

# CANADIAN GROCER

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

Montreal: 781-782 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building

New York: 115 Broadway

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No. 15

## Robinson's Patent Barley

has a world-wide reputation as a health-giving and nourishing food and is a line particularly suited to the needs of infants and invalids.

Why let the druggist have all the selling of this profitable article?

It is right in your line and is in general demand for family consumption.

Write for Samples and Particulars or  
Ask Your Jobber for ROBINSON'S.

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

Agents for the Dominion of Canada

## PURE—HEALTHFUL—PROFITABLE

You can be sure of an increased volume of Syrup Sales and a large amount of profit if you are featuring

## Crown Brand Corn Syrup

It is a line to which special attention has been given to insure quality and is a rich, refreshing syrup that never fails to please.

Why not give "CROWN BRAND" greater prominence? It will pay you handsomely.

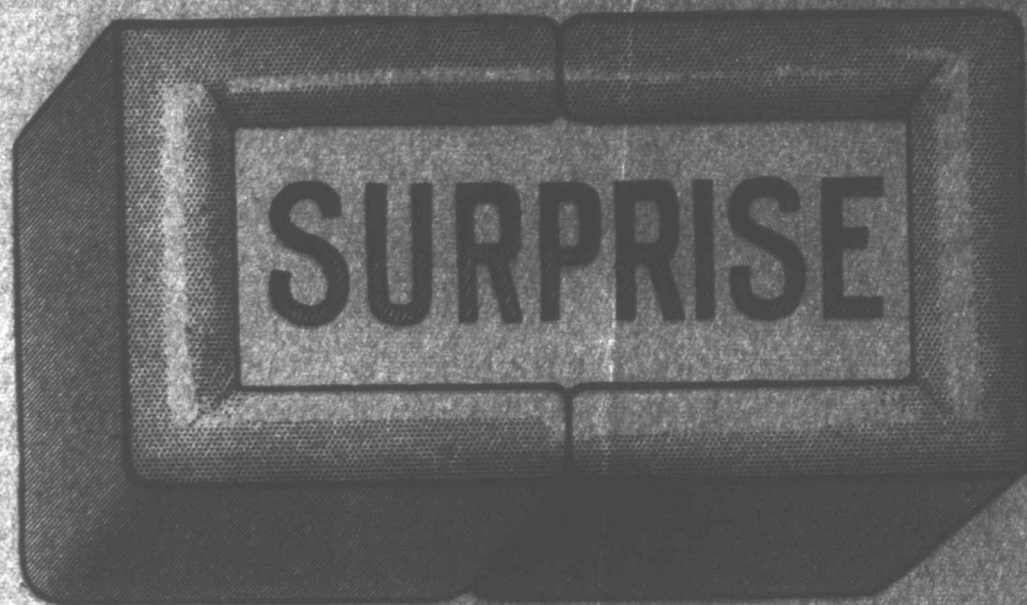
EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



**T**HERE are very few articles that look more alike than two cakes of laundry soap. The wrappers, the shape, the size and even the weight of each may be the same, and when you look at them together you wonder why one sells well and the other doesn't. Same way with men. You see a man who has made a million and has the confidence of the whole country, and in most ways he looks as much like the ordinary individual as two cakes of soap. But you've got to cut his head open to see where the difference lies, and you've got to put **SURPRISE** in the wash tub to see why it holds its present place among Canadian consumers. Once you do this the whole thing is clear to your mind; for while it looks like other soap, the distinction is in the **QUALITY**.

---

The **ST. CROIX SOAP MANUFACTURING CO.**  
ST. STEPHEN, N. B.

N  
V  
S

Ord



# Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes

made by Codou of France, a delicacy and flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the “**BEST**” insist upon having “Codou’s.”

## Look for the Name “CODOU”

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. “Codou” **that** is the name to think of.

