better the profits of the firm, the better the salaries employees can afford to pay, and will pay, to the men who use them right.

"Do as you would be done by," is an old, but a good motto to follow.

The small town grocer will, of course, have pretty close to the same percentage of loss as his city cousin, but the amount will be in proportion to the size of the business.

It is well worth the time of any up-to-date grocer to look further into this matter and do some figuring for himself. If he keeps his eyes open there will be plenty of examples of the waste indicated in this article.

Things That Shouldn't Be



Live, Modern Grocers Never Appear Indolent Around a Store to Invite the Camping of 'Old Fogies' on the Counters. This is Too Frequent in Country Establishments and is Often Observed Even in City Stores.

Interior Arrangement on the Scientific Plan

The Fixtures and Architecture of a New Store With Special Consideration for Sanitary Conditions, Quick Service and Attractiveness—Warehouse and Cellar Construction in Harmony With the Remainder—Delivering Done From the Rear.

London, Ont., April 14.—In building and furnishing their new store at 250 Dundas St., T. A. Rowat & Co. made special provision for systematic retailing on the scientific plan.

A first glance at the photograph reproduced here indicates cleanliness, neatness, good accommodation and conveniences for rapid and adequate service. In planning the store special attention was given to system in arranging the interior, not only of the store proper, but of the warehouse, basement and other storage rooms.

The store is fitted with counters of birch-wood and with modern bin fixtures as a sanitary protection to stock. These bins are dust-proof and always appear filled. In the top row are kept such goods as rice, tapioca, dried fruits, cereals, icing sugar, etc., and in the bottom row there are about 18 large bins for teas and coffees, while the spice drawers run along the middle. These fixtures are faced with bevel plate glass fronts and are ball bearing.

The sugars, oatmeal, cornmeal, rolled wheat, and other cereals are kept in large bins underneath the counters at the rear of the store where all orders are made up for delivery.

On one side to the front in an attractive show-case are kept samples of all bottled goods and of confectionery. The case is fitted with sliding doors to promote of easy access. Next to this are package goods and cereals.

The biscuit department—and about 125 different kinds of biscuits are handled—is situated to the right of the entrance and to the front. On the shelving following are canned fruits, vegetables and fish.

System in the Cellar.

In the warehouse at the rear are carried all heavy case goods. In the cellar which runs the complete length of the store is a special vegetable department at the back, into which potatoes are slid so that they do not have to be carried through the store.

The front portion of the cellar is stored with cheese and imported bottled goods.

The second and third floors are used as stock rooms where all broken cases and light goods are stored.

The delivering and receiving of goods is all done from the rear.

The interior fixtures include one of the latest electric coffee grinders and a

meat-cutting machine. Two telephones are used in the store and the order business over the phone is large.

The T. A. Rowat & Co. business was established about 25 years ago. The firm aims to get the high-class trade making a specialty of teas and coffees and has another store in London somewhat similarly fitted to the one described.

IN CANNERS' MERGER.

Two more canning concerns have joined the recent merger of Dominion Canners, Ltd., according to latest reports. They are the Burlington Canning Co., Burlington, Ont., and the Farmers Canning Co., Bloomfield, Ont.

TRADE NOTES.

Charles S. Philips, a St. John, N. B., retail grocer, was fined \$2 last week, in the police court because one of his clerks allowed a horse attached to a delivery wagon to stand on the sidewalk. Mr. Philips claimed that the police discriminated against him.

The store of Demers Bros., St. Antoine and Green Ave., Montreal, was broken into Monday night. The cash register was opened and the burglars had done up a bundle of goods ready for removal, when the police arrived. The two boys captured were but 15 and 18 years old respectively.



An Interior View of The New Store of The T. A. Rowat & Co. London, Ont.

The Canadian Grocer

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FUTURE BUTTER MARKET.

From present appearances there will be no serious declines in butter prices this year.

This may be attributed to many causes, among which are exportations of cream from the borderland to the United States, due to the lowering of the duty last year, and the immense armies of settlers that are continually coming in from the Old Country and from the United States. These people have all to be fed and they will not materially assist, this year at least, in the production of butter.

The demand for good butter is always good and if the quality improves prices are more than likely to hold firmer than a year ago.

SELL BRAZIL NUTS NOW.

New Brazil nuts are coming on the market and, of course, are at their best for eating purposes.

In past years grocers have not attempted to sell Brazils until the autumn, and by that time the spring nuts have become somewhat stale. They have just now a good talking point in selling Brazils when they are fresh and good to eat.

There is considerable nourishment in nuts and this is another assistance to grocers in the advertising and displaying of them, as well as being another good talking point. The same applies, of course, to all kinds of nuts, which should be sold just as well now as later in the year.

PEDDLERS BECOMING AGGRESSIVE.

The peddlers of Toronto are showing a good example to grocers in Canadian towns and cities. They are uniting to offset legislation, which they claim is unfair to them.

The "unfairness" of this legislation will, of course, be questioned by retail grocers; who have to pay heavy taxes—usually much more than a peddler with two or three assistants—in order to do business at all.

Retail grocers are necessities. Peddlers are not. They simply go from house to house and sell a few goods on which they make big profits, and the housewife has eventually to go to the store for the remainder of her household necessities.

A license fee of \$10 on each peddler and assistant—never more than \$30 a year—is nothing compared with the high rents and taxes which a Toronto grocer has to pay to do business, even if both begin with the same capital.

Who then contributes more to the coffers of the municipality in comparison to the benefits they receive? It is certainly not the peddler.

If merchants who are losing from unfair encroachments of competitors do not look after their own interests, it is safe to say that no city council will. It is, therefore, up to the grocers in all parts of the country to keep a watchful eye on the peddler.

WHERE THE PROFITS GO.

Losses through the giving of over-weight by grocers must aggregate up into the thousands every year in Canada.

It may be assumed that every merchant who has his share of customers, but who eventually fails, is obliged to give up his business on account of the small leaks in the store—and one of these leaks is giving over-weight.

The attention of the trade is called to an article appearing elsewhere in this issue, showing to what extent the giving of a slight extra-weight in bulk goods will amount to during a year in a large business. The figures were compiled from actual statements of a retail grocery firm and are startling in their import.

They go to demonstrate the importance that should be attached to correct weighing in order that this leak be eliminated. Merchants should take a dollars-and-cents view of the situation and apply the proper remedy. While at the time the giving of an extra half-ounce may appear a mere drop in the bucket, it must be remembered that that half-

ounce on every order every day in the year is going to eat up profits rapidly.

Scientific methods in weighing is the solution.

DATE OF THE SPRING NUMBER.

Readers of The Canadian Grocer will be interested in knowing that our big Spring Number will be issued on May 27.

From the fact that this number deals particularly with the Science of Retailing, it will be the best and most valuable from a practical standpoint that will ever have been presented to the trade in Canada.

It will deal with practically every phase of modern retailing and will warrant the most careful attention of every merchant in the Dominion.

MUST PROVE FRAUDULENT SYSTEM.

Matters of law relating to substitution are particularly interesting to the trade at the present time. In dismissing the action of Bovril, Ltd., v. Gittus, in the Superior Court at Montreal recently, the presiding judge said: "Injunction cannot be granted when one solitary offence has been committed. Companies cannot attack hotel and restaurant keepers on account of such cases. They must prove a fraudulent system, otherwise the remedy would be worse than the evil."

TO RAISE QUALITY OF BUTTER.

The Grocer has long contended that to improve the butter and egg business from the standpoints of all concerned, there must be an educational campaign at the source of the trouble.

For years farmers have been sending stale eggs to market along with good eggs. Some have been turning out poor butter and merchants have been accepting it, paying the same prices as for good butter; all of which tends to demoralize the egg and butter situation.

It has just been announced that Dairy Commissioner J. A. Ruddick is instituting an educational campaign among the makers of butter, having for its object the improvement of the creamery industry in Canada. It is to consist of a series of experiments at creameries and at the farms.

Mr. Ruddick is a strong believer in practical demonstration. This will be observed from his efforts in connection with the cool-curing of cheese, which has done so much for the cheese industry.

There are defects in the production of butter, and if these defects can be removed or even partially removed, it will aid Canada in regaining her export but-

ter trade, which has fallen off during recent years.

While we produce just as much butter as we ever did, if we better the quality so that the export demand will be enhanced, we can easily increase the output, because Canada is by nature an agricultural and dairying country.

The dairy commissioner is working along correct lines when he seeks to place the butter business on a better plane by education at the points of manufacture.

CONSIDERATION FOR TRAVELERS.

While it is admitted by men who know that old methods of merchandizing are rapidly being supplanted by more up-to-date methods, would it not be in order to suggest some improvements which concern the traveler in his daily duties?

Waste of time is waste of money, and if any person with a mathematical head should figure out in cash value all the time which is lost by travelers waiting in stores to catch the attention of the buyers, it would likely run up into millions.

Travelers never expect to get the attention paid to customers, but when the buyer gets busy cleaning up just at the time the drummer opens the door, and keeps busy doing what he would not have done at all had the traveler not appeared, then there is something that should be eliminated.

He is supposed to call; the merchants look for him, and he is entitled to prompt attention so as not to waste his time. Very often a train is missed and a whole day is lost through the thoughtlessness of the merchant. This carelessness is keenly felt by all travelers, and now since so much is being done to improve and raise the standard of mercantiling this should be an opportune time to call the attention of the merchants to this matter about which almost all the travelers have just cause to complain.

The lot of the traveler is not an easy one at all times and through an improvement in the direction of giving them a more cheerful reception and more prompt attention, the road would be made much easier to travel.

UPROOTING CURRANT VINES.

As readers already know, the report that the Greeks are uprooting currant vines in Greece, is true. This is being done with a view to reducing the crop so as to keep up the prices. In fact, it is intended to destroy enough currant vines to reduce the crop 25 per cent.

This is certainly a poor method of extending an industry and is probably

THE BENCH ENDORSES VIEWS OF THE CANADIAN GROCER.

His Lordship, Justice Magee says it is illegal for a commercial traveler to accept a secret rebate. The Secret Commissions Act makes no distinction between receiving and giving a secret commission.

Justice Magee says: "If you sent your servant to market to buy a horse and there he meets with a man who offers him a horse at \$150 and says, 'If you will buy this horse at \$150 I will give you \$10 of it to yourself; and you need not have any compunction about it, because I would not let your master have it for less than \$150.' And your servant gets it for \$150 and puts the \$10 in his pocket, you can recover that \$10 from your servant. It is your money, not his, because it was made out of the transaction which he was carrying on with some person else for you; now, that is clear law. So, a commercial traveler sent out by a house here in Canada to buy goods for that house in the States, and he may be offered a commission by a person in respect to the goods he buys. When he comes back to Canada, if the transaction ever becomes known, he is liable to pay over that money to his employers. He has no right to be paid at both ends, unless it is known. This question of double commissions has for a long time past been quite too common, and has been permeating to a large extent the commercial life of the country. So much is that the case that last year the Dominion Government passed an act making it a criminal offence to take a double commission."

The Canadian Grocer is pleased to know that its position has been so fully endorsed by such an eminent authority as Justice Magee. We are especially pleased because it tends toward honesty in business and it should, therefore, be hailed with pleasure by every honest merchant in Canada.

Let us see whether the other half of the act is not just as binding on the giver of the secret rebate as it is on the receiver. Clause (b) reads as follows: "Being an agent, corruptly gives or agrees to give or offers any gift or consideration to any agent as an inducement or reward or consideration to such agent for doing or forbearing to do, or for having after the passing of this Act done or forborne to do, any act relating to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person with relation to his principal's affairs or business."

It must be evident from the above that the object of the law is to prevent the seller from giving a secret commission. So that the traveler who gives a secret rebate or other consideration is clearly violating the act.

So far as the liability of the merchant who accepts the secret rebate is concerned, clause (d) covers that. It reads: "Every person who is a party or knowingly privy to any offence under this act shall be guilty of such offence and shall be liable upon conviction to punishment hereinafter provided for by this section."

So that a merchant who accepts a secret commission or consideration is guilty under the provisions of the act and liable to the penalties it imposes.

unique in history. Most countries pride themselves in the large size of any industry and seek to develop it further by finding new markets in other parts of the world.

Why should not the currant exporters of Greece do the same? By a systematic and aggressive advertising campaign they could easily extend the consumption of currants even in the present large consuming countries.

If the dealer is interested in currants and knows their food value and the uses to which they can be put, how to handle them to the best advantage, etc., it is evident that he will take a greater interest in their sales.

At the present time currant growers are being reimbursed to the extent of almost two and a half millions of dollars by the Chartered Company, through the Greek Government, on account of the uprooting of vines.

If this sum were utilized in educating the dealers and consumer, as to the value of currants, very soon there would be more currants used and growers would

not be obliged to submit to a retrogressive measure to maintain fair prices for their product in order to perpetuate the industry.

AS ASSISTANT TO SALESMEN.

Advertising introduces the goods and paves the way for the salesman.

Advertising insures for the traveler a respectful hearing when he arrives.

Advertising brings orders when the salesman is not on the ground.

Advertising makes the merchant respect the firm and the salesman.

Advertising cements the friendship between the house and the merchant.

Advertising tells the merchant what the salesman forgets to mention.

Advertising supports the salesman in his statements to the merchant.—Anonymous.

When you are working for a man, occasionally ask yourself whether if you were the employer you would hire a man like yourself. It is a sure way of getting a move on yourself.—Beach's Magazine.

Practical Methods Used in Retail Grocery Stores

St. John Grocers' Method of Getting Fresh Eggs—Guelph Clerks Want Summer Half-holiday—Retailer in Vancouver Discusses Grocers' Profits on Condensed Milk—A Show-card With a Conversation—Watching a Business to Prevent Loss by Dead-beats.

Encouraging Fresh Eggs.

St. John, N.B., April 13.—Several of the local dealers are handling eggs put up in pasteboard boxes—one dozen in a box—each box sealed and containing the name of the producer. The eggs are guaranteed fresh, and as each box is marked, the dealer is enabled to lay the blame for any stock that is not up to the mark, where it belongs. The idea seems to be meeting with much success.

Clerks Want Half Holiday.

Guelph, Ont., April 14.—The question of the usual Thursday half-holiday was taken up at the first meeting of the Clerks' and Salesmen Association.

Those present were enthusiastic over matters pertaining to the association's welfare and much good is expected to follow as a result of the meeting. The question of the Thursday afternoon closing was discussed at length. The meeting decided they would again petition the merchants for the usual holiday, and steps toward this end were taken. The members thought that it is in the interests of themselves and their employers that the holiday should be granted. They feel that they are in a better position to do a full week's work when they have the half day of rest and change. The officers elected for the ensuing year were: Hon. Pres., Belmore Macdonald and D. G. Hood; Pres., Jack McKenzie; Vice-pres., Jos. Duignan; Sec.-Treas., Geo. Freeland; Executive, R. S. Robinson, E. G. Hicks, H. Farrow, Fred Reid, Frank Pepper, J. Benallick and B. Cosford.

Retailer's Profit on Condensed Milk.

Vancouver, B.C., April 13.—"Vancouver retailers," said one the other day, "suffer by the increase in the price of condensed milk. With a jump of 40c a case, there will be a profit now of about 50c a case, unless the retail price is raised. If this is done, there will be a big objection raised by the customer, and it is probable that in most instances the figure will continue to retail at two cans for 25c.

"This is too low altogether, for it means giving the manufacturer and wholesaler the benefit of the retailer's facilities for handling. It has been the practice with some of the jobbers to offer one case free in ten with a certain quantity, but it is announced that

this is to be stopped, and straight prices are to obtain without any such inducement."

A Conversation Window.

St. Thomas, April 11.—A conversation window in connection with a recent candy display has attracted considerable attention.

The conversation is of the familiar "Mamie" variety. The display itself comprises a number of plates of high grade chocolates and other lines of confectionery, tastefully and neatly arranged. To a number of these plates cards are affixed, each bearing a sentence of what purports to be a conversation between a couple of girls.

"Say, that's swell candy!"

"Ain't it, though?"

"Bet it must have cost you 50c a pound."

"Not on your life!"

"You don't say."

"Sure, Mike."

"Where d'you get it?"

"Why, at _____ store. They've got a hundred kinds to choose from, all just as good as this."

"Say. I'll drop in to-night and buy some myself. It's bully."

Though the English of the conversation may be somewhat colloquial, its colloquialism seems merely to add to the genuineness of the effect. The idea is one adaptable to pretty nearly any line of goods, and some ingenious conversations probably will be worked up by merchants who take advantage of it. The "conversation" seems to interject into the window display a personal element otherwise lacking. The above conversation may, of course, be improved upon.

Close Tab on Credit Customers.

Toronto, April 14.—M. Hollingshead, 896 Bloor St West, has gradually changed his business from a credit to a cash basis, and he claims to have done it without lessening his trade, and scarcely losing a customer. He is also carefully cutting out the practice of going out after orders. He claims that if a store is kept right, and the customers treated as they should be, they will come to the store to do their buying. While undergoing these changes, he says, his trade is increasing, maintaining that there are different ways of treating and serving people, and that the true way of building up a business is on fair methods. This

is a matter that many grocers do not understand, and they even do not think that they have anything to learn. They cut and slash prices, neglect their stores, miss the patronage of their neighbors, and eventually "go under."

Displays on the Sidewalk.