**Arthur P. Tippet  
& Co., Agts.**

8 Place Royale, Montreal  
84 Victoria St., Toronto

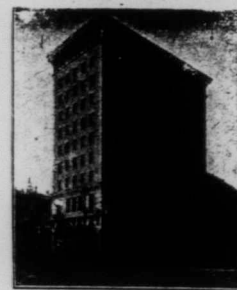
# Made in France

Order Now



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.

## THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

## J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

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

## 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. Sacrament Street, Montreal  
TEL. MAIN 778 BOND 28

## WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

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

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

10 Garfield Chambers, Belfast, Ireland.

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

## W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.  
Open for a few more first-class lines.

## CURRANTS

To Arrive

Filiatras, Cleaned and Uncleaned  
Finest Vostizzas

## W. H. Millman & Sons

Wholesale Grocery Brokers  
TORONTO

NEWFOUNDLAND  
**T. A. MACNAB & CO.**  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.  
Codes: A, B, C, 5th edition, and private.

## G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

## W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

## BUCHANAN & AHERN

Wholesale Commission Merchants and Importers  
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grains, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

## W. G. PATRICK & CO.

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

## MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

## JUST ARRIVED IN STORE

Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.

PRICES RIGHT

## Lind Brokerage Company

73 Front St. East - - - TORONTO

## THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

## WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

## —WINNIPEG—

## H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

## DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

## A. Francols Turcotte

COMMISSION MERCHANT

Room 16, Morin Block  
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

## —MOOSE JAW—

## WHITLOCK & MARLATT

Distributing and Forwarding Agents.  
Warehouse on C.P.R. spur track.  
Promptness and Satisfaction guaranteed.  
Business Solicited.



# NEW MAPLE SYRUP IN STORE

"PRIDE OF CANADA" guaranteed absolutely pure.—5 gallon tins—Get our quotations for immediate shipment.

"BELGIAN" CANNED PEAS—MOYENS—\$8.00 per case.

You will find these a ready seller—Exceptionally good value.

A SNAP IN TOOTH PICKS—HARDWOOD DOUBLE POINTED

CASES—100 packages each, 1000s, \$2.50 a case.

You double your money on every package—ORDER NOW.

# EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

## BORDEN'S

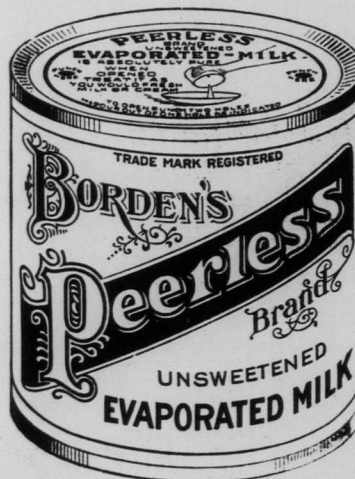
EAGLE BRAND  
CONDENSED MILK

EVAPORATED MILK  
PEERLESS BRAND



By recommending these Brands  
you will please your customers.

They are the best that  
Science can produce.



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

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver

# THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST is sold before you stock it, because your customers know what it will do and every one of them has read our slogan

**"Let the Gold Dust Twins do your work"**



GOLD DUST sells itself—you don't have to "talk it up," we DO THAT in our advertising and the thousands of women who USE it TALK FOR IT, too. You can sell a customer her GOLD DUST and six other articles in the time it would take to tell her about some other washing powder, and she'll always buy GOLD DUST and be pleased with it. Don't talk yourself into trouble by "pushing" powders that have no standing—just SELL GOLD DUST.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

## "ENTERPRISE"



"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they **grind** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

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

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York.

544 Van Ness Avenue, San Francisco.





# Successful Merchants Put a Receipt in Every Parcel

Why  
Don't  
You?