Peterboro, April 14.—A local citizen has written to the press calling attention to grocers displaying goods on the street. He writes in part: "If the council want to turn their attention to a matter of real usefulness they can find it in compelling the grocers throughout the city to keep their goods off the sidewalks. People when they buy groceries want to get them clean, and as free from tuberculous and anthrax germs as possible. With all the dirt from the sidewalks and the street blowing continually over fruit or vegetables, not to speak of other possibilities of filth acquirement, it is a wonder that people can care to take chances in purchasing from the open baskets at grocery stores for their home needs.

"If there is a by-law relating to such matter it seems about time to see now that the warm weather is coming, that it is rigidly enforced."

Prejudice Against Case Eggs.

Fernie, B.C., April 13.—A grocer in Fernie tells of a rather amusing instance which illustrates the ignorance of one member of the consuming public. A lady of the "pernickety" type asked for a dozen eggs, and as he was about to get them out, a new consignment was brought in, whereupon he said: "I'll give you a dozen of these out of this new case, they are strictly fresh, having just arrived."

"I don't want case eggs at all," she replied sharply, not realizing that the others had arrived in a case and were somewhat older.

The grocer explained that the eggs were the best that could be secured, and as for being case eggs, he asked her if it was expected that the eggs would be packed in hats for transportation.

Handling Clean Seeds.

Bracebridge, Ont., April 14.—The handling of seeds of all descriptions is part of the business of Bracebridge grocers. It is each year becoming bigger. This season the merchants have clean stocks, to meet the requirements of the seed law, and they are expecting that this year will be the banner year of all.

The Markets—Ups and Downs in European Sugar

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

Decline Occurred From Some Unaccountable Reason But Market Again Recovered—Tapioca Situation Strong—New Brazil Nuts Coming and Will Likely Be a Little Cheaper—Dried Fruit Demand Getting Better.

QUEBEC MARKETS

POINTERS—

Tapioca—Firm at the advance.
 Coffees—Scarce.
 Ginger—High and scarce.
 Nuts—New Brazils quoted.

Montreal, April 14, 1910.

It seems as if bad roads have a direct influence on collections in this locality. At any rate country roads here are about as bad as they well can be and collections are poor, though not quite in such shape as the roads. The latter are commencing to dry rapidly now, however, and it is to be hoped there will not be too much rain until they have hardened somewhat.

Trade generally is on the up-grade and dealers report that gross sales are larger than this time last year. Spring has set in so much earlier that it seems to have given the entire business would, at least locally, an impetus in the right direction.

Tapioca continues firm at last week's advance and there is a strong probability of its going higher.

New Brazil nuts are on the New York market, and show a slight reduction over old prices.

Confiscations by the health department during the past week have been almost entirely confined to meats, principally veal. Some badly baked bread was also pronounced "unfit for human consumption." It is a good work, the protection of the home, and every right minded grocer should help it along by seeing that nothing unwholesome is sold from his store.

Sugar—The feature of the sugar situation at present is the drouth in Cuba. If that continues prices will undoubtedly be affected to a considerable extent. At present matters are somewhat dull. Prices are unchanged.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 80
" Beaver	4 80
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 05
" " 25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, f-lb. cartons, each	0 37½
Extra ground, bbls.	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls.	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrup and Molasses—Many of the local jobbers have stocked up on molasses, after waiting in vain for any lowering of prices. A brisk business is going on to the retailers, but little more

molasses is coming in. West Indies men say it pays better to use their product as sugar and many have practically ceased making molasses.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 39	0 41
" " " half-barrels	0 41	0 43
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
" " 1-bbls.	0 03½	0 03½
" " 1-bbls.	1 80	1 80
" " 38-lb. pails	1 30	1 30
" " 25-lb. pails	2 50	2 50
Cases, 2-lb. tins, 2 doz. per case	2 85	2 85
" 5-lb. " 1 doz. "	2 75	2 75
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

Tea—The tea situation is much the same as last week. It will not be long now before new crop tea makes its appearance here, and dealers expect a busy time after that. Stocks are low at first hand.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—Fine	0 32	0 37
" Medium	0 25	0 28
" Good common	0 21	0 23
" 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 02
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee—Coffees are firm and show considerable scarcity. Santos and Rios (new crop) will not be in until late in July. This means a long season for present stocks to furnish the market. It looks like firmer prices.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Ginger is high in the primary market. This is by reason of its present scarcity. Other lines show decided firmness, but as yet no changes in price have been made.

	Per lb.		Per lb.		
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochon	0 17	0 20
" ground	0 15	0 19	Mace	0 75	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Evaporated Apples—City demand has improved over last week. The improvement is slight, however. In the country, roads have been so bad it is difficult to do much traveling over them, and as a result trade there has been very poor.

Evaporated apples, prime	0 08	0 08½
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Dried Fruits—Dried fruits are not good sellers just at present. This is somewhat of an off time of year for them. The only goods to show the effect of this weakness are Valencia raisins. They show a slight falling off.

Currants, fine filiatras, per lb., not cleaned	0 05½
" " cleaned	0 06½
" Patras, per lb.	0 07½
" Vostizzas, per lb.	0 08
" "	0 09

Prunes—		
40-50	0 09	
50-60	0 08	
60-70	0 07	
7-80	0 06½	
8-90	0 06	
90-100	0 05½	
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins	0 06	0 06
California, choice seeded, 1-lb. pkgs.	0 07	0 07
" fancy seeded, 1-lb. pkgs.	0 09	0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.	0 08½	0 09
" sultana, per lb.	0 07½	0 10
Malaga table raisins, Rideau clusters, per box	2 25	2 25
Valencia, fine off stalk, per lb.	0 05	0 05
" select, per lb.	0 06	0 06
" 4-crown layers, per lb.	0 06½	0 06½

Nuts—It is reported that new Brazils are now in New York and are quoted, mediums 13c, large 13½c and washed at 14½c. The grade is good. Sicily filberts are ½c weaker owing to a slack demand. Other lines are steady.

In shell—		
Brazils	0 14½	0 15½
Filberts, Sicily, per lb.	0 13½	0 14
" Barcelona, per lb.	0 12	0 13
Tarragona Almonds, per lb.	0 12	0 13
Walnuts, Grenoble, per lb.	0 13	0 14
" Marbots, per lb.	0 12½	0 12½
" Cornes, per lb.	0 11½	0 11½

Shelled—		
Almonds, 4-crown selected, per lb.	0 37½	0 35
" 3-crown "	0 31½	0 33
" 2-crown "	0 26	0 30
" (in bags), standard, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75

Walnuts—		
Bordeaux halves	0 23	0 30
Brouens	0 23	0 27

Beans and Peas—Just at present both beans and peas are quiet, with little immediate prospect of any renewed activity. Prices are steady, but the demand is too small to be interesting.

Ontario prime pea beans, bushel	2 15	2 20
Peas, boiling, bag	2 60	2 60

Rice and Tapioca—Tapioca is firm at the recent advance, and shows decided symptoms of continuing its aerial voyage. It is still quoted at from 5½ to 6c. Rice sales are better, and there is a firmer tone throughout.

Rice, grade B, bags, 250 pounds	2 75	
" " 100 "	2 75	
" " 50 "	2 75	
" " pockets 25 pounds	2 85	
" " ½ pockets, 12½ pounds	2 85	
" grade c.e., 250 pounds	2 65	
" " 100 "	2 65	
" " 50 "	2 65	
" " pockets, 25 pounds	2 75	
" " ½ pockets, 12½ pounds	2 85	
Tapioca, medium pearl	0 05½	0 06

CANNED GOODS

MONTREAL—Since the rise of last week, meats have been steady, and there seems to be a first-class demand for most lines. Vegetables and fruits continue to hold their own. Fish are still quiet except, as usual, lobsters.

Peas, standard, dozen	\$1 05
Peas, early June, dozen	1 07½
Peas, sweet wrinkled, dozen	1 10
Peas, extra sifted, dozen	1 52½
Peas, gallons	3 87½
Beans, dozen	0 85

THE CANADIAN GROCER
 DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**

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305 St. Nicholas Building, - - - MONTREAL

Do You Know How Much Tea Is Sold In Your Vicinity?

The tea used in your vicinity in a year amounts to about 5 lbs. per head of the total population. Just figure it out and see if you are getting your full share of that trade. The tea trade is the very choicest part of the grocery business. You can't afford to let either your opposition or the peddler have yours.

You won't if you push **Red Rose Tea and Estabrooks' blended bulk teas.** Red Rose Tea could not have reached its present leading position in the tea trade had it not been for its uniformly high quality. In Estabrooks' Blends you have the highest quality bulk teas kept absolutely uniform.

Red Rose Tea in packages and in 3 lb., 5 lb., and 10 lb. tins and Estabrooks' Blended bulk teas are the best lines you can have to down the peddler and build up and hold your tea trade.

It will pay you to recommend

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With your next order of Red Rose try a sample shipment of Estabrooks' Blends, black, green or mixed, in the 30c. or 40c. grades.

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

TWO CENTS PER WORD

You can talk across the continent for two cents
per word in a Canadian Grocer Want Ad.

Corn, dozen	0 80	0 82½
Tomatoes, dozen (Ontario and Quebec)	0 85	0 90
Strawberries, dozen	1 37½	1 40
Raspberries, 2s, dozen	1 75	
Peaches, 2s, dozen	1 65	
Peaches, 3s, dozen	2 65	
Pears, 2s, dozen	1 60	
Pears, 3s, dozen	2 30	
Plums, Greengage, dozen	1 50	1 55
Plums, Lombard, dozen	0 95	1 00
Lawtonberries, 2s, dozen	1 60	
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	1 87½	
1-lb. flats, per dozen	1 30	
1-lb. flats, per dozen	2 02½	
Other salmon—		
Humpbacks, dozen	0 95	1 00
Cohoos, dozen	1 35	1 40
Red Spring, dozen	1 60	1 65
Red Sockeye, dozen	1 85	2 00
Lobster Futures—		
1-lb. flat, doz., \$2.40; 1-lb. talls, doz., \$1.25.		
1-lb. flats, doz., \$4.50.		
Compressed corned		
beef, 1s.	1 65	1 80
Compressed corned		
beef, 2s.	2 80	3 00
English brown, 2s.	3 00	
Boneless pigs feet, 2s	3 00	
Ready lunch veal loaf		
1s.	1 30	1 40
2s.	1 65	1 80
Roast beef, 1s.	1 65	1 80
2s.	2 90	3 00
Stewed ox tail, 1s.	1 60	1 65
Stewed kidney, 1s.	1 50	1 55
Stewed kidney, 2s.	2 65	2 80
Minced collops, 1s.	1 40	1 50
Minced collops, 2s.	2 50	2 60
Corned beef hash, 1s.	1 60	1 80
2s.	2 80	3 00
Jellied hocks, 2s.	3 50	
10 00		
Paragon ox tongue,		
1s.	7 50	
Paragon ox tongue, 2s	8 50	
Paragon ox tongue,		
2s.	9 50	
Paragon lunch tongue		
1s.	4 00	
2s.	4 00	
Tongue lunch, 1s.	3 50	
2s.	3 60	
Suced smoked beef, 1s	1 50	
2s.	1 60	
Sliced smoked beef, 1s	2 60	

TORONTO—By the way canned goods are selling, it is not likely that many will have to be carried over to next season. Some are even getting low already, and dealers who have them are holding them for their own customers. Peas are short and corn is getting that way as well, and tomatoes are rapidly diminishing. Salmon, especially the better lines, will also all be required before the season is over. Canned goods are all safe stock to carry, but retailers are learning that it is better to let the wholesale houses carry them, and buy them when needed.

Beans	0 85	0 90
Corn	0 80	0 85
Peas	1 10	1 60
Pumpkins	0 80	0 85
Tomatoes, 3s.	0 80	0 85
Strawberries, 2s	1 40	1 50
Raspberries, 2s	1 60	1 67½
Peaches, 2s.	1 65	1 70
3s.	2 65	2 80
Lawtonberries	1 65	1 80
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen	1 90	1 55
1-lb. flats, dozen	1 25	1 65
2-lb. flats, dozen	2 12½	1 70
Other salmon prices are:		
Humpbacks, doz	0 95	1 00
Cohoos, doz	1 45	1 50
Red pitted cherries, 2s.	1 75	
Gallon apples	2 45	2 75
Bartlett pears—		
Heavy syrup, 2s	1 65	
Light " 2s	1 15	
Heavy " 3s	2 40	
Light " 3s	1 70	
Lombard plums,		
2s.	0 80	0 85
Lobsters, halves,		
per dozen	1 85	2 20
Lobsters, quarters, per dozen	1 40	

ONTARIO MARKETS

POINTERS—

Nuts—New Brazils coming.
Evaporated Apples—Fair demand.
Sugar—Market still firm.

Toronto, April 14, 1910.

There is nothing of an exciting character to report in reference to the wholesale trade. This month's business, however, is much in advance of last month. This is due to the season of the year. A good many orders were held back until navigation opened, and these goods are now going out, which makes business particularly active. On the whole business is healthy and satisfactory.

The wholesale men are looking forward to the convention when they expect to see a large number of their customers. They think this convention will be the most important to grocers ever held in this country and every town should be represented.

Sugar—an unexpected break occurred in the European sugar market, without apparently any cause. This is, however, considered only temporary and other markets are unaffected. The market in general is firm and the opinion of dealers is that prices will be maintained and perhaps go higher.

St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " " Dominos, cases, 20-5 boxes	7 60
Paris lumps, in 100-lb. boxes	6 05
" " in 50-lb. "	6 15
" " in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	4 90
Redpath extra granulated	5 20
Imperial granulated	4 90
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls.	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—The low yield of maple syrup may stimulate the sales of these goods. Demand is fair, and prices unchanged.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.		Gallons, 6 to case	4 80
" " in case	2 50	" " 12 "	5 40
5 lb. tins, 2 doz.		Quarts, 24 "	5 40
" " in case	2 85	Pints, 24 "	3 00
10 lb. tins, 1 doz.		Molasses—	
" " in case	2 75	New Orleans,	
20 lb. tins, ½ doz.		medium	0 31 0 33
" " in case	2 70	New Orleans,	
Barrels, per lb.	0 03½	bbls.	0 29 0 31
Half barrels, lb.	0 03½	Barbadoes, extra	
Quarter "	0 03½	fancy	0 45
Pails, 3½ lbs. ea.	1 80	Porto Rico	0 45 0 62
" " 25 "	1 30	Muscovada	0 30

Tea—Tea, as usual, is firm and the people are busily cultivating a taste for higher grades, which the tea men are glad to supply.

Coffee—There are no changes in coffee this week, but demand is good.

Rio, roasted	0 12	0 13	Mocha, roasted	0 25	0 28
Santos, roasted	0 15	0 17	Java, roasted	0 27	0 30
Maracaibo, "	0 16	0 18	Rio green	0 08	0 09

Spices—Prices in the primary markets are firm, but nothing to affect the retail prices here.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" " white	0 22	0 25	Cream of tartar	0 22	0 25
" " whole	0 16		Allspice	0 14	0 16
Peppers, whole	0 23		" " whole	0 14	0 16
white	0 23		Mace, ground	0 75	0 80
ginger	0 22	0 25	Mixed pickling		
Cinnamon	0 5	0 40	spices, whole	0 15	0 16
Nutmeg	0 20	0 30	Cassia, whole	0 20	0 25
			Celery seed	0 24	

Dried Fruit—Dried fruits have been unusually quiet during the winter, owing, as it was supposed, to the abundance of green fruit. As April and May are always the best months for these lines, dealers expect a good turnover. They are already experiencing better demand.

Prunes—	Per lb		
30 to 40, in 25-lb. boxes	0 11½		
40 to 50 " "	0 09		
50 to 60 " "	0 07½		
60 to 70 " "	0 07		
70 to 80 " "	0 07		
80 to 90 " "	0 06		
90 to 100 " "	0 05½		
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard	0 15		
Choice, 25 lb boxes	0 15		
Fancy	0 17		
Candied and Drained Peels—			
Lemon	0 09 0 11 Citron	14 17	
Orange	0 11½ 0 12½		
Figs—			
Elemea, per lb.	0 08 0 10		
Tapnets	0 03½ 0 04		
Bag figs	0 03½ 0 04		
Dried peaches	0 08 0 08½		
Dried apples	0 07½ 0 07½		
Currants			
Fine Filiatras	0 06 0 07	Vostizzas	0 08½ 0 09
Patras	0 07½ 0 08		
Uncleaned ½ cent less.			

Raisins—		
Sultana	0 05 0 05½	
" " fancy	0 06 0 07	
" " extra fancy	0 08½ 0 09	
Valencias, new	0 06 0 06½	
Seeded, 1 lb packets, fancy	0 08 0 08	
" " 16 oz. packets, choice	0 07½ 0 07½	
" " 12 oz. "	0 06 0 06	
Dates—		
Hallowees	0 05 0 05½ Fards choicest	0 08½
Sairs	0 05	

Rice and Tapioca—Tapioca is scarce and higher, but rice is cheap.

Rice, stand. B.	Per lb.	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 85
Rangoon	0 03½ 0 03½	
Patna	0 05½ 0 05½	
Japan	0 04½ 0 05	
Java	0 06 0 07	
Carolina	0 10 0 11	
Sago	0 05 0 06	
Seed tapioca	0 06	
Tapioca, medium pearl	0 04½ 0 05½	

Evaporated Apples—There is a fairly good demand and considerable quantities are changing hands. Several cars of old style, dried apples were sent to the Northwest recently. Prices are steady.

Evaporated apples	0 07½ 0 08
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Nuts—Brazil nuts will arrive in a short time. They are at their best now, and if sales are started the quality will do the rest.

Almonds, Formigetta	0 11½
" " Tarragona	0 12
" " shelled	0 32 0 45
Walnuts, Grenoble	0 13½
" " Bordeaux	0 11
" " Marbots	0 12
" " shelled	0 29 0 30
Filberts	0 12 0 12½
Pecans	0 16 0 18
Brazils	0 15
Peanuts, roasted	0 08 0 12

Beans—There is a steady trade in beans without much change in price. The supply and demand balance fairly well and a good wholesome trade is the result.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

Winnipeg, April 14, 1910.

In conference with several wholesale managers recently, it was learned that during the past few months retailers have so encouraged the jobbers that an extended credit account will be a thing of the past.

The brisk demand for goods in a wide range, the rapid turn over of retailers' stocks, and the general alertness of the retail trade, have convinced the wholesalers that they themselves have been long in lethargy. Merchants are more willing to take their discounts than the wholesaler has been to grant them, and the promptness of payments at the present time indicates that the retailer is awake and that the trade is all right.

A general firmness in the markets is the feature of the week. This is due to scarcity of goods and an international demand. The great demand for all lines of goods, however, is the great cause of an advancing market. The increased population and construction camp orders are taxing the trade for supplies, and this is sure to continue for the season at any rate.

Sugar—Everyone reports sugar firm this week at the following quotations. U. S. stockholders recently became alarm-

THE CANADIAN GROCER

ed about a slight reduction, and at once forced up the general market, with this control lower prices are not anticipated.

Montreal and H.C. granulated, in bbls.....	5 65
" " in sacks.....	5 70
" yellow, in bbls.....	5 25
" " in sacks.....	5 20
Feing sugar, in bbls.....	6 00
" " in boxes.....	6 20
" " in small quantities.....	6 25
Powdered sugar, in bbls.....	6 50
" " in boxes.....	6 00
" " in small quantities.....	6 65
Lump, hard, in bbls.....	6 50
" " in 1-bbls.....	6 61
" " in 100-lb. cases.....	6 10

Syrup and Molasses—Wholesalers are closely watching the syrup market, but no change has yet been discovered. It is rumored that the duty on U. S. syrup will be advanced shortly, giving Canadian manufacturers better control, which will likely mean higher prices.

Syrups—	
24 2-lb. tins, per case.....	2 15
12 5-lb. tins, per case.....	2 55
6 10-lb. tins, per case.....	2 40
3 20-lb. tins, per case.....	2 45
Half bbls., per lb.....	0 03 1/2
Barbadoes molasses in 1/2-bbls., per gal.....	0 50
Ringerbread molasses, 1/2 bbls., per gal.....	0 40
New Orleans molasses, 1/2 bbls., per gal.....	0 33 1/2
Challenger, 6 10-lb. tins, per case.....	2 15

Foreign Dried Fruits—All lines are moving well, and a few scarcities are reported. Prunes have been strengthened although new stocks of larger grades have come in, 60—70 and 70—80 have gone up 1/2 cent. The demand for prunes is brisk and supplies will be short this season. Peaches are also scarce and a strong market ensues. Currants have not changed, but advanced prices seem probable.

Smyrna Sultana raisins, uncleaned, per lb.....	0 06	0 11
" " cleaned, per lb.....	0 09	0 13
Valencia raisins, Rowley's, f.o.s. per case, 28's.....	1 65	
" " selecte " 28's.....	1 80	
" " layers " 28's.....	1 95	
California raisins, choice seeded in 1-lb. packages per package.....	0 06	
" " fancy seeded, in 1-lb. packages per package.....	0 06 1/2	
" " choice seeded in 1-lb. packages per package.....	0 07 1/2	
" " fancy seeded in 1-lb. packages per package.....	0 08 1/2	
Raisins, 3 crown muscatels, per lb.....	0 06 1/2	0 07
Prunes, 93-100, lb.....	0 05	0 07 1/2
" 80-90 ".....	0 05 1/2	0 08 1/2
" 70-80 ".....	0 06 1/2	
" 60-70 ".....	0 06 1/2	0 09 1/2
Currants uncleaned, loose pack, per lb.....	0 06 1/2	
" dry, cleaned, Filiatras, per lb.....	0 06 1/2	
" wet, cleaned, per lb.....	0 07 1/2	
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08 1/2	
Pears, per lb.....	0 09	0 15
Peaches, stand-ard, per lb.....	0 08 1/2	
Peaches, choice.....	0 09	
Apricots, stand-ard, per lb.....	0 15	
Apricots, choice per lb.....	0 15 1/2	
Plums, pitted, lb.....	0 11	0 12 1/2
Nectarines, lb.....	0 09 1/2	
Dates, per lb.....		0 06 1/2
Hallows, bulk.....		1 30
Dates, Fard, 9 1/2 lb. boxes.....		0 07
Dates, packages 30 in case.....		0 04 1/2
Figs, per lb.....		0 05 1/2
Peel, lb., lemon.....		0 10
" " orange.....		0 13 1/2
" " citron.....		0 18

Honey—The trade continues excellent and wholesalers are well satisfied with the way last year's goods are being pushed off. Twelve ounce jars are not plentiful, which is a further evidence that a demand continues.

Honey, 2 1/2 lb. tins, per tin.....	0 37 1/2
" " 12 oz. jars, per dozen.....	0 75
" " 60-lb. tins, per lb.....	1 90
	0 15

Beans—Considerable uncertainty exists as to the future of this market. Just now it is easy and little is moving. At the same time stocks on hand are not plentiful.

3-lb. picker, per bushel.....	2 20
Hand picked, per bushel.....	2 30

Tapioca and Sago—These prices are maintained this week, due to the en-

deavor of all houses to land trade. Demand is good and cultivation, exportation and shipping would warrant higher prices.

Nuts—The wide range in peanut prices has prevented anything noticeable by way of advance.

Shelled Walnuts, in boxes, per lb.....	0 30
" " small lots, per lb.....	0 31
" Almonds, in boxes, per lb.....	0 33
" " small lots, per lb.....	0 34
Peanuts, Japan, per lb.....	0 13 1/2

Rolled Oats—There is little moving and prices are still low, the reduction of last week being maintained. The future is uncertain.

Rolled oats, 80 lb. sacks, per 80 lbs.....	1 75
" " 40 " " 40 ".....	0 90
" " 20 " " 20 ".....	0 45
" " 20 " " (8, 10s).....	2 15

Maple Syrup—Some new goods are on the market and the trade is excellent. Prices here quoted are firm and there is little chance of a reduction.

24 quarts, per case.....	8 50
1 1/2 gallons, per case.....	7 85
1/2 gallons, per case.....	7 25

Lard—There is interesting competition between American and Canadian compound lards. This holds prices at a moderate figure. The trade is reported good.

Pure, 20-lb. pails.....	3 50
" 3-lb. tins, 60-lb. cases.....	11 25
" 10-lb. tins, 60-lb. cases.....	11 08
Compound, 20-lb. pails, per pail.....	2 80
" 5-lb. tins, 60-lb. cases.....	8 20

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., April 14, 1910.

Butter at this time of year is one of the particular things on the market and different methods are resorted to which reflect on the trade of the retailer more or less. For instance, with a great demand for butter, eastern creamery is bricked up and sold under various guises, generally with a creamery name. Lately, since it was found that all this was alike, it was dubbed Australian, and it went for a time. There is some genuine Australian on the market, and the difference is plainly perceptible, since it has a pronounced grass flavor. Eastern butter sells at 31c and 32c with an extra cent for bricking. Australian is about the same. Vancouver creamery reaches the retailer at 38c, while Chilliwack and Edenbank creamery, the standards, are jobbed at 45c.

Eastern eggs have little call just now, the quality being poor. Not only that, but the eggs from California are coming in in large quantities and in excellent quality, jobbing at 30 cents. They are so good, in fact, that they are giving local stock a hard run. Local eggs are 35c.

NEW BRUNSWICK MARKETS.

St. John, N.B., April 14, 1910.

The local markets have been rather dull lately. Ontario flours have declined ten cents. Eggs are cheaper. California oranges have advanced from \$3 and \$3.50, to \$4. A few Gaspereaux are being offered at 2 1/2 cents. Maple products are scarce and high. Maple syrup

is offered at \$1.10 to \$1.25 per gallon and sugar at 12 to 14 cents a pound.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Amongst the biscuit specialties turned out to perfection by George Kemp Ltd., of London and Cardiff, there is a tasty "Currant Wafer," which seems to prove a favorite wherever it is exported. It is a small, crisp, golden brown biscuit, with currant sprinkled top. The "Arrowroot Wafer" is an ornamental lozenge-shaped biscuit, very thin and light, and the "Marie" is a round and more substantial biscuit, similar in taste. George Kemp Ltd. have only recently completed their arrangements for exporting to Canada, and will be adding various special lines to their present list, from time to time.

Special offers are being made by Laporte, Martin & Co., Montreal, on teas, alimentary pastes and Minerva olive oil. All of these goods are of standard quality, and the prices which are being quoted are attractive. Remy's rice starch is one of the best articles of this sort made in Europe. It sells in 1/4 lb., 1/2 lb. and 1 lb. packages, all neat and attractive. Laporte, Martin & Co., Montreal, are agents for the product.

"Nuggett" Furniture Polish sells at 10c and allows the dealer a profit of 50 p.c. Besides this you have to consider the fact that it is a paste, put up in tins, so that there is no risk of loss through breakage, as well as the fact that it is guaranteed free from acid and all injurious ingredients. The grocery store is the logical distributor of furniture polish. Liquid preparations retail at 25c, 35c and 50c and this has been accountable for small demand in the past. In a bottle of ordinary polish there is sufficient to clean all the furniture in one room. There is enough in one tin of "Nuggett" to clean all the furniture in five or six rooms. No other polish can be used on the leather of upholstered furniture. "Nuggett" acts as a preservative of leather. Other advantages, from the dealer's standpoint, are that it will not dry out if kept in stock, and that it may be displayed in winter as it will not freeze.

The McGregor Specialty Co., Toronto, Canadian Importers of Holland Rusks, have just receive a notification from the manufacturers, that during the summer months they are arranging to have an attractive colored seal placed on the top of each package of Holland Rusks, showing Holland Rusks being served with strawberries and other fresh fruits, and deliveries of this popular specialty during the summer months will contain the seals showing a few of the many forms in which these Rusks can be served. A full size package of Holland Rusks will be sent to any retailer in Canada free of charge, on receipt of name and address.

AN ERROR.

An unfortunate typographical error in the advertisement of Sugars & Cannery last week quoted "18 lb." tins of molasses at \$2.70 per case of 6 tins. This should have been "10 lb." tins, as the firm does not put up an 18 lb. package.

Greenbank Lye

SOLID AND POWDERED

Greenbank Chloride of Lime

1/4s, 1/2s, 1s, Bulk.

THE ORIGINAL

SOLD ALL OVER THE WORLD.

L. Chaput, Fils & Cie. Distributors **Montreal**

ESTABLISHED IN 1842

No matter what section of the country you live in you will find some PROGRESSIVE MERCHANT using a

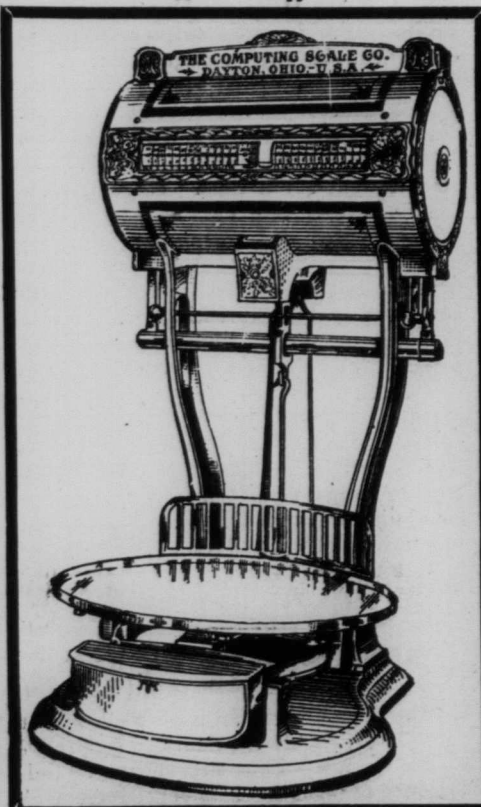
Dayton Computing Scale

WHY DOES HE USE A DAYTON? BECAUSE IT SAVES HIM MONEY OVER THE OLD SYSTEM OF WEIGHING.

WHAT IT DOES FOR HIM IT WILL DO FOR YOU.

It does not cost you much to PROTECT YOUR BUSINESS AGAINST LOSS THROUGH WEIGHING, as we sell FAMOUS DAYTON SCALES FROM \$30 UP.

EVERY merchant who is anxious to stop the loss through over-weight should have this AUTOMATIC DAYTON SCALE demonstrated to him. It will be a revelation as OVERWEIGHT IS IMPOSSIBLE with this



Scale. SOLD ON EASY MONTHLY PAYMENTS.

NO INTEREST CHARGED.

Drop us a card and have a demonstration on this scale. You will be under no obligation to buy.

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May We Be Partners With You?

May we not help you to introduce your goods to the Hustling West? We have an intimate knowledge of the commercial conditions there, and will give you thorough and conscientious service, if you will allow us to handle your business for you. Our large track warehouses at all the important commercial centres offer you special facilities unequalled by any other firm.

Let us hear from you. There's money in this proposition for you!

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Winnipeg Regina Calgary Edmonton

Storage for all classes of Merchandise. Also Cars distributed at Calgary, Winnipeg and Edmonton.



BE WISE IN TIME!

The reason that "E.D.S." Brand Jams and Jellies hold pride of place throughout the Dominion is because of their ABSOLUTE PURITY—no coloring matter or preservatives being used in their manufacture.

Have **you** proved the wisdom of handling "quality" goods which never fail to satisfy? If not, just try "E.D.S." Brand. Your guarantee lies in the Government Analyst's finding. Send to the Department of Inland Revenue for Bulletin 194, and see for yourself how much purer "E.D.S." Brand is than most other lines.

Stock "E.D.S." GRAPE JUICE. It's pure, non-alcoholic, refreshing and a ready seller.

Made by

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

Agents—N. A. Hill, 27½ Front St E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.



OUR
Maple Leaf Brand
Breakfast

Bacon
IS PERFECTION

Our Own Special Cure

Try it for that Particular
Customer

There is no other just as good

GUNNS Pork and Beef Packers
LIMITED TORONTO

LARD

There is a great deal of difference between good Lard and poor Lard, while there is very little difference in the price of either. It will pay you to handle the best, and the best is "Star Brand."

We have also excellent Lard Compounds, "Three Star" and "Silver Star." These are quoted at very reasonable prices.

Write us for quotations.

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LIMITED
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EVERY MOTHER
Wants the Richest
Milk for Her Baby



Jersey Sterilized Cream
is 13% Richer than the Best of other brands
in Canada.

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

MILD CURED

**Breakfast Bacon
Skinned Backs
and Hams**

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

The Bacon Market in England a Little Lower

No Change in Hog Product Values Here—Butter Market Will Likely Remain Strong—Prices of Eggs Advanced Due to Competition of Cold Storage Buyers—Maple Syrup in Small Compass.

The English bacon market is a little lower, but as there is so little Canadian bacon on the market there, it will not affect values here.

The cheese and butter situation is in splendid condition to meet the opening of the new season's make. Little old stock is on hand, and from all appearances both lines will start at a fair figure, when available. By the way immigration is pouring in, we can count on a good local market, and if our butter finds its way into the United States markets in the shape of cream, as it will likely do, this also will have a tendency to keep up the price.

MONTREAL.

Provisions—Increasing supplies of live hogs have weakened the price of both live and dressed. Other lines are unchanged in price, but symptoms of weakness are in evidence, and it would be no surprise to see a slight reduction in porks and pure lards. However, improvement of the roads may counteract this by increasing the demand.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 17 1/2
Cases, tins, each 10 lbs., per lb.	0 17 1/2
" " " 5 " " " "	0 17 1/2
" " " 3 " " " "	0 17 1/2
Pails, wood, 20 lbs. net, per lb.	0 17 1/2
Pails, tin, 20 lbs. gross, per lb.	0 17 1/2
Tubs, 50 lbs. net, per lb.	0 17
Tierces, 37 1/2 lbs., per lb.	0 17
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 12 1/2
" " " 5 " " " "	0 12 1/2
" " " 3 " " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 37 1/2 lbs., per lb.	0 12
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	32 00
Bean pork	28 00
Canada short cut back pork, bbl. 45-55 pieces	31 50
Clear fat backs	34 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb. bbls.	9 25
" " 200 "	18 00
" " 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 16 1/2
Long clear bacon, heavy, lb.	0 17
Long clear bacon, light, lb.	0 17 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 18
Extra small sizes, 10 to 13 lbs., per lb.	0 18 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18 1/2
" " small, 9 to 12 lbs., per lb.	0 19
Breakfast bacon, English, boneless, per lb.	0 20
Windsor bacon, skinned, backs, per lb.	0 21
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	10 00
" dressed, per cwt.	14 00
Butter—Butter is a scarce commodity just at present. Prices are either higher or holding firm. Inquiries from Toronto show that their stocks are even more depleted than ours. Receipts for the week are only 890 packages, as against 1,918 packages same week last year. For the season they are 407,221 packages, as against 425,401 packages same season last year.	
New milk creamery	0 32
Full creamery solids	0 30 0 30 1/2
Dairy, tubs, lb.	0 23 1/2 0 23 1/2
Fresh dairy rolls	0 25 0 26

Cheese—Some of this season's cheese make has found its way into local hands,

but quantities are small. Prices range from 1/4 to 3/4 cent higher than for 1909 make. Export demand has been good with local fair, prices are unchanged. Receipts for the week are only 99 boxes, as against 194 boxes same week last year. For the season they are 1,972,467 boxes, as against 1,959,870 boxes same season 1909.