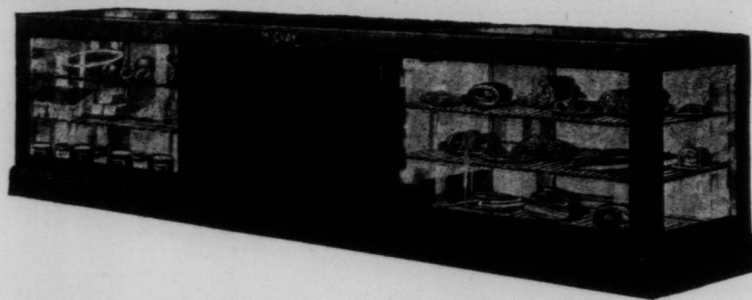


National Cash Registers afford the quickest and safest known method of recording every sale and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

**NATIONAL CASH REGISTER CO.**

F. E. MUTTON,  
Manager for Canada

285 Yonge St., Toronto



## A McCRAY Refrigerator Display Case

will sell your goods. It is not only a display case, but also a practical refrigerator. You know by experience that goods well displayed are half sold. The use of this case will enable you to display your dairy goods and delicatessen to the best advantage and will keep them clean and fresh.

We manufacture Refrigerators and Coolers for residences, groceries, markets, hotels, clubs and florists. Catalog for any of these lines will be sent free upon request.

Write to-day for our Catalogue No. 67, which shows McCray Refrigerators, Display Cases and Coolers of all kinds and sizes for groceries.

**McCRAY REFRIGERATOR COMPANY**

Please address all correspondence to the  
Factory, Kendallville, Indiana.

231 Lake Street, KENDALLVILLE, INDIANA

## The American Can Co.

are ready to quote you prices on

# Tin Cans

of all kinds  
for all purposes

FRUIT and VEGETABLE CANS,  
SYRUP and OIL CANS,  
BAKING POWDER CANS,  
SPICE CANS, COFFEE CANS,  
MEAT CANS, TEA CANS,  
LARD PAILS, JAM PAILS,  
ETC., ETC.

Plain Tin or Decorated Tin

---

MONTREAL, QUEBEC - HAMILTON, ONTARIO





The gum that is  
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &  
CANADA

## Sheldon Will Show You How

More money, bigger salaries, bigger profits, are all the result of better salesmanship. If you will spend a few minutes of your spare time with Sheldon to master the fundamental principles of how to sell your product or your services to best advantage in the best market, you can immediately put yourself on the way to more money.



### **Salesmanship is the Secret**

Sheldon wants to point the way for you to a better understanding of business laws—he wants to send you a **FREE** copy of The Sheldon Book if you will agree to read it. This book is a key to the Sheldon Courses in Salesmanship, Business Building and Man Building. You can place yourself in reach of a copy merely by a request. Make it now and learn about a royal road to more money. Write to-day for your **FREE** copy.

**The Sheldon School,**

**1148 Republic Building,**

**Chicago, Illinois**



## **SANITARY CANS**

FOR

### **WINTER PACK**

OF

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

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

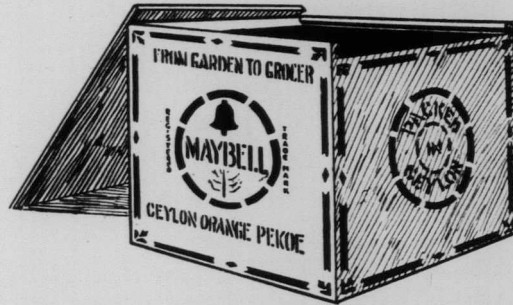
**Niagara Falls, Ont.**



THE CANADIAN GROCER

# "MAYBELL" CEYLON TEA

IN DECORATED 5 and 10 lb. CHESTS



All in sealed lead lined packages.

## Prices

5 lb. boxes (8 to a case)	24c. lb.
10 lb. boxes (4 to a case)	23½c. lb.
50 lb. half chests	20c. lb.

Perfect in quality, convenient in quantity, attractive in appearance, moderate in price, satisfactory in profit. The ONE tea proposition that can win back your tea trade from the peddler.

Terms: Net 30 days f.o.b. Toronto.

## CANADA BROKERAGE COMPANY LIMITED

Toronto

Canada

NEW 1911 MODEL



The hood rotates on and off of front of cabinet from an axis at the top with the same convenience attached to operating a roll-top desk.