Quebec, large	0 13
Western, large	0 13
" " small, 20 lbs.	0 13 1/2
Old cheese, large	0 16

Eggs—New laid eggs are coming in freely, showing a decided increase over last year, and yet the demand is so strong that prices are from 2c to 3c higher. This only goes to illustrate the fact that one of the great factors in present high rates of living is the larger use being made of food articles which were once luxuries. Receipts for the week are 10,307 cases, as against 7,793 same week last year. For the season they are 241,465 cases, as against 239,069 cases same season 1909.

New laid	0 22 0 24
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Maple Products—Maple syrup is practically exhausted at first hand. This year's make was of fine grade, but sadly lacking in quantity, even if makers turned most of their attention away from sugar. There promises to be a premium on syrup before long.

Compound maple syrup, per lb.	0 44 0 05
Pure townships sugar, per lb.	0 10 0 11
Pure syrup, 84 lb. tin	0 60 0 65
" " 10 1/2 lb. tin	0 75 0 80

Honey—Honey is quiet at previous quotations.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 06 1/2 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11 1/2
Buckwheat comb	0 12 1/2 0 13

TORONTO.

Provisions—The keen demand for hogs continues and on account of the busy seeding time the receipts are light. The difficulty is in getting the hogs, to meet the requirements. Prices are unchanged, but firm.

Long clear bacon, per lb.	0 15 0 15 1/2
Smoked breakfast bacon, per lb.	0 18 1/2 0 19
Roll bacon, per lb.	0 15 1/2 0 16
Light hams, per lb.	0 17 1/2 0 18
Medium hams, per lb.	0 17 1/2 0 18
Large hams, per lb.	0 17 1/2 0 17 1/2
Shoulder hams, per lb.	0 14 0 14 1/2
Backs, plain, per lb.	0 20 0 21
" pea meal	0 21 0 21 1/2
Heavy mess pork, per bbl.	28 00 29 00
Short cut, per bbl.	31 00 31 50
Lard, tierces, per lb.	0 18 1/2 0 18 1/2
" tubs "	0 18 1/2 0 17
" pails "	0 17 0 17 1/2
" compounds, per lb.	0 17 0 13
Live hogs, at country points	9 40 9 60
Dressed hogs	12 75 13 00

Butter—Cold storage butter is all cleaned out, and the fresh made is scarcely sufficient to meet the demand. In consequence prices are well maintained, and in some cases from 2 to 3c a lb. more is paid this week than last.

These prices may last for several weeks, but dealers will not allow butter to accumulate, and as soon as the receipts increase, prices will likely drop.

Fresh creamery, print	Per lb.	0 29 0 32
Stored creamery solids	0 26 0 27	
Farmers' separator butter	0 25 0 27	
Dairy prints, choice	0 23 0 24	
Baking butter	0 18 0 19	

Cheese—A few small lots of new cheese have arrived, but the quality is below the average, and will be sold at low prices, old cheese continues at its old mark, where it stood for nearly a year without any change.

Cheese, new, large	0 12 1/2 0 12 1/2
" " twins	0 12 1/2 0 13

Eggs—The production of eggs is unusually heavy, but though keen competition on the part of the buyers, they are from 2 to 2 1/2 a dozen higher to go into cold storage than they were last year. Just now, at this high price with a possible drop when the weather gets warmer, farmers are bringing them out regularly, and the quality is so much better that packers are anxious to get them, and are willing to pay more.

New laid eggs	0 21 0 22
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Poultry—The poultry trade is practically stopped, and will not amount to much until the spring chickens begin to move.

Spring chicken, dressed	0 18 0 20
Hens, per lb. dressed	0 11 0 12
Turkeys, per lb., large	0 18 0 19
Ducks	0 16 0 17

Honey—Honey took a back seat when the maple syrup made its appearance, but the season of the latter was so short and the crop so small that honey will likely be a good seller all summer.

Honey, extracted, 60 lb. cans	0 10 1/2 0 11
" " 10 lb. pails	0 11 0 12
" " 5 lb. pails	0 12 0 12 1/2
" comb, per dozen	2 50 2 75

TRADE NOTES.

W. J. Levis has bought the business of R. Dunkley, 1230 Dufferin St. Toronto.

I. F. Holoham has moved from Denison Ave., Toronto, to 1421 Bloor St. W.

The death occurred last week of Jno. Robinson, grocer, 103 Augusta Ave., Toronto.

Thos. P. Coppin has purchased the business of A. Bartley, 991 Dovercourt Rd., Toronto.

Leake & Linall have bought out J. W. Scott, 839 Bloor St. West, Toronto, and took possession a week ago.

Ed Nicholson, with his brother William, have purchased Garrett & Horrell's general store at Coldwater, Ont.

The wholesale grocery establishment of Victor Archambault is located at Sherbrooke, Que., and not at Quebec as was inadvertently reported in last week's issue.

J. E. Lalonde is the manager of the Merchants' Biscuit Co., Joliette, Que., which succeeds the DuSault Co., who have been manufacturing biscuits and confectionery for some years. The new concern, which has a paid up capital of \$75,000, will manufacture biscuits only.

SOME BIG QUESTIONS.

What Will be Discussed at the Coming Convention of The Ontario Wholesale Grocers' Exchange.

Toronto, April 15.—The official program of the Ontario Wholesale Grocers' Exchange convention has been issued and is being sent out with invitations. The meetings will be held in the King Edward Hotel beginning April 25 and concluding on the 28th.

"The purpose of the convention," as stated in the programme, "is educational. The papers and discussions are to be on the general policy of the conduct of business along good, fair, honorable lines. It is admitted there are evils and demoralizing practices in business and the object of the association is to overcome them, therefore discussions of individual grievances will not be in order."

The program is as follows:

Monday, April 25, 10 a.m. session.—(Meeting of the wholesale trade) usual preliminaries, with President W. G. Craig, Kingston, Ont., in the chair, including an address of welcome by Thos. Kinnear, Toronto, and the President's address, setting forth the important matters to be dealt with.

11.30.—"Conditions of Trade"—The educational advantages of trade meetings and the sound justice of the trade supporting manufacturers who are loyal"—F. T. Smye, Hamilton, Ont.

1.00 p.m.—Luncheon at the King Edward, guests of the Toronto wholesale grocers.

Afternoon Session.

2.30.—"Our relations with manufacturers," what the judgment teaches—H. C. Beckett, Hamilton, Ont.

3.30 p.m.—"Declarations"— Their uses and importance—Hugh Blain, Toronto, Ont.

4.00—"How to preserve the interest of the retail trade"—Jno. Dillon, London, Ont.

4.30 p.m.—"The cost of doing business"—H. N. Kittson, Hamilton, Ont.

5.30 p.m.—"Transportation difficulties, general discussion on same."

Tuesday (Manufacturers' Day)—Subjects: "The contract selling plan and its importance to manufacturers"; "Discrimination in favor of certain retailers and the harmful results thereof"; "Quantity price, its evil effects"; "Wholesalers' cost of doing business."

Wednesday (Retailers', Wholesalers' and Manufacturers' Day)—10.00 a.m.—"Relations between the retailers, wholesalers, and manufacturers"—E. M. Trowern.

2.30 p.m.—"The Secret Commissions Act"; "The rights of manufacturers, wholesalers, and retailers as defined in the judgment of the Guild Suit."—E. F. B. Johnson, K.C.

Thursday, 10.00 a.m.—Adoption of by-laws; election of officers; election of

committees; manufacturers' committee; resolution re travelers' holiday; resolution re Christmas presents; other business; arrangements to meet and discuss trade problems with individual manufacturers.

An invitation is given to all to discuss any address given.

THE WEEKLY TRADE CHANGES.

Businesses Bought and Sold in Canada, Assignments Made, Etc.

Ontario.

Willis & Sayer, grocer, London, has sold to F. E. Kestle.

Jno. Kerwin, grocer, Dundas, Ont., has sold to J. P. Kerwin.

David Hamilton, grocer, Toronto, has sold to J. A. Carlton.

Carling Bros, general merchants, Exeter, Ont., have dissolved.

Francis Pratt, grocer, Stratford, Ont., has sold to Mrs. Kercher.

J. W. Bowman, grocer, Burlington, Ont., has sold to Edwin Lees.

F. A. MacDonald, grocer, Galt, Ont., sustained loss by fire recently.

Jno. Chapman, grocer and hardware merchant, North Augusta, Ont., is dead.

F. W. Betts, general merchant, Balinafad, Ont., has sold to Richard Hewins.

Jas. A. Coleman, general merchant, Winger, Ont., advertises his business for sale.

Estate of Richard Evans, general merchant, Corinth, Ont., has sold to Ranson & Foster.

Hood Bros., grocers and crockery merchants, Guelph, Ont., are succeeded by Hood & Benallick.

Thomas Bros., manufacturers brooms, brushes, etc., St. Thomas, Ont., sustained loss by fire recently.

Assets of the Ontario Seed Co., Waterloo, Ont., are advertised for sale by auction on the 20th under power of chattel mortgage.

Quebec.

A. Turcotte, grocer, Quebec, has made an assignment.

Assets of J. A. Desaulniers, grocer, Montreal, are sold.

J. A. Gagne & Fils, grocers, Levis, Que., have registered.

L. O. Aubut, general merchant, Bic, Que., has compromised.

Chaperon & Frere, general merchants, St. Monique, Que., have assigned.

Assets of J. W. Brousseau, general merchant, Megenta, Que., are sold.

Gouin & Frere, general merchants, Victoriaville, Que., have dissolved.

B. R. Stevens & Co., general merchants, Bedford, Que., have registered.

J. P. Liboiron, general merchant, Dalhousie Station, Que., has assigned.

H. Brunelle, grocer and liquor merchant, Three Rivers, Que., has assigned.

St. Amant & Julien, general merchants, Lac Aux Sables, Que., have registered.

The Gilbert Co., manufacturers of cheese and butter boxes, D'Israeli, Que., is in liquidation.

Western Canada.

W. E. Jennings, grocer, Francis, Sask., has sold out.

James Sharpe, general merchant, Manor, Sask., was burnt out.

Geo. Spray, grocer, Bulyea, Sask., has sold to Dragushan & Gennis.

Stock of general store of D. J. Cumming, Grenfell, Sask., is sold to Claxton Bros.

Walter Tullock, general merchant, Invermay, Sask., is succeeded by J. Tullock.

SHIPMENTS FROM JAMAICA

Kingston Commission Merchants Claim Canadian Firms are Indiscreet.

Commission merchants in the West Indies are complaining of difficulties regarding goods shipped to Canada as the following letter from Kingston, Jamaica, indicates:

Editor Canadian Grocer,—“We enclose you copy of one of the letters we are in the habit of getting from our bankers in regard to goods which we ship to Canada on firm sale, f.o.b. The amount of \$80.76 is for Pimento supplied, an article which is not perishable and we are sending the original to the Canadian Commissioners in London, in order to prove to them what we say is true. A Canadian firm orders goods and will not accept the bill because the goods have not yet arrived. It appears to us that your Canadian firms show a lamentable want of discretion in not being able to judge when they are dealing with respectable people or not.”

Following is the letter sent by a Kingston, Jamaica, bank to these merchants: Dear Sirs,—We have received advice our Toronto agents dated 16th instant that your draft on ——— for \$80.76 negotiated by us on the 2nd idem. has been refused acceptance on the grounds, “goods not arrived.”

“They further state that they are not expected for two weeks or more. Meanwhile they are holding bill for arrival of goods, and we shall be obliged if you will confirm their action in so doing.”

Frank Menzie, of the F. F. Dalley Co., Hamilton, Ont., has returned from a three months' trip to the British West Indies.

W. H. Thompson, familiarly known as “Billy” with the F. F. Dalley Co., Hamilton, Ont., is home after an extended trip to the Southern States.



BE HONEST

with your customer and yourself.

Magic Baking Powder



CONTAINS NO ALUM.

Do not hesitate to recommend Magic. It is a medium priced baking powder and the only well known one made in Canada that does not contain alum.

The reputation of Gillett's goods is sufficient guarantee of the superior quality of Magic.

Your profit will be more satisfactory in the long run, than on the poor, cheap kinds. Your customers will be delighted and orders will be repeated.

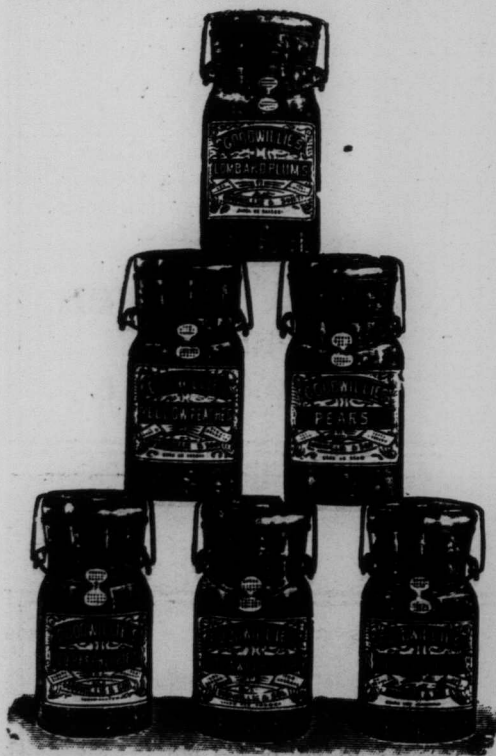
E. W. Gillett Company Limited

Winnipeg

Toronto, Ont.

Montreal

Food products that are produced in clean factories are best.



The
Fresh
Fruits
are
care-
fully
selected

Their
delici-
ous
flavor
appeals
to
every-
body

You should have them in stock.

Agents ;
ROSE & LAFLAMME, Ltd., MONTREAL and TORONTO

One of the Good Sellers

CLARK'S OXTONGUE is liked by the whole household, young and old.

It is appetizing and rich in flavor.

Grocers can recommend it confidently.

"Paragon" brand in tins and "Inglass" in glass containers.

Wm. Clark - Montreal

Manufacturer of high-grade

—Food Specialties—



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock.

Get Prices

**OCEAN MILLS
MONTREAL**

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competi-
tion with other makes.

WINGHAM ESTABLISHED 1871

Strength in Every Cupful

A Delicious Food and a Drink in One. A Cup of

Epps's Cocoa at Breakfast

Warms and Sustains You for Hours. As a Supper Beverage it is perfect.

Special Agents, C. E. Colson & Son, Montreal

Nova Scotia, E. B. Adams, Halifax.

Manitoba, Buchanan & Gordon, Winnipeg



**Train Load
or a Bag**



**Anchor
Brand
Flour**

the quality of ANCHOR BRAND FLOUR
does not vary.

Whether your purchase be big or little it
will bring that satisfied feeling of having
bought well.

9

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

**Good Profit For You
From Quality Biscuits
at a Salable Price**

Is not such a proposition one that appeals to your business instinct? Well, it's just what we offer you in our extensive range. It costs nothing to get prices and samples—and we leave the rest to your very good judgment.

HOW ABOUT OUR O.K. SODAS? THEY ARE WINNERS!

The Canadian Biscuit Company, La Perade, Que.

**Regular
Habits**

spell success in every walk of
life, and the regular habit of
ordering

**"White Lily"
Brand
Jam Jams**

will assure success in the Bis-
cuit side of your business.

"JAMJAMS" are a high-
quality biscuit with jelly cen-
tre, in assorted flavors, and
leave the grocer a good mar-
gin of profit.

Like all "WHITE LILY"
BRAND BISCUITS, they in-
variably reach the retailer in
crisp, fresh condition, and
have proved great family fav-
orites.

Other kinds specially re-
commended are:—

WHITE LILY

Cream Sodas,
Havelock Lunch,
Marshmallow, and
People's Fancy Mixed.
Write for prices.

**J. A. Marven
Limited**

MONCTON, N. B.

The causes which lie behind Christie reputation.

For over half a century our whole efforts have been concentrated in the making of better biscuits.

We have paid no attention to any side issue—all the ability we possess and every hour of our experience has been utilized for the purpose of bettering Christie biscuits.

Every ounce of raw materials is selected and tested—the flour used is a blend of the best flours milled—butter, eggs, sugar and lard must all be high-grade table quality.

Our factory is the biggest, brightest and cleanest in all Canada. Our employees are all healthy and happy and imbued heart and soul with Christie ideals.