## IN CASE OF FIRE

would your accounts be protected, or would they burn as common ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night*.

## The KEITH System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too - all done with *one writing*.

Our Catalogue Explains.

Send for Full Information.

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

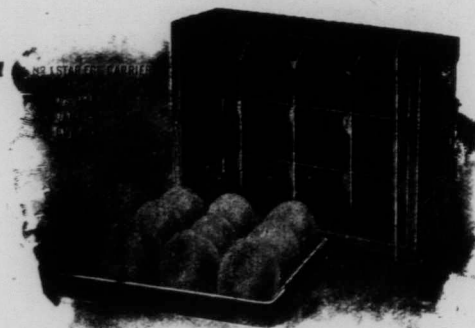
VICTOR ARCHAMBAULT, 28 Bridge Street, SHERBROOKE, QUEBEC, Representative for Quebec and the Maritime Provinces

**FOR SAFE EGG DELIVERY**

Designed and manufactured especially to protect eggs during vehicle delivery.

**STAR EGG CARRIERS AND TRAYS**

**Stop Breakage      Stop Miscounts**  
**Save Time          Save Money**



Made in one and two dozen sizes.

The carriers are made of strong white wood and will stand hard usage for years. The trays which hold the eggs in the carrier during delivery serve also as a dish in which to leave the eggs on your customer's table. The STAR EGG TRAYS are the best ever for your ad. Find out about it. Ask your jobber and write us. There's a lot in our booklet "NO BROKEN EGGS." It's free to you.

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

**STAR EGG CARRIER & TRAY MFG. CO.**  
1550 JAY STREET, ROCHESTER, N.Y.

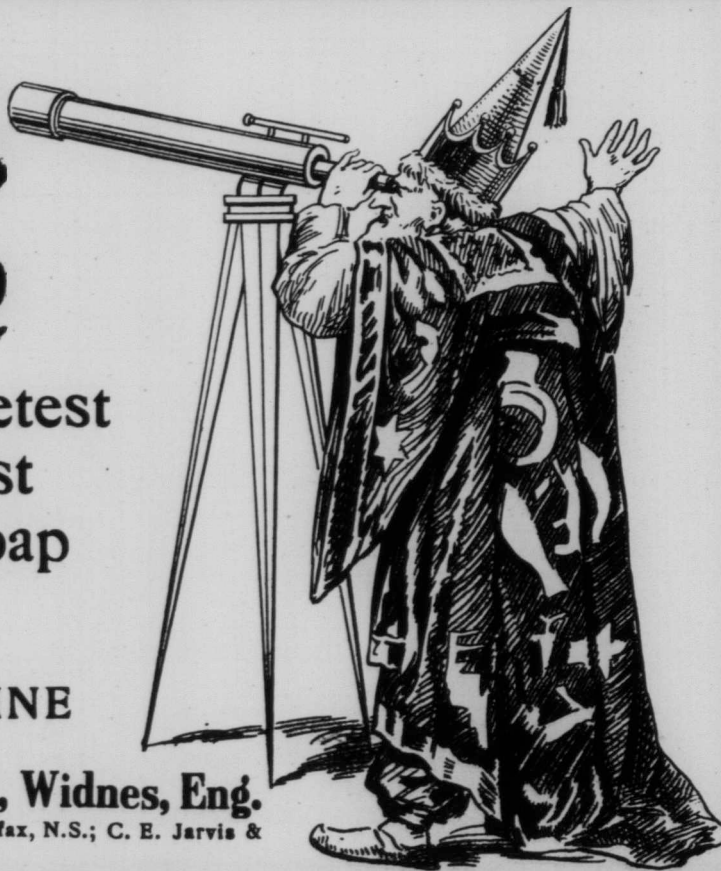
**Gossages' Magical Soap**

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

**GUARANTEED GENUINE**

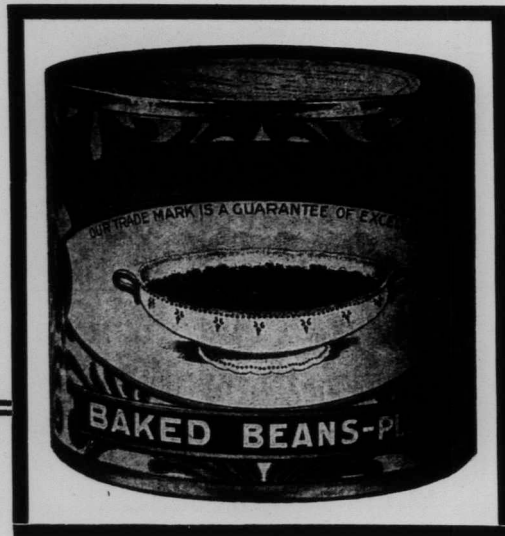
**William Gossage & Sons, Ltd., Widnes, Eng.**

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





**RED  
CROSS  
BRAND**



**PORK  
and  
BEANS**

The Size for You to Feature

is our

**3'S FAMILY**

This package of "Red Cross" Beans is having an abnormal sale, because the quality is superb, and the can contains more beans than 3's flat and at a less price.

"Red Cross" Beans are entirely hand-picked, processed with the greatest care, and handled in a factory that is a model of sanitation and cleanliness.

For unvaried quality, delicacy of flavor, and generous quantity 'Red Cross' Beans are unrivalled. Your jobber handles them.

SEND ALONG A LIBERAL ORDER TO-DAY.

**DOMINION CANNERS, Limited**

HAMILTON, CANADA

# Save Time and Money!



YOU, Mr. Saskatchewan and Western Grocer, can save time and money dealing direct with us—time, because you get the promptest deliveries from our Regina and Prince Albert Houses; money, because you save considerably in freight charges, and obtain the benefit of car load rates.

Look into the proposition we have to offer you! We carry large and complete stocks of all lines, and are quoting the closest prices.

Write Us To-day

## CAMERON & HEAP CO., Limited

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask.

Fort William, Ont.

Kenora, Ont.

Prince Albert, Sask.

## Have You Had a Sample Tin? Orsi's Concentrated Tomato Extract —SUN BRAND—

is preferable to canned or fresh tomatoes because:—It has the flavor characteristic of the Italian fruit. It is of greater economic value. It is prepared by a PATENT PROCESS. It does not deteriorate but retains its delicious flavor through any length of time.

Note these very reasonable prices:--

**1 case of 100 18-oz. tins for \$18.00. You can get "yours" out of every sale.**

DROP US A POSTAL.

AGENTS FOR CANADA:

Enquiries from all of Canada outside of Ontario to our Montreal office.

*The Charles*  
**Cicero**  
*Company* LIMITED

Enquiries from Ontario to our Toronto office.

SPECIALISTS IN ITALIAN PRODUCTS



THE CANADIAN GROCER

SOMETHING NEW  
DAINTY, TASTY AND  
UP-TO-DATE

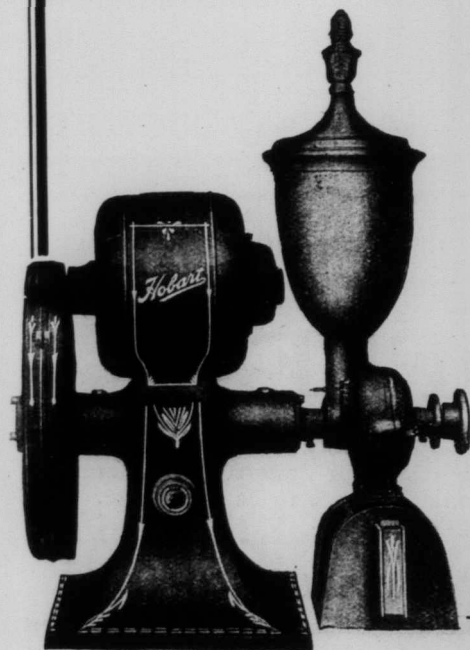
# PERRIN'S CORONATION BISCUIT



## Improve Your Store Interior!

Increase your store efficiency and augment your profit by installing a

### HOBART COFFEE GRINDER



It is a necessary adjunct to every up-to-date store, and is a handsome ornament to any business.