Christie ideals—that's the real source of Christie reputation. It's this constant effort to better the product of yesterday—this striving after excellence that has made the name *Christie* a household word all over the Dominion.

Are you making the most of Christie reputation?

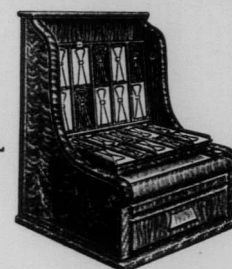
Remember, "*Christie biscuits do sell more than biscuits.*"

CHRISTIE, BROWN & CO., Ltd.



As we have entered the field for the manufacture of high-class pepsin chewing-gum under our brand of Y&S, which for forty years has been the leading brand of Stick Licorice sold in the United States and Canada, we beg to call the attention of the trade to the Y&S pepsin gum, a strictly high-class article containing only the finest ingredients. Y&S is the stamp of quality. We put up the following flavors: LICORICE, PEPPERMINT, WINTERGREEN, SPEARMINT. Order a sample box (assorted if required) from your jobber. There is no better gum made. Each piece wrapped singly 5 pieces to package. 20 packages to box.

National Licorice Co.
MONTREAL



FIRST AND STILL

THE BEST

MADE IN CANADA

The McCaskey Credit Register System Does These Things:

- ☐ It eliminates book-keeping. (Copying and posting from one book to another.)
- ☐ It prevents forgotten charges.
- ☐ It prevents disputes with customers over their accounts.
- ☐ It is an automatic collector.
- ☐ It is an automatic credit limit.
- ☐ It proves your loss and helps collect your insurance, if your store burns.
- ☐ It draws new trade.
- ☐ Can you afford to be without it?

Dominion Register Co., Limited

Successor to The McCaskey Register Co. in Canada.

96-104 SPADINA AVE.

TORONTO, CANADA

NAIL THAT IDEA

It may mean \$25 to you and
this is your last chance

Please take notice that this is your last opportunity.

What we require is a catchy name for our line of high class chocolates, something distinctive, a word or phrase that will be absolutely our own, and apply to our goods only. You will probably have to coin a word. Do. But get busy at once.

Most grocers sell our chocolates, which are of first grade in the matter of quality. So everyone knows the goods. Our range includes the famous "Chocolate Bordo," which we originated. Suggested name must cover everything.

You have some idea in your head right now. Perhaps it's a winner. Post it to us immediately. Waste not another moment. Do not let it slip by you. You may win that \$25. Somebody will.

Closing Date: April 25.

Announcement of Winner: June 3.

Address: "COMPETITION"

THE MONTREAL BISCUIT COMPANY

Manufacturing Confectioners

MONTREAL

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

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

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

Montreal Oat Product Market Lower this Week

Local Competition Stated to be the Cause—Flour Steady at Same Prices Quoted During Past Three Months—Wheat Market Will Likely Weaken Soon.

There is little change in the flour and wheat markets from last week, but the feeling in the latter is rather weaker. This is owing to the fact that there is more wheat still held by farmers than was estimated, and also to the favorable reports of the growing crops. At present there is nothing in sight upon which to base an argument for higher prices. Russia is still pouring out wheat, the extent of which has already surprised the world.

The flour market is dull as buyers are holding back, expecting to buy for less money.

In Montreal, owing to a local competition, a reduction has been made in oat products, the consumption is gradually decreasing with warmer weather.

MONTREAL.

Flour.—It is thought by millers that the present price of wheat is too high for present crop prospects and they prophesy a drop before long.

The quantity of flour on spot here is reported as over 50,000 bbls. in excess of this time last year. Prices are firm throughout.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 30
Extra, bbl.....	4 30
Royal Household, bbl.....	5 80
Glenora, bbl.....	5 30
Manitoba spring wheat patents, bbl.....	5 80
" strong bakers, bbl.....	5 30
Five Roses, bbl.....	5 80
Harvest Queen, bbl.....	5 30

Oatmeal.—Local competition has reduced prices all along the line in oatmeals. Fine oatmeal is down 17½c, with rolled oats showing a proportionate reduction. This situation cannot last, according to local dealers. Present prices are too low to allow of a fair profit.

Fine oatmeal, bags.....	2 20
Standard oatmeal, bags.....	2 20
Granulated ".....	2 20
Golddust cornmeal, 98-lb. bags.....	2 10
Bolited cornmeal, 100-bags.....	1 85
Rolled oats, bags.....	2 00
" barrels.....	4 25

TORONTO.

Flour.—The condition of the flour market is stubborn. There seems to be a hard pressure from both sides without being able to move it from its long resting place. While wheat yields triflingly to the manipulation of the wheat operator's, flour refuses to move.

Manitoba Wheat.	
1st Patent.....	5 70
2nd Patent.....	5 30
Strong bakers.....	5 10
Winter Wheat.	
Straight roller.....	5 10
Patents.....	5 30
Blended.....	5 30

Cereal.—While the market is fairly active there is no change in any lines this week. The demand for oat products is lessening, in consequence of the

belief that oats are more 'heating' in warm weather.

Rolled oats, small lots, 90 lb. sacks.....	2 00
" 25 bags to car lots.....	1 90
Rolled wheat, small lots, 100 lb. brls.....	3 10
" 25 brls. to car lots.....	2 80
Standard and granulated oatmeal, 48 lb. sacks.....	2 25

FIRMS IN CEREAL MERGER.

A. G. Nesbit, managing director of the Investment Trust Co., Montreal who has charge of the cereal merger, known as the Canadian Cereal & Milling Co., states that the following firms are interested:

The Tillson Co., Tillsonburg; the Flavelle Milling Co., Lindsay; P. McIntosh & Son, Toronto; Walter Thompson & Son, London; Jas. Wilson & Son, Fergus; D. R. Ross & Son, Embro; Woodstock Cereal Co., Woodstock; Goldie Milling Co., Ayr.

These mills he says have a total capacity per 24-hour day of 2,350 barrels of oatmeal and rolled oats, 2,200 barrels of flour, 100 barrels of rolled wheat, 450 barrels of split peas, 155 barrels of pot barley, 350 tons of feed, and a total elevator capacity of about 700,000 bushels of grain.

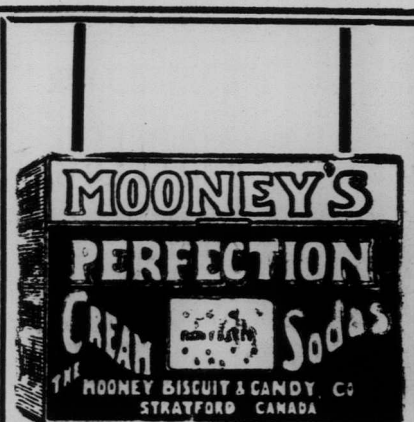
TRADE NOTES.

Kenny Bros., grocery, flour and feed and crockery merchants, Parry Sound, Ont., have dissolved partnership, W. L. Kenny continuing.

H. O. Lee, grocer, Mount Pleasant, Vancouver, B.C., is erecting a handsome five-storey steel, stone and brick combined store, office and apartment building on the northwest corner of Broadway and Westminster Avenue, Vancouver, B.C. The cost will be nearly \$100,000, and the store is planned to be modern in every way.

The advertising committee of the Board of Trade of St. John, N. B., has been sending out some attractive cards to the manufacturers, business men and citizens generally, with the idea of creating a greater faith in the development of the city. The card sent out last week contained this legend: "Every Dollar Spent for St. John Made Goods Helps St. John."

At a recent Retail Grocers' Association meeting held in an English city a new bonus scheme supposedly detrimental to the grocery business was told of by a member. The idea as he understood it, was that the grocer should give a halfpenny ticket with every tenpenny-worth of goods, and these tickets were to cover life and fire and sickness insurances for customers. The effect of this scheme would be that the grocer should tax himself to the extent of 5 per cent., and should pay for the insurances of his customers. He was informed that the scheme was to be started in the North of England at the beginning of next year.



There's always a big demand among campers and picnickers for a good Soda Biscuit!

Are you stocking

**Mooney's
"Perfection"
Cream Soda**

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The
**MOONEY BISCUIT
& CANDY CO., LTD.**
Stratford, Can.

Cox's Gelatine



When asked for GELATINE supply COX'S and you cannot go wrong. It is PURE and will do its work WITHOUT FAIL

Canadian Agents: **J. & G. Cox, Ltd.**
C. E. Colson & Son, Montreal
D. Masson & Co.
A. P. Tippet & Co.,
Gorgie Mills, EDINBURGH



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TOO

WINDSOR SALT

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

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

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

LAMENESS from a Bone Spavin, Ring Bone, Splint, Curb, Side Bone or similar trouble can be stopped with

ABSORBINE

Full directions in pamphlet with each bottle. \$2.00 a bottle at dealers or delivered. Horse Book 9 D free.
ABSORBINE, JR., for mankind, \$1 a bottle, removes Painful Swellings, Enlarged Glands, Gout, Wens, Bruises, Varicose Veins, Varicosities, Old Sores, Allays Pain.
W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.
LYNANS Ltd., Montreal, Canadian Agents.

Canadian Dishes

The make of Oval Wood Butter Dishes for this season is 3,500,000 but from present prospects it will have to be increased to meet the demand. For prompt delivery place your order with your dealer at once.

Graham Bros. & Co. Kinmount, Ont.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

TRUMILK
An excellent full cream milk in powder form, suitable for tea, coffee, cereals, etc.
MILKSTOCK
A separated milk in powder form, perfect for all kitchen uses.

Both these products are guaranteed to be absolutely free from all chemicals, preservatives or adulterations of any kind, and are excellent articles for drinking purposes. *Always sweet, safe and pure.* Prices, profit, and any other information required, sent on application to

Canadian Milk Products, Limited
Sole Manufacturers
Head Office: MAIL BUILDING, TORONTO.



GEO. KEMP, LTD.
LONDON, ENGLAND.

SUPPLIERS TO
THE BRITISH
GOVERNMENT

**Dainty Novelties
Splendid Selling Lines
KEMP'S
BISCUITS**

YOU MUST STOCK THEM

Send your name and address for samples and Export Price List.

SOLE EXPORT AGENTS
H. COLLINGS & CO.
16 Philpot Lane, E.C. London, Eng.

FOR QUALITY

The Largest and Oldest Barley
Manufacturers in Canada

LET US QUOTE YOU PRICES ON

**Pot and Pearl Barley
Split Peas and Feed**

John Mackay, Limited
BOWMANVILLE, - ONTARIO

SUCHARD'S OOOOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.

FRANK L. BENEDETTI & CO., Montreal
Agents.

W. H. ESCOTT
WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

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



What's In a Name

MAYBE, Brother Grocer, you think there isn't so much of a muchness in the naming industry.

But, if you made a FAMILY FLOUR as good as you knew how without thought of men or money—first you'd christen it, like any other legitimate offspring.

Just to show it was—er—your own make, so to speak.

You'd even stay up nights, maybe—same as us, to coax the divine though fugitive spark of inspiration.

It's no joke to name a brand, Brother Grocer.

For, you see, you'd want a nice, catchy name, something suggesting the queen of flowers—the Rose, its purity, fragrance, freshness, all that is desirable, suggestive.

Because, being a student of human nature, you have a kind of hunch re the inner workings of the home purchasing agent's mind, commonly called the housewife.

Flours and *flowers* somehow seem kith and kin.

What bears the name of a cherished friend is immediately invested with all his very best qualities.

Which seems good enough for Madam.

Then you'd likely pick out a title both short and sweet, concise, expressive, that would "sound nice," that would haunt the memory.

Ten to one, Brother Grocer, if you had thought of it before we did, you might have called it FIVE ROSES, too.

The story goes that it comes from the Old Country, this title of FIVE ROSES, the land of the titled folks, you know.

Like to hear?

There is a wondrous variety of beautiful white rose, peerless for purity of aroma, delicacy; immaculate of color, the very sweetest that grows.

Grows only in those rare old-style English gardens, about which young writers rave about when they wax poetical and need the money.

And they call this queen of all dainty roses—"The Five Sisters."

And years ago when we first started making good flour, we made it so very good that our friends across the briny, mindful of the name, called their first lot—"FIVE ROSES," and have been asking for *more and more* FIVE ROSES ever since.

We fell in love with the name and its associations, liked it as much as they liked the flour—and we called our best efforts FIVE ROSES, too.

What's in a name?

When it means *sincere and certified value*, Brother Grocer, it means *everything*.

It is a *force* or a *farce*, just as the users choose to make it.

The name was made for FIVE ROSES, but FIVE ROSES has made a name for itself—a name full of selling force, don't YOU think?

And we *will* live up to it, Brother Grocer.

Never fear.

LAKE OF THE WOODS MILLING COMPANY, LTD.
CANADA

Figures Profits on Invoice Cost Plus Freight

This Merchant Claims They Should Not be Calculated on Invoice Cost Alone—Expense of Doing Business Ought to be Figured on Turn-over—A Handy Table for The Grocer.

"The old way of conducting a business," states a retail merchant, "was to take the cost of the goods as per the invoice and mark them with all the profit added that the judgment of the retailer thought the articles would stand. But in the business of to-day, with lower percentages of profit, he must figure more accurately in order that at the close of inventory the books show a profit and not a loss.

"There are several ways of figuring profit. First, you must have a base representing cost. Most business men, I think, figure this base as representing the invoice cost with freight added, making the costs of goods delivered in the house. After this is done, you must classify the different articles. Those staples that turn themselves several times a year are placed on one percentage, another line of articles on another, and so on throughout the entire stock.

"As an illustration, take the staple line that you expect to make pay a net profit of, say, 10 per cent. and get the selling price. Now, you must consider shop or selling cost. This, of course, varies with each business house, but for our convenience we will assume that the average is 15 per cent. Then, if you take the 15 per cent. house cost and 10 per cent. profit and mark your goods with 25 per cent. of cost, added to the cost of goods, can you have a net profit of 10 per cent. added to your profit account?

"Most grocers figure the shop cost on the basis of total sales, and the expense of doing business for the year. In order to secure a 10 per cent. net profit with a 15 per cent. shop cost, you should add 33 1-3 per cent. to the cost of the goods in order to obtain the desired result.

"There is a division of opinion as to whether the percentage of profit should be figured from the cost or the selling price of the goods. You will note that it makes a difference. For instance, 100 per cent. of the cost price equals only 50 per cent. of the selling price, and 50 per cent. of the cost price equals 33 1-3 per cent. of the selling price.

"It is my opinion that the base should be the cost of the goods delivered in the shop. In order to obtain the desired profit you should change the ratio and not the base. For instance, if you desire a profit including shop cost of 10 per cent., add 11 per cent.; if 15 per cent., add 17 per cent.; if 20 per cent., add 25 per cent.; if 25 per cent., add 33 1-3 per cent., and so on, always changing your ratio, but retaining the same selling base. In this way you estimate your profit from the selling price

of the goods, on which you have based your percentage of cost to carry on your business, or the house cost.

"We, in the conduct of our business, should figure our profit from the total sales or selling price, by using the cost of goods as a base and changing the ratio of percentage to secure the proper amount of net profit.

"The following table will be found of value in figuring profits:

p.c.		p.c.	
5	added to cost is	4 2/3	profit on selling
7 1/2	"	7	"
10	"	9	"
12 1/2	"	11 1/2	"
15	"	13	"
16 2-3	"	14 1/2	"
17 1/2	"	15	"
20	"	16 2-3	"
25	"	20	"
30	"	23	"
33 1-3	"	25	"
35	"	26	"
37 1/2	"	27	"
40	"	28 1/2	"
45	"	31	"
50	"	33 1-3	"
60	"	37 1/2	"
65	"	39 1/2	"
66 2-3	"	40	"
100	"	50	"

THERE ARE MANY HELPFUL THINGS.

In remitting for his renewal to The Grocer, W. Watts, Brandon, Man., writes: I like The Canadian Grocer very well, and find many helpful things in it for the trade.

Tell Your Customers That :

SHAMROCK BIG PLUG SMOKING TOBACCO

When out never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None Equal. Insist upon McDougall's.
There IS a difference.

D. McDUGALL & CO., Glasgow, Scotland

FRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper
For 25 years the Standard
In quality
All others are imitations

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



Everything About—

Wonderful Soap

Will show you that it is the Washday Wonder Soap. The Friend of the Household.

The packing, the make-up and the quick sales have made it the friend of the grocer.

We Have a Proposition to Offer You

One that will work to our mutual advantage. It isn't a long story, but it will prove an interesting one. Write for particulars.

The Guelph Soap Co.,

GUELPH, : : ONT.

TORONTO AGENTS:

MacGREGOR SPECIALTY CO.

There's a Grocer

in not half as big a way of business as you are who finds his tobacco counter just about the most profitable one he has. And the secret of it is he features

7-20-4

CIGARS

'7-20-4' is a well-made cigar, of choice leaf and delicate aroma, which sells at a popular price and yields a good profit.

Ask any man who handles them. He'll tell you.

—◆—
The Sherbrooke Cigar Co.

Sherbrooke, Que.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

"Tuckett's Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

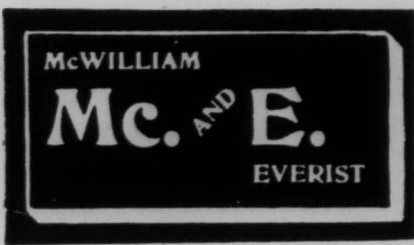
HAMILTON, CANADA.

PINEAPPLES

Our first car arrives this week and will be able to look after all orders.

Have two cars Florida Tomatoes, fancy and choice, also lots of Oranges, Lemons, etc.

Louisiana Strawberries, California Asparagus, Florida Celery, Bananas, etc.



25-27 CHURCH ST. - TORONTO
Carload Importers

IT'S

more difficult of explanation why a few grocers still pass by

"St. Nicholas" and "Home Guard"

than why an ever increasing majority handle them to the exclusion of all other brands, because there is not as much unsalable fruit in a carload of St. Nicholas as you may sometimes find in a single box of some other brand.

Do you want to make your Lemon Business pay?

J. J. McCABE

AGENT
32 Church Street, Toronto.

Large Quantities of Fresh Vegetables Arriving

Toronto Distributors Get About a Car Load of Tomatoes Per Day—Navel Oranges Higher—Big Losses in Apples—Fish Prices a Little Easier.

MONTREAL

Green Fruits—Most fruits are slow in sale at present. Oranges are selling well, however, and navels are 25c higher.

Strawberries are scarce and are quoted at 55c for the better grades. Otherwise there is little change.

Apples—	Lemons—
Baldwins, bbl. 3 50	Sicily bitters, box 1 75 2 25
Greenings, bbl. 4 00	Oranges—
Russets 3 50 4 25	Floridas 3 00
Kings, No. 1 4 00	California navels 3 00 3 25
Spies, per bbl. 5 00	Porto Ricos 2 50
Tallman Sweets 3 00	Mexicans 2 25
Bananas crated, bunch 2 25	Sicily bitters, box 2 25 3 00
Cranberries, bbl. 6 00 10 00	Jamaica, bbl 4 70
Cranberries, per bushel box 1 50 2 00	Pineapples—
Cocoanuts, bags 4 25	Floridas, case 5 00
Grape fruit—	Strawberries—
Florida, box 4 75	Florida, qt. 0 50 0 55
Grapes, Almeria, per keg 5 00 7 00	

Vegetables—The grade of asparagus now on the market is much better than the earlier arrivals. It is quoted at \$16 per crate, two dozen to the crate. Sales have been light in all lines, though they are expected to improve with the warm weather. Prices are still holding, but show signs of weakness. Egyptian onions are on the market at 2½c per lb.

Asparagus, doz. 8 00	Spanish, cases
Beets, bag 0 40 0 75	150 lbs. 3 50
Carrots, bag 0 40 0 50	Spanish, ½ cases 1 50 1 75
Cabbage, bbl 1 00 1 25	Potatoes—
Celery—	Montreal, bag 0 60 0 70
California, crate 5 50	Sweet, per bbl. 2 50 3 50
Florida, crate 2 75	" basket 1 75
Cauliflowers, crte 5 50	Parsley, dozen 0 30 0 60
Cucumbers, doz. 2 50	Parasips, bag 0 75 0 80
Garlic, per lb. 0 15	Radishes, dozen
Green Peppers, basket 0 85	bunches 0 50 0 75
Lettuce—	Rhubarb, doz. 1 25
Montreal, box 0 50 0 60	Spinach, bbl. 3 00 3 50
Imported, box 2 50	Tomatoes—
Mushrooms, lb. 0 50 0 75	Floridas, crate 4 50
Onions—	Cubans, crate 2 25 2 50
Egyptian, lb. 0 02½	Turnips, bag 0 50 0 75
Red, per bag 1 50	

Fish—This market was flooded last week with all kinds of fresh river fish which had the effect of reducing the demand for sea fish. As the market at this time of the year has only a limited absorbing capacity, the prices all round have been easy and rather inclined to be lower. Demand for bulk oysters is decreasing proportionately with the warm weather. As this year warm weather came on so early, trade has lost a good deal by it.

FRESH	
Shad 0 25	Mullets 0 05
Dore 0 10	Haddock 0 04
Pike 0 08	Halibut 0 10
Perch 0 07	Bullheads 0 10
Steak cod 0 05	Carp 0 06
FROZEN	
Codfish 0 04 0 04	Mackerel 0 08
Dore, winter caught, per lb. 0 08	Pike 0 06
Haddock 0 04	Salmon, B.C., red, 0 10
Halibut, per lb. 0 10	Gaspesalmon 0 10
Herring, per 100 1 00	per lb. 0 18
Market cod 0 04	Smeits, 10 lb. boxes .. 0 07
Steak cod 0 05	Whitefish, large, lb. 0 09
	Whitefish, small 0 07

SALTED AND PICKLED	
Green cod, No. 1, bbl. 6 00 6 50	Salmon, B.C., red, bbl 15 00
Labrador herring, bbl 5 00	" pink, bbl 13 00
" bbl 2 85	" Labrador, bbl 18 00
Labrador sea trout, bbls 11 00	" " bbls 9 00
Labrador sea trout, half bbls 6 00	300 lb. 25 00
No. 1 mackerel, pall. 2 00	Salt eels, per lb. 0 07
" " bbls. 9 00	Salt sardines, 20 lb. pls 1 00
No. 1 pollock, bl ... 4 00	Scotch herring, bbl. 6 50
	" " keg 1 00
	Holland herring, bbl 5 50
	" " keg 0 75

SMOKED

Bloaters, large, per box 1 00
Fillets, lb. 0 10
Haddies 0 07
Herring, new smoked, per box 0 13
Kippered herring, per box 1 00

SHELL FISH

Shell oysters, bbl. 10 00
Lobsters, live, per lb. 0 18
Oysters, choice, bulk, Imp. gal. 1 30
" Selects, Imp. gal. 1 50
" "Sealight", standards, per Imp. gal. 1 75
" select, per Imp. gal. 2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb. 1 80
Shredded cod, per box 1 80
Skinless cod, 100 lb. case 5 50

TORONTO

Green Fruits—The apple season is pretty well over and on the whole it was a disastrous one to the dealers. Lots of apples are still on hand and are looking for buyers, while many fall prey to the relentless scavenger. That this is a total loss at the country's expense must be admitted and it is up to the proper authorities to look into the matter with a view of preventing a repetition of the same trouble. There are many things connected with our apple industry which are not right, and which should be corrected before another crop has to be handled. The farmers got the best of it this year, and many of them were paid for good fruit which they did not supply. Educational work should be done to save this tremendous loss. Oranges are firm and from 30 to 40c a case higher in the primary markets. The quality now is excellent, but on account of the damaged fruit, some retailers have still some old stock on hand which they are trying to sell to save themselves from loss. There is no change in strawberries this week, they are still coming from Louisiana in small boxes at 12½ to 13c.

Apples 1 00 4 00	Floridas 2 50 2 75
Bananas 1 75 2 00	Mexican 2 00 2 25
Cranberries, bbl 6 25 6 50	Valencia 3 50 3 75
Cocoanuts, sack 4 00	Jamaica, barrel 4 25
Grapes, Almeria per keg 6 00 6 50	Marmalade, Sev-ille, per chest 3 00
Grape Fruit—Cuban 2 25 2 50	Sicily bitter, box 2 50
Florida 4 00 4 25	Pineapples, case 4 25 4 75
Lemons—Sicily 2 50 2 75	Strawberries—Louisiana, box. 0 12 0 13
Oranges—California navels 2 75 3 00	

Vegetables—Some idea can be formed of the quantity of vegetables used in Toronto from the fact that it takes about a car of tomatoes a day to supply the demand, and the rapid increase in consumption can be understood when it takes ten times as much now to go round as it did five years ago. Celery is another article which is largely used and to meet the demand it requires several car loads

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a week. The market is well supplied with all kinds of vegetables, which arrive in splendid condition.

Asparagus, bunch..... 0 65 0 70	Valencias, new, crate..... 3 00 3 25
Beets, bag..... 0 90	Spanish..... 3 50 3 75
Beets, new, doz..... 0 75	Green, per doz... 0 50 0 60
Beans, green in qt. boxes..... 0 25	Spanish, 1/2 cases... 1 50
Cauliflower, doz..... 2 25	Paranips, bag... 0 85 0 90
Cabbage, Canadian, dozen... 0 35 0 40	Potatoes—
per barrel..... 1 50	Canadian, bag... 0 50 0 55
Cabbage, new, brl... 3 00	Bermuda, new, per barrel..... 8 00
Carrots, bag... 0 65 0 75	Sweet, hamper... 1 25 1 50
Celery, Canadian, dozen... 0 30 0 35	" barrel..... 3 50
Celery, Florida 2 00 2 50	Parsley, per doz bunches..... 0 70
Cucumbers, doz..... 2 50	Radishes, doz... 0 35 0 40
Lettuce, hamper... 2 50	Rhubarb, doz... 0 75 1 00
Lettuce, per doz..... 0 30	Spinach, hamper... 0 60
Mushrooms, lb... 0 90	Tomatoes, hot house, lb..... 0 25
Onions—	Tomatoes, case of 6 baskets... 3 00 3 50
Canadian, bag... 1 00 1 25	Turnips, bag..... 0 40

Fish—Fresh caught fish are still scarce, and as the contract season begins May 1st the fish trade is in a sort of go-as-you-please condition which is likely to last during this month. The first ear of fresh caught halibut arrived from the coast and this will be repeated regularly during the summer. Whitefish and trout are selling at luxury prices.

FRESH CAUGHT FISH

Halibut..... 0 10	Steak cod..... 0 08
Salmon trout... 0 12	Perch..... 0 10
White fish..... 0 15 0 17	Haddock..... 0 07 1/2

FROZEN LAKE FISH

Goldeyes..... 0 06	Pike..... 0 06
Herring, Lake Superior 0 04	Trout..... 0 10
Pickarel, blue..... 0 05 1/2	Whitefish, fresh caught..... 0 15 0 17
Pickarel yellow..... 0 09	Perch, fresh caught... 0 10

OCEAN FISH (FROZEN)

Herring, per 100..... 1 75	Salmon, pink, per lb.. 0 09
Mackerel, each..... 0 20	" red..... 0 10
Smelts, No. 1..... 0 08	" sea dressed... 0 13

SMOKED, BONELESS AND PICKLED FISH.

Acadia, per crate... 2 40	Fillets, per lb..... 0 14
" tablets, box... 1 60	Haddie, Finnan... 0 09
Bloaters, per basket... 0 80	Herrings, Digby, bndle 0 60
Codfish, shredded, box 1 80	Herrings, Imported
" Bluenose, " 1 40	Loch Fyne, per kit... 1 50
Cod steak, per lb... 0 07	Kippers, per box... 1 25
Cod, Imperial, per lb.. 0 05	Quail on toast, per lb.. 0 05 1/2
Ciscoes, per basket... 1 25	

Last week saw the end achieved that many of the French business men of Sherbrooke, Que., have been working for—the establishment of a Chambre de Commerce. Sherbrooke is largely indebted for this to Victor Archambault, wholesale grocer, of that city. For some time past he has been working toward this, and is to be congratulated on his success.

Early Vegetables

Straight carloads are now coming of all the Early Vegetables, and prices are down. Our big outlet enables us to ship fresh goods all the time.

When You Want the Best, Come to Us.

Spinach, Cabbage, Beans, Beets, Carrots, Radishes, Green Onions, all packed in hampers or crates.

Fancy Ripe Tomatoes are cheaper. Are you handling them? There's money in it!

WHITE & CO., Limited
TORONTO and Hamilton
 MAIN 6565

FANCY

RIPE { PINEAPPLES
 FLORIDA TOMATOES
 BANANAS

FRESH { LETTUCE
 RADISH
 RHUBARB
 GREEN ONIONS

==== **Finest Oranges and Lemons** ====

HUGH WALKER & SON
 (Established 1861) GUELPH, ONTARIO



A Little to Learn—A Lot to Know

This beautiful Spring weather diverts our minds to **November Cut Lemons**. Our brands are on the market in both **Fresh Cut** and **November Cut Lemons**. Your best interests will be served by asking for **Buster Brown**, **Hiawatha** or **Lord Beresford**. These brands are undoubtedly the best and most uniform pack of Lemons imported by the anadian Wholesale.

FRATELLI FOLLINA
 PALMERO, MESSINA, Partner

W. B. STRINGER
 Canadian Agent, Toronto.

DAMAGE OF OVER \$60,000.

Heavy Loss as a Result of Fire in Premises of Salada Tea Co. at Toronto.

Toronto, April 14.—Fire in the premises of the Salada Tea Co., early this morning, caused damage to the extent of over \$60,000. Of this \$58,000 is represented by the stock, which is set down as a complete loss, due to a combination of fire, smoke and water. The fire started on the ground floor. While it was confined to a small section, and did not even break through the first ceiling, smoke filled the whole building and is responsible for the big share of damage done.

By Tuesday at noon painters and whitewashers were at work in order to get out the smoky smell which permeated the building. The machinery and fixtures were not touched by the fire and operations are already being resumed.

A peculiar feature of the blaze was the fact that a large number of empty boxes nested inside one another, and packed closely together, to the rear of

the floor where the fire started, checked the flames rather than aided them. The building would have been entirely destroyed but for the alertness of the firemen.

The loss is entirely covered by insurance, there being \$58,200 on the stock alone. The origin of the fire is a mystery.

TRADE NOTES.

Milton B. Hibbard, Welland, Ont., has purchased a grocery business in Hamilton.

J. W. Bridgett, late of Hamilton, Ont., has opened a general store at Grand Valley.

The grocery store of W. C. Benson, Saskatoon, Sask., has been sold to Whitten & Richardson.

SEPTEMBER CHEESE

We can offer the grocery trade *rich full cream* colored cheese, September goods.

Quotations on request

Fisher Produce Co.
76 Colborne St., Toronto

BASKETS

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

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

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

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

CUSTOMS HOUSE SALE

The subscribers are instructed by R. S. White, Esq., Collector of Customs for the Port of Montreal, to sell by

PUBLIC AUCTION

at the Examining Warehouse, 65 Common St., Montreal, on Monday, April 25th, 1910, and following days the following goods, as per catalogue, and contained in the above premises:

- 1—Duty-paid goods to December 31, 1909.
- 2—Collector's Order to December 31, 1909.
- 3—Goods from Store.
- 4—Express Unclaimed Goods to December 31, 1909
- 5—Freight Unclaimed Goods to December 31, 1909.
- 6—Goods over five years in Bond.
- 7—Seizures.

TERMS: CASH

A deposit of 10 p.c. will be required on the adjudgment of each lot.

SALE AT 10 O'CLOCK A.M.

MARCOTTE FRERES, Auctioneers.

**Highest price paid for
DRIED APPLES**

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

**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

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

**W. A. GIBB COMPANY
HAMILTON**

JAMES SOMERVILLE, Manager

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

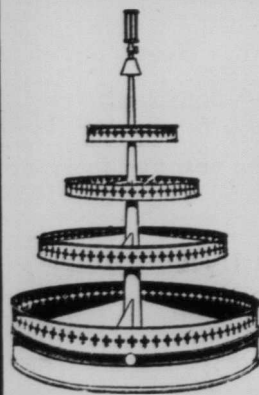
Dealers in HIDES, WOOL and RAW FURS

**TRY LEARD'S LOBSTERS
and CANNED CHICKEN**

Write for Prices

W. A. LEARD

Summerside, P.E.I.



**Increase Your Sales and
Profits on Vegetables**

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

GALESBURG CORNICIE WORKS

93 Cox Street, Galesburg, Illinois

INDEPENDENT ORANGES

Are all those that have not the reputation of "flirting with the sun." The market for those Independent brands is improving every day, and to help things along the Orange Market generally has improved—in fact, everything points to a very strong Navel Market for the remainder of the season. It will pay you to buy liberally, at once, of those Independent Packs of Oranges—you'll be money ahead to get in Oranges right away. Also get some spoons and show cards, they all help, and they show you a little profit of themselves. Ask any jobber included in last week's edition of The Grocer, to which you may now add Stronach & Son, Toronto.

Independent California Orange Brokers of Toronto

32 CHURCH STREET - - TORONTO

Quick Moving Stock

is the only kind worth your while. A line that will move "eventually" is no line for you. That's why you should specialize on

Queen Quality Pickles

Sweet Mixed Chow

This line is a rapid and constant seller at a fair price and profit. We exercise great care in manufacture, always keeping quality to the front.

Queen Quality Pickles are packed in 10 and 20. oz. bottles.

We'd like to quote you. Write us.

TAYLOR & PRINGLE
Co., Limited
OWEN SOUND, ONT.



Fortify Your Position as a Grocer

by adding a line of Canned Fish Goods that has "made good." There is nothing you handle that will add to your reputation for good or ill like the canned goods you stock. Your outlook is bright and your future is assured if you stock

Brunswick Brand Sea Foods

the brand that spells "quality." See that you have a full range on your shelves.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.



An Ideal Relationship with the Store Customers

Halifax Correspondent Suggests Trade Intercourse With the Farmer and Laborer—This to be an Offset to the Mail Order House—Maintains That Open Meetings Should be Held to Bring About Better Conditions.

By J. K. L.

While it is claimed that the large mail order houses are a serious obstacle in the natural growth and development of the country, it is true that they are waking up the ordinary retailers to study proper and fair relations between themselves and their customers.

As long as the farmers and the working people do not take more interest in their immediate surroundings than they do in the far off centres, they will naturally give no preference to their own towns. Here is where the duty of the town merchant comes in, and if the merchants will work to meet this higher plane of business relationship they will find that the people will support their own towns to a large extent.

Some years ago when new conditions were developing, the merchants were finding out that in order to protect themselves, it was necessary to work unitedly. Through this movement a great deal of good has been accomplished. Various evils have been obliterated by legislation, and some attempted injurious legislation defeated. But the greatest good has come from creating a better acquaintance and a more friendly feeling among merchants.

They have learned that it was not necessary to be enemies because they happened to be in the same line of trade. They learned, as well, that it did not pay to be trying to put one another out of business, but that they could derive much benefit and help from each other by working together as neighbors should do.

Would Like Open Meetings.

This initiative work, however, has opened the way for another step much larger and broader in character. It is now found necessary that not only the merchants meet and exchange ideas pertaining to their own particular trade, but that something must be done to cultivate a closer relationship between the retailer and his customers, and to arouse a greater interest in the building up of the towns and the entire neighborhood. Instead of the merchants holding their meetings for themselves, the farmers attending their institutes, and the labor people their conferences, the merchants should hold open meetings, and invite the general public to attend and take part in the discussions.

After several subjects have been thoroughly thrashed out, committees should be appointed, consisting of all classes, to adjust difficulties, and arrange methods and plans for the general good of the entire community.

To make these meetings all the more interesting, an outside speaker who is well versed in trade subjects could be procured to take the lead in the discussions.

Merchants cannot expect the farmers to deal with them and support them if they take no interest whatever in their affairs. Merchants should interest themselves in goods roads, securing farm help, advising farmers how to prepare their products to meet the market requirements, etc., and if they do this, which is nothing more than their duty, and two their own advantages, they will do more to check the enormous drain in the country through the mail order houses than by anything else.

This seems to be the only natural way to cope with this question. It would lift the trade to a higher level, and it would interest all to boost the town and its neighborhood, and make each feel that he is an important cog in the machinery wheel and part and parcel of the entire social fabric.

THE OFFICIAL INVITATION.

Urging Retailers to Attend Convention of The Wholesale Grocers' Exchange.

Toronto, April 14.—A circular letter has been sent out by the secretary of the grocers' section of the R.M.A., calling a convention of retail grocers for Ontario to be held in Toronto on Tuesday, April 26th and 27th. The officers of the provincial committee of the Grocers' Section of The Retail Merchants' Association of Canada under whose auspices the convention will be held are: M. Moyer, chairman, Toronto; F. W. Ford, 1st vice-chairman, Ottawa; J. O. Carpenter, 2nd vice-chairman, Hamilton; T. Nappy, treasurer, Brockville; E. M. Trowern, secretary, Toronto.

The letter reads as follows: Dear sir,—You are possibly aware that the wholesale grocers of the Province of Ontario are holding their annual convention in Toronto on April 25th, 26th, 27th and 28th, in the King Edward Hotel. They are desirous of meeting the retail grocers and the manufacturers of the province on Wednesday, April 27th, and they have extended to us a hearty and cordial invitation to be present.

We believe that it will be in the best interests of the entire grocery trade to hold this joint meeting, and our executive have accepted their invitation, and we want every retail grocer who can attend to be present. In order, however, that the retail grocery trade should se-

cure as much benefit as possible out of the joint meeting of retailers, wholesalers and manufacturers, it will be necessary that the retail trade should have the day previous, viz., Tuesday, April 26th, in which we can meet and decide among ourselves as to what resolutions we should present to the joint meeting that will be of the greatest benefit to the trade.

You are therefore urgently requested to interest the retail grocers of your town and have as many as possible present, or have at least your town represented by one retail grocer at both meetings.

The first one to be held in Toronto on Tuesday morning, April 26th, in our Board Room, at 21 Richmond St. W., at 10 o'clock, and then, after the session has been completed, we will adjourn from this meeting, and upon receipt of a voucher of admittance, we will attend the meeting of the wholesale grocers at the King Edward Hotel on Wednesday morning, April 27th, 1910, at 10 o'clock.

This is the first opportunity in the history of the retail grocery trade that the retail grocers have had an opportunity of meeting the wholesalers and manufacturers for the purpose of having a heart to heart talk, whereby we can make suggestions for trade improvement that cannot be done in any other manner. Too much stress cannot therefore be laid upon the fact that it is absolutely necessary that every city, town and village in the province should be represented. If you cannot all come, we want you to be sure and have your delegate answer the name of your town, when the roll call is made. We want a grand rally of retail grocers so as to show by our numbers that we are interested in our trade and to impress upon the wholesalers and manufacturers that the time has arrived when our trade should be placed upon a higher and better plane.

We are sending only one letter to one retail grocer in a town and we have selected you to convey this invitation to the other retail grocers, and if you find it impossible to give it your personal care, which we hope you will not, will you please place it in the hands of a fellow retail grocer who will give it his close and devoted attention, so that we will have a rousing convention. This will be a business meeting for business men, and when your delegate or delegates return they will take back with them information that they can impart to their fellow grocers for trade improvement that it is impossible to explain in a circular letter, and they will be inspired and benefited after having exchanged views with the brightest and best minds in the grocery trade.

Arrangements have been made with all the railways for convention certificates which you will please ask for when you are buying your ticket.

Please send us the name of your delegate or delegates as early as possible so that we can complete all our arrangements, and oblige.



“Epicure” Brand Lobsters

are guaranteed to be finest fish, selected with great care, and packed so as to retain the delicious natural flavor of the lobster. To satisfy particular trade this is the brand to buy. Quality ever uniform.

Owing to Probable Short Pack Early Buying is Advised.

C. H. MITTON
PORT ELGIN, - N. B.
Sole Packer.

It is a
Genuine
Satisfaction



to sell an article with a guarantee behind it.

Are you stocking

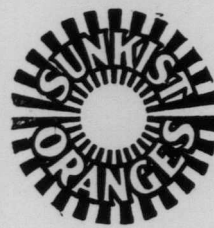
Concord Norwegian Sardines?

The brand with a guarantee on each tin. The extra care taken in the packing of these sardines preserves their natural delicate flavor in a remarkable manner. There is an extra cover for use after the tin has once been opened.

This high-class sardine will appeal strongly to your better-class customers. Send your order to any wholesale grocer.

AGENTS:

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



FRUIT FACTS

We grow sixty per cent. of all the Oranges and Lemons shipped from California.

We use the name of the California Fruit Growers' Exchange in preference to our individual names as a convenience in doing business with the trade.

This large volume of business under one name also gives us better facilities in shipping and disposing of our products.

We can also grade our stock much better, thus giving the jobber and retailer a more even supply of selected fruit.

This large volume allows us to ship entire train loads, which come unbroken to their destination, thus giving us a faster time schedule than can possibly be obtained by individual shippers.

All these special facilities of growing, packing and shipping add no extra cost whatever to the jobbing or retail trade. We add no premium for these advantages when disposing of our fruit.

Our present advertising campaign to increase the consumption of California Oranges includes the offer of a "Rogers" Orange spoon for 12 cents and 12 SUNKIST wrappers; the stamps and wrappers to be mailed to our Toronto Office. We have taken the burden of attending to this correspondence ourselves, so that we may relieve the jobber and retailer of detailed troubles. These spoons bear the stamp and carry the guarantee of the Wm. A. Rogers Company, the largest and most responsible manufacturers of high-grade silverware in the world. Their name itself is an assurance of absolute quality and permanent value.

In purchasing SUNKIST Oranges and Lemons you are positive of the best grades of the best fruit grown; you are assured of fruit packed in the most hygienic manner by the most approved methods and shipped to points of distribution by special fast freight, thus reaching you at the earliest possible moment after leaving the orchards of California.

The California Fruit Growers' Exchange

CANADIAN BRANCHES:

Toronto Winnipeg Calgary Montreal

Classified Advertising

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

AGENTS WANTED IN CANADA by Manchester Manufacturer of Bottled Jams. An attractive line that should sell well. Address—Duerr & Sons, Old Trafford, Manchester. (tf)

LONDON HOUSE of first rate importance is desirous of introducing their widely celebrated Teas and other Goods throughout the Dominion. Responsible firms with sound connections, employing good staff of travelers covering the whole of Canada and British Columbia are requested in first instance to communicate with W. 243, c/o T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, E.C., England. (17p)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

COUNTER CHECK BOOKS.

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

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.

FOR SALE.

FOR SALE. Well established Grocery, Provision and Crockery business in one of the best towns in Eastern Ontario, population over 5,000, large corner brick store, splendid location, turnover last year over \$22,000 and business growing. Excellent farming country, controls several good agencies for the town, stock in first-class condition and bought right, stock being kept up and business going on as usual, expenses light, building can be purchased or rented. No cutting of prices but all goods sold at a reasonable profit. Good reasons for selling. If you contemplate buying, address Box 340, CANADIAN GROCER, Toronto, at once and receive full information. (17)

FOR SALE—Stock and fixtures of Hy. Poehlman, grocer, Collingwood, at hundred cents on the dollar. Fixtures at valuation. Capital required \$2,500 to \$3,000. Progressive paying cash business. Proprietor leaving to engage in wholesale fruits and provisions. Good corner, centrally situated on Main St. Public weigh scales. Handy and well equipped, with cellars, hoist and self-measuring tanks, etc. Possession June 1st or sooner.

CASH REGISTER, Nickel-plated, registers one cent to \$20, perfect condition. Bargain price, \$50. The R. O. Smith Co., Orillia. (17)

MALE HELP WANTED

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

MISCELLANEOUS.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

MISCELLANEOUS.

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. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of these fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

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

RELIABLE AGENTS WANTED to sell London manufactured "Home Made Brand" Pickles, Sauces, etc. Quality good, prices low and command ready sale. Old established firm. Apply "Onions," c/o CANADIAN GROCER, 88 Fleet St., E.C., London, England. (14)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

MISCELLANEOUS.

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., Kink and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE NATIONAL CASH REGISTER CO. guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quoins, one key, one oil can and one set of registers. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

REPRESENTATIVE WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technica' Book Dept., 10 Front Street E., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 10 Front St. East, Toronto.

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1-lb. tins,
1-lb. tins,
1-lb. tins.

IM
Cases
4-dozen..
3-dozen..
1-dozen..
3-dozen..
1-dozen..
1-dozen..

MAC
BAK
POW
GOLDAINE

ROY
LING

GA
Aylm

Strawber
Raspber
Black cur
Red curra
Raspber
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Greengag
stonel
Gooseber

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Freight
WHITE S
White Sw
1-lb. tin
1-lb.
1-lb.

CO
WEL
WEL

Ooc
Cartoons
No. 1, 1-lb
No. 1, 1-lb
No. 2, 5-oz
No. 2, 5-oz
No. 3, 2 1/2-oz
No. 10, 12-oz
No. 10, 12-oz

White Sw
White Sw
White Sw

Keen's Co
in 10-oz
Gillie's M

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder W. H. GILLARD & CO. Diamond- 1-lb. tins, 2 doz. in case \$2 00

IMPERIAL BAKING POWDER Cases. Sizes. Per doz. 4-dozen 10c. \$0 85

MAGIC BAKING POWDER Cases. Sizes. Per doz. 6 dozen 5c. \$0 50

ROYAL BAKING POWDER Cases. Sizes. Per doz. 6 dozen 5c. \$0 50

CANADIAN CANNERS, LIMITED Aymer Jams Peach 1 80

WHITE SWAN SPICES AND CEREALS LTD. White Swan Baking Powder 1-lb. tins, 3-doz. in case, per doz. 2 00

COOK'S FRIEND BAKING POWDER Cartoons- Per doz No. 12, 4-oz. 6 doz 0 70

Cereals WHITE SWAN SPICES AND CEREALS, LTD. White Swan Breakfast Food, 2 doz. in case, per case \$3.00

White Swan Wheat Kernal, per doz. \$1 40 White Swan Flaked Rice, per doz. 1 00

Keen's Oatmeal, per lb. 0 17 In 10-lb. lots or case. 0 18

Chocolates and Cocoas THE COWAN CO., LIMITED

Perfection, 1-lb. tins, per doz. \$4 50 Perfection, 1-lb. per doz. 2 40

London Pearl, per lb. 0 22 Special quotations or Cocoa in bbls. kegs, etc.

Goings for cake- Chocolate, white, pink, lemon, orange, almond, maple and cocoonut cream, in 1-lb. pkgs., 2-doz. in box, per dozen 0 90

Agents, C. E. Colson & Son, Montreal. In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Mott's breakfast cocoa, 10c. size 90 per dz. " breakfast cocoa, 1/2 lb. 0 38

WALTER BAKER & CO., LIMITED Per lb. Premium No. 1 chocolate, 1/2 and 1-lb. cakes 0 35

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

White Swan Cocoa- Featherstrip, pails 0 18 Shredded 0 18

Condensed Milk BORDEN'S CONDENSED MILK CO.

Eagle Brand Condensed Milk \$6 00 1 50 Gold Seal Condensed Milk 4 50 1 15

TRURO CONDENSED MILK CO., LIMITED. "Jersey" brand evaporated cream pint size (4 doz.) \$4 00

COFFEES. EBY, BLAIN CO. LIMITED. Standard Coffees. Roasted whole or ground. Packed in amp proof bags and tins.

White Swan Blend. 1-lb. decorated tins, 30c. lb. Mo-Ja, 1-lb. tins 30c. lb.

THOMAS WOOD & CO. "Gilt Edge" in 1 lb. tins. \$0 33

Cheese-Imperial Large size jars, doz. 8 25 Medium size jars, per doz. 4 50

Canada Cream Cheese- In cartons, each 1 dozen 0 95 Large blocks, dozen 2 95

W.S.P.M. Rest. P. Ground or bean, 1 lb. 0 50

COFFEES. W.S.P.M. Rest. P. Ground or bean, 1 lb. 0 50

Confections THE COWAN CO., LTD. Cream Bars, 60's, assorted flavors, box 1 80

IMPERIAL PEANUT BUTTER Small, cases 2 dozen 0 95 dozen Medium, cases 2 dozen 1 80

Infants' Food Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25

Flavoring Extracts SHERRIFF'S 1 oz. (all flavors) doz. 1 00

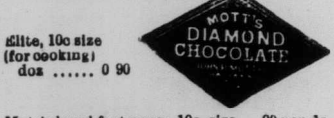
CRESCENT MFG. CO. Per doz. 2 oz. bottles (rate at 50c.) 4 20

Milk Powder CANADIAN MILK PRODUCTS, LTD., TORONTO Trumilk, full cream, per case (4 doz), 1 lb. tins. 4 80

Jams and Jellies BATGEE'S WHOLE FRUIT STRAWBERRY JAM Agents, Rose & Laflamme, Montreal and Toronto.

SOUPS JOS. CAMPBELL CO., CAMDEN, N.J. Soups (condensed)-No. 1 cans, all kinds doz. \$1.20

W. CLARK'S SPECIALTIES S.S. Beef (Inglass Brand), 3 sizes - 1/2, \$1.50; 1/4, \$2.25; 1/8, \$3.35



W.S.P.M. Rest. P. Ground or bean, 1 lb. 0 50

IMPERIAL PEANUT BUTTER Small, cases 2 dozen 0 95 dozen Medium, cases 2 dozen 1 80

Infants' Food Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25

Flavoring Extracts SHERRIFF'S 1 oz. (all flavors) doz. 1 00

CRESCENT MFG. CO. Per doz. 2 oz. bottles (rate at 50c.) 4 20

Milk Powder CANADIAN MILK PRODUCTS, LTD., TORONTO Trumilk, full cream, per case (4 doz), 1 lb. tins. 4 80

Jams and Jellies BATGEE'S WHOLE FRUIT STRAWBERRY JAM Agents, Rose & Laflamme, Montreal and Toronto.

SOUPS JOS. CAMPBELL CO., CAMDEN, N.J. Soups (condensed)-No. 1 cans, all kinds doz. \$1.20

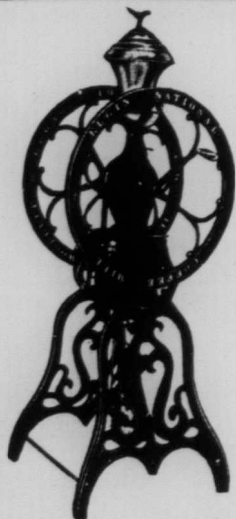
W. CLARK'S SPECIALTIES S.S. Beef (Inglass Brand), 3 sizes - 1/2, \$1.50; 1/4, \$2.25; 1/8, \$3.35



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



An exclusive special feature of
THE
Elgin National Coffee Mills

is the adjuster by means of which the mill can be regulated, when running, to grind coarsely or finely. Every ELGIN NATIONAL has steel grinders, and is a very attractive piece of furniture (apart from its profitableness) in any stove.

A high-grade mill at a

LOW COST

Ask any of the following Jobbers for our Catalogue:

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- VANCOUVER The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
- HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.
- TORONTO—Eby, Blain, Ltd.
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- REGINA, SASK.—Campbell Bros. & Wilson
- MONTREAL—The Canadian Fairbanks Co.

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

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Just See Our

**“BANNER”
1910**

MANY UNIQUE IMPROVEMENTS
MAKING IT UNDOUBTEDLY THE

**Best Cold Blast Lantern
in the Market!**

FOR SALE BY ALL JOBBERS

Ontario Lantern & Lamp Co.
LIMITED
HAMILTON, - ONTARIO

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

HAVE YOU TRIED

MOLASSINE DOG and PUPPY CAKES?

MARVELLOUS FOR ERADICATING WORMS and Keeping Dogs in Splendid General Health

The “MOLASSINE” Dog Foods are the only Foods on the market which besides feeding, keep dogs healthy and improve their coats.

QUOTATIONS AND SAMPLES FROM

ANDREW WATSON, - Sole Importer
91 PLACE YOUVILLE MONTREAL

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We are proprietors of
"AFRODITE" brand, the best AMALIAS
 currant on the market.
"NARCISSUS," fine FILIATRA currants,
"NAUSICAA," fine FILIATRA cleaned
 currants
 and importers and distributors of
 highest grade PATRAS and VOSTIZZA
 currants.

We aim to give the trade the best grades
 of currants obtainable from season to season.
 We solicit the opportunity to quote on
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GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

BUGGY EGG CRATE



The most satisfactory Egg Carrier
 yet invented.

YOU should have them in stock.
 5,000 sold first season.

Walter Woods & Co.
 Hamilton and Winnipeg

OCEAN MILLS
 Montreal
 Chinese starch, 48
 1-lb., per case \$4.00;
 Ocean Baking Powder,
 48 3-oz., \$1.40;
 48 4-oz., \$1.80; 60 8-
 oz., \$4.50; 36 1-lb.-
 \$3.75; 48 1-lb. pkg.,
 \$4; 10 1-lb. tins, \$5;
 loose 25 lbs., \$1.75;
 Ocean blancmange,
 48 8-oz., \$4; Ocean
 b o r a x, 48 8-oz.,
 \$1.60; Ocean cough
 syrup, 36 6-oz., \$6.00;
 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.

Jam Per lb. 0 06
 30-lb. wood pails.....
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders
IMPERIAL DESSERT JELLY

PURE AND DELICIOUS
 TRUE FRUIT FLAVORS
 CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.
Soup
 (The GENUINE. Packed 100 Bars to case.)

EASIFIRST
 LARD COMPOUND
 EXCELS
 ALL OTHERS

Price—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more..... 1 00

SHIRRIFF'S
 JELLY

WHITE SWAN SPICE
 AND CEREALS, LTD.
 White Swan, 15
 flavors. 1 doz. in
 handsome counter
 carton, per doz., 90c.

List price.
 "Shirriff's" (all
 flavors), per doz....
 Discounts on applica-
 tion.

Lard
M. E. FAIRBANK CO. BOAR'S HEAD
LARD COMPOUND.

Tierces.... \$0 12
 1-bbls. 0 13
 Tubs, 60 lbs. 0 13
 20-lb. Pails. 2 68
 30-lb. tins. 2 68
 Cases 2-lb. 0 13
 5-lb. " 0 13
 10-lb. " 0 13

F.O.B. Montreal

GUNNS
"EASIFIRST"
 LARD
 COMPOUND.

Tierces.... 0 12
 Tubs..... 0 12
 30-lb. pails. 0 12
 30-lb. tins. 0 12
 10-lb. " 0 13
 5-lb. " 0 13
 3-lb. " 0 13
 1-lb. cartons 1 30

Licorice
NATIONAL LICORICE CO.
 5-lb. boxes, wood or paper, per lb. \$0 40
 Fancy boxes (36 or 50 sticks), per box... 1 25
 "Ringed" 5-lb. boxes, per lb. 0 40
 "Acme" pellets, 5-lb. cans, per can 2 00
 (fancy box. 60) per box 1 50
 Tar licorice and toilet wafers, 5-lb. cans,
 per can..... 2 00
 Licorice lozenges, 1-lb. glass jars..... 1 75
 30 8-lb. cans..... 1 50

"Purity" licorice, 10 sticks..... 1 45
 " " " 100 sticks..... 0 73
 Dulc, large cent sticks, 100 in box.....
Lye (Concentrated)

GILLETT'S
 PERFUMED LYE

Per case
 1 case of 4 doz \$3 50
 3 cases of 4 doz 3 40
 5 cases or more 3 35

Marmalade.
T. UPTON & CO.
 12-oz. glass jars, 2 dozen
 case, per doz. \$1; 16-oz.
 glass jars, 2 doz. in case,
 per doz. \$1.45; 5 and 7
 lb. tins and 7-lb. pails,
 per lb. 7c; pint sealers
 (24 oz.), 1 doz. in case,
 per dozen \$2.25.

SHIRRIFF BRAND
 "Imperial Scotch"—
 1-lb. glass, doz... 1 55
 2-lb. " " " 2 80
 4-lb. tins, " " 4 85
 7-lb. " " " 7 85

"Shredded"—
 1-lb. glass, doz... 1 90
 3-lb. " " " 3 10
 7-lb. tins, " " 6 95

SPRATTS PACKET
BIRD SEEDS

SPRATTS' PRICE LIST
 Mixed Bird Seeds, 1-lb. pkts., 3 dozen
 cases per doz \$0 85
 Parrot Food, 1-lb. pkts., 1 doz cartons
 0 45
 Parrot Food, 5-lb. pkts 1 35
 Bird Cage Sand, about 1-lb. bags, 1-
 gross cases, per doz 0 30
 Bird Cage Grit, about 1-lb. bags, 1-
 gross cases, per doz 0 30

Mince Meat
 Wetley's condensed, per gross, net... \$13 00
 per case of 5 dozen, net.....

ST. CHARLES
 EVAPORATED CREAM

ST. CHARLES CREAM
 CONDENSING CO.
 PRICES:
 St. Charles Cream,
 family size, per case
 \$3.50
 Baby size, per
 case..... 2.00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk..... 4.25
 Good Luck.... 4.00

Mustard
COLMAN'S OR KEEN'S
 D.S.F. 1-lb. tins..... per doz. \$ 1 40
 " 1-lb. tins..... 2 50
 " 1-lb. tins..... 5 00
 Durham 4-lb. jar..... per jar 0 75
 " 1-lb. jar..... 0 25
 F.D. 1-lb. tins..... per doz. 0 68
 " 1-lb. tins..... 1 45

IMPERIAL PREPARED MUSTARD
 Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 "
 Large, cases 1 dozen..... 1 35 "

Olive Oil
LAPORTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 12's..... \$ 5 75
 " pts. 24's..... 6 80
 " 1-pt. 24's..... 4 25

Sauces
PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda
COW BRAND
 Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3 00
 Case of 1-lb. con-
 taining 120 pkgs. per
 box, \$3.00
 Case of 1-lb and 1-lb.
 containing 30 1-lb.
 and 60 1-lb. pkgs. per
 box \$3.00

DWIGHT'S
SODA

Case of 5c. pkgs. containing 96 pkgs. per
 box, \$3.00

MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$2 60
 No. 2, " 120 1-lb. " 2 60
 No. 3, " 30 1-lb. " 2 60
 No. 3, " 60 1-lb. " 2 60
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case..... 2 65
 6 cases..... 2 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

- Maypole soap, colors, per gross. \$10 20
Maypole soap, black, per gross. 15 30
Oriole soap, per gross. 10 30
Gloria soap, per gross. 12 00
Straw hat polish, per gross. 18 20



3 doz. to box. \$3 60
6 doz. to box. \$7 20
30 days.



1 Box Price \$4.00
5 Box Price \$3.90
Freight paid on 5 box lot



Cr. Quick Naptha Soap (100 lb. to case) in 50 lb. lots.
Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

- Laundry Starches—
No. 1 white or blue, 4-lb. carton. \$0 07
No. 1 white or blue, 2-lb. carton. 0 07
Canada laundry. 0 06
Silver gloss, 6-lb. draw-lid boxes. 0 08
Silver gloss, 6-lb. tin canisters. 0 08
Edward's silver gloss, 1-lb. pkg. 0 07
Kegs silver gloss, large crystal. 0 07
Benson's satin, 1-lb. cartons. 0 07
No. 1 white, bbls. and kegs. 0 06
Canada white gloss, 1-lb. pkgs. 0 06
Benson's enamel, per box. 1 50 to 3 00
Culinary Starch—
Benson & Co's. Prepared Corn. 0 07
Canada Pure Corn. 0 06
Rice Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 10
Edwardsburg No. 1 white or blue. 0

BRANTFORD STARCH WORKS, LIMITED

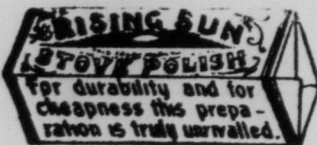
Ontario and Quebec.

- Laundry Starches—
Canada Laundry, boxes of 40 lb. 0 06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lb. 0 06
Finest Quality White Laundry—
3-lb. canisters, cases of 48 lb. 0 07
Barrels, 200 lb. 0 06
Kegs, 100 lb. 0 06
Lily White Gloss—
1-lb. fancy cartons, cases 30 lb. 0 07
6-lb. toy trunks, 8 in case. 0 06
6-lb. toy drums, with drumsticks in case. 0 06
Kegs, ex. crystals, 100 lb. 0 07
Brantford Gloss—
1-lb. fancy boxes, cases 35 lb. 0 07
Canadian Electric Starch—
Boxes of 48 fancy pkgs., per case 3 00

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Stove Polish

- Per gross
Rising Sun, No. 1 cakes, 1/2 & 1/4 gr. bxs. \$8 50
Rising Sun, No. 3 cakes, gross boxes. 4 50
No. 5 Sun Paste, 1/4 gross boxes. 5 40
No. 10 Sun Paste, 1/4 gross boxes. 9 00



JAMES DOME BLACK LEAD
6a size, gross, \$2.40. 2a size, gross, \$2.50
Boot Polish



PACKARD'S BOOT AND SHOE POLISHES
Mon-Ami, \$9 gross;
Black "O", \$9 gross;
Large Combination, \$20 per gross; Pony Combination, \$10; French Glycerine, \$9; Ladies' Special, \$20; Pat. Lea. Cream \$20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.

- "Crown" Brand Perfection Syrup.
Barrels, 700 lbs. 0 03 1/2 per lb.
Half barrels, 350 lbs. 0 03
Barrels, 175 lbs. 0 03
Falls 35 lbs. 1 30 each
5 1/2 lbs. 1 80

Plain tins, with label—
1 lb. tins, 1 doz. in case. 2 50
5 " " " " " 2 75
10 " " " " " 2 70
(5, 10 and 30 lb. tins have wire handles.)

Teas

THE "SALADA" TEA CO.

- Wholesale Retail
No. 1 Label, 1's and 1/2's. \$0 25 \$0 30
Green Label, 1's and 1/2's. 0 27 0 35
Blue Label, 1's, 1/2's and 1/4's. 0 30 0 40
Gold Label, 1's and 1/2's. 0 36 0 50
Red Label, 1/4's. 0 44 0 60
R-d-Gold Label, 1/4's. 0 55 0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



- EMPIRE PACKAGE TEA
Cases 30 and 60 lbs. each—
Black, Mixed, and Green Ceylon.
25c. 1s, 20c.; 1/2s, 21c.
30c. 1s and 1/2s, 25c.
40c. 1s and 1/2s, 25c.
50c. 1s and 1/2s, 35c.
75c. 1s and 1/2s, Vulcan, 50c.
100 lb. lots freight paid.



Blue Label, 1/2's. \$1 00

- Orange Label, 1's and 1/2's. 0 25 0 40
Blue Label, 1's. 0 20 0 25
Brown Label, 1's and 1/2's. 0 28 0 40
Brown Label, 1/2's. 0 35 0 50
Green Label, 1's and 1/2's. 0 35 0 50
Red Label, 1's. 0 40 0 50

LAPORTE, MARTIN & OIE, LTD.

- Japan Teas—
Victoria, hf-c, 90 lbs. 0 25
Princess Louise, hf c, 80 lbs. 0 19
Ceylon Green Teas—Japan style—
Lady, cases 60 lbs. 0 18
Duchess, cases 60 lbs. 0 19



BLUE RIBBON TEA CO., MONTREAL

- Wholesale Retail
Yellow Label, 1's. 0 30 0 35
Green Label, 1's and 1/2's. 0 31 0 35
Blue Label, 1's and 1/2's. 0 34 0 35
Red Label, 1's, 1/2's and 1/4's. 0 30 0 40
White Label, 1's, 1/2's and 1/4's. 0 35 0 50
Gold Label, 1's and 1/2's. 0 43 0 60
Purple Label, 1's and 1/2's. 0 55 0 80
Embossed, 1's and 1/2's. 0 07 1 00



RAM LAL'S PURE INDIAN TEA

- Wholesale Retail
Pink Label, 1's and 1/2's. 30c. 40c.
Gold Label, 1's and 1/2's. 35c. 50c.
Lavender Label, 1's and 1/2's. 45c. 60c.
Green Label, 1's and 1/2's. 50c. 75c.
Canisters
Gold Tins, 5's. 35c. 1.75 50c. 2.50
Gold Tins, 3's. 35c. 1.05 50c. 1.50
Gold Tins, 1's. 36c. each 50c. each
Gold Label, 1's. 18c ea. 35 lb. 25c ea. 50 lb.
Red Tins, 1/2's. 35c ea. 70 lb. 50c ea. 1 00 lb.
Red Tins, 1/4's. 18c ea. 72 lb. 35c ea. 1 00 lb.



MELAGAMA TEA.

MINTO BROS., 45 Front St. East

- Wholesale Retail
Black, green, mixed, 1/2s. 0 70 1 00
" " " " " " " 0 55 0 80
" " " " " " " 1 lb. & 1/2. 0 44 0 60
" " " " " " " " " 0 40 0 60
" " " " " " " 1 lb. & 1/2. 0 35 0 50
" " " " " " " 1 lb. & 1/2. 0 35 0 50
" " " " " " " 1 lb. & 1/2. 0 30 0 40
" " " " " " " " " 0 33 0 40
" " " " " " " " " 0 25 0 30
" " " " " " " 1 lb. & 1/2. 0 34 0 30

We pack Japan in all grades at same prices. We pack in 50 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.

- Black Label, 1-lb., retail at 25c. \$0 20
Black Label, 1-lb., retail at 25c. 0 21
Blue Label, retail at 30c. 0 23

- Green Label, retail at 40c. 0 30
Red Label, retail at 50c. 0 35
Orange Label, retail at 60c. 0 42
Gold Label, retail at 80c. 0 55



Pure Gold Jelly Powder. 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO. LTD. Montreal and Boston

- Wood's Primrose, per lb. wholesale retail
Golden Rod. 0 40 0 60
Fleur-de-Lis. 0 35 0 50
Pack in 1-lb. tins. All grades—either black, green or mixed.

GILLET'S CREAM TARTAR

- Per doz
1-lb. paper pkgs., 4 doz. in case. \$7 90
1-lb. paper pkgs., 4 doz. in case. 1 80
Per case
4 doz. 1-lb. paper pkgs. assorted. \$7 20
2 doz. 1-lb. paper pkgs. Per doz

- Per doz
1-lb. cans with screw covers, 4 doz. in case. \$2 00
1-lb. cans with screw covers, 3 doz. in case. 3 75
Per lb
5-lb. sq. canisters, 1/2 doz. in case. 0 30
10-lb. wooden boxes. 0 27 1/2
25-lb. wooden pails. 0 27
100-lb. kegs. 0 25 1/2
360-lb. barrels. 0 25

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

- Chewing—Black Watch, 6s. 44
Black Watch, 12s. 45
Bohs, 6s and 12s. 46
Bully, 6s. 44
Currency, 6s and 12s. 46
Stag, 6 2-5s. 46
Old Fox, 12s. 44
Pay Roll Bars, 7s. 56
Pay Roll, 7s. 56
War Horse, 6s. 42
Plug Smoking—Shamrock, 6s., plug or bar. 45
Rosebud Bars, 6s. 45
Empire, 6s and 12s. 44
Ivy, 7s. 44
Starlight, 7s. 50
Cut Smoking—Great West Pouches, 6s. 59

Veterinary Remedies

W. F. YOUNG
Absorbine, per dozen. \$18 00
Absorbine Jr., per dozen. 9 00

Yeast

- Royal Yeast, 3 doz. 5 cent pkgs. \$1 15
Gillett's Cream Yeast, 3 doz. in case. 1 15

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **Dog Cakes**
 "FIBRINE"

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd., London, Eng.** Canadian Branch: 13 St. Therese Street, St. Gabriel's, Montreal.

Bradley Stencil Machine

The latest development of a CIRCULAR Stencil Machine not so expensive as the Standard.
EASY TO OPERATE



HAMILTON STAMP & STENCIL WORKS, Limited

Sole Canada Agents

HAMILTON

37-39 King William St.

TORONTO

25 Colborne St.

Brunner Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland
Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

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

Wellington Mills London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SALT:

Complete list of
laid-down prices
gladly submitted.

Write

VERRET, STEWART & CO.

LIMITED

No. 12 Port St.

MONTREAL

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

SOLVES THIS QUESTION

Quality Unexcelled.
Three dozen to a case.

Absolutely Dust-proof.
All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



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For You—Use
... Them ...**

WE KNOW a good Retail Grocery Business for sale; town near Hamilton; turnover, \$16,000; can be increased. Always made money. Owner retiring from business. Can rent or buy premises. If you are in the market for anything like this, or have a friend who is, communicate with us. Act quickly.

Geo. E. Bristol & Co.

Wholesale Grocers

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ONTARIO