Provided with automatic release—an effective protection against accidental damage to motor.

Guaranteed to be the fastest and most efficient coffee grinder on the market.

All parts are of selected materials and perfectly made and fitted.

May we give you further information? It is free for the asking. Write us to-day.

**W. A. Freeman Co., Ltd.**  
Hamilton, Ont.

**Tartan**  
**BRAND**

THE SIGN OF PURITY

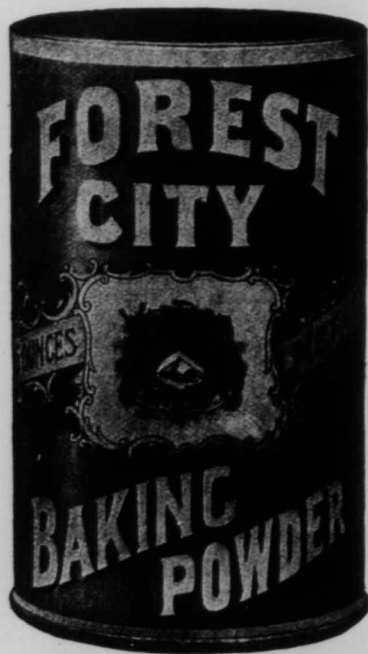
When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595.

Exchange to all departments.

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

**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 and Winnipeg

Durability

Finish

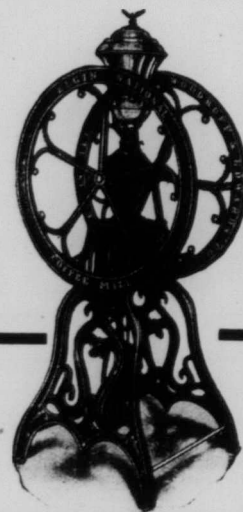


Fast

Easy

Grinding

Adjustment



These are some which recom-

of the features mend the

**ELGIN NATIONAL COFFEE MILL**

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for descriptive catalogue:

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

WOODRUFF & EDWARDS CO., ELGIN, ILL.

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

**AURORA COFFEE**

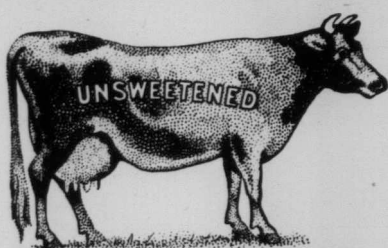
the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch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

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**





**ST. CHARLES MILK**

## St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

*Every can is guaranteed*

**St. Charles Condensing Co.**

INGERSOLL, ONT., CANADA



**EQUALLY GOOD FOR  
TOILET, LAUNDRY, BATH OR  
SCRUBBING**

This is the exceptional claim we make for

## Wonderful Soap

And hundreds of housewives throughout the Dominion will back our claim.

We are now wrapping each cake of "Wonderful" Soap, instead of putting six cakes to a carton as formerly, and the attractive wrapper we are using cannot fail to gain attention.

"Wonderful" Soap is the best soap for your profit and reputation. It is always safe, sure and speedy.

Write for details of our dealer-helper-selling plan.

**The GUELPH SOAP CO.**  
GUELPH :: :: ONTARIO

# Rowat's Goods Sell!

**The Connoisseur's  
Choice!**

Cater for your particular customer by featuring



## Rowat's Pickles AND Paterson's Sauce

They are 'quality' goods which never fail to satisfy.

**ROWAT & CO.**  
GLASGOW, SCOTLAND.

Canadian Distributors, —  
Snowdon & Ebbitt, 325  
Cristine Bldg., Montreal,  
Quebec, Ontario, Manitoba,  
and the North-west; F. K.  
Warren, Halifax, N.S.; F. H.  
Tippet & Co., St. John, N.  
B.; C. E. Jarvis & Co., Van-  
couver, B.C.



## ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.  
Good Value, Good Profit and Good Advertising—some of you are doing  
great things through H. P. Sauce. Now how about you?

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

# H.P. SAUCE



"For Old Acquaintance Sake"

is all right sometimes

**BUT NOT IN BUSINESS**

"FOR PROFIT SAKE"

**WILL SUIT YOU BETTER**

## WHITE SWAN LYE

Shows you a profit of 50%  
and gives your customers  
much more for their  
money than other brands,

and is

**Guaranteed Absolutely Pure**

Sold from Ocean to Ocean  
**ON MERIT**

**W**E are issuing a very attractive Cook Book containing a number of recipes which will be found very useful to the housewife. These are being placed in the cases of Molasses now being sent out, and we would ask the merchants to kindly see that they are placed to the best advantage. This will assist the dealer to increase his sales of the now popular **GINGER-BREAD BRAND MOLASSES.**

The Dominion Molasses Co.  
LIMITED  
HALIFAX, NOVA SCOTIA

## FRESH COW'S MILK IN ITS MOST PERFECT FORM

For infants and invalids—safer than fresh milk on every occasion.

### CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

**THE AYLMEY CONDENSED MILK CO., Limited,**  
Head Offices, HAMILTON, ONT.

Aylmer Ont.





THE CANADIAN GROCER

# S. T. NISHIMURA & CO.

have closed out their holdings of last year's

## JAPAN TEAS

except a few lines which would interest  
ready purchasers.



THREE OF  
**CANADA'S PERFECT FOOD  
PRODUCTS**

ST. GEORGE EVAPORATED MILK  
PRINCESS CONDENSED MILK  
BANNER CONDENSED MILK

Week by week we have improved  
the quality of these popular brands  
until we have produced a product  
on which it is difficult for science  
to improve.

These favorite brands are made  
from absolutely *pure, fresh, clean*  
Brant County milk with the addi-  
tion of *pure* cane sugar.

The grocer who pays strict attention to  
these lines will daily promote his sales  
and gain new customers. Our prices  
will show you good profits.

ASK YOUR WHOLESALER  
FOR SAMPLE ORDER AND  
PROVE OUR STATEMENTS

J. MALCOLM & SON  
ST. GEORGE, ONT.

## ONION SETTS

Choice quality yellow Danver  
Onion Setts

**5c. lb.**

Condition and quality guaranteed.

Send for sample.

This is a real bargain, do not delay.

**H. J. ASH**

44 CHURCH ST., - - TORONTO

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST

## "SKIPPER SARDINES"



are good quality and they possess besides an alluring daintiness, delicacy and  
delicious flavour, not always to be had even in good things. Cosily packed in  
pure Olive oil, they are a temptation and a delight. Do not confuse with the  
old sorts, they're different. They sell and pay to sell. Key opening tins,  
beautifully labelled and parchment wrapped.

Sole Proprietors: **ANGUS WATSON & CO., Newcastle-on-Tyne, England**

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL    HAMBLIN & BRERETON Ltd., WINNIPEG  
and VANCOUVER    JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND

# PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

## ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther

ASK YOUR JOBBER

ASEPTO SOAPS, Limited, ST. JOHN, N.B.

### Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this:

By using

### Minute Tapioca

a delightful, dainty and wholesome dessert is

ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.

Ask your Jobber for  
Minute Tapioca

Minute Tapioca Co.  
Orange, Mass.

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



## BAIRD'S WORCESTERSHIRE SAUCE

is

### DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price  
High in Quality



Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto  
—404 Lindsay Building, Montreal W. L. McKenzie & Co., Win-  
nipeg; R. Robertson & Co., Vancouver and Victoria.



By Special royal permission.

### THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

## "KING OSCAR" BRAND NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.



SEIZE THIS OPPORTUNITY!

WE ARE NOW BOOKING  
ORDERS FOR FUTURES

# QUAKER BRAND CANNED GOODS

at 2½ cents per dozen *under* the opening prices for Fall Delivery.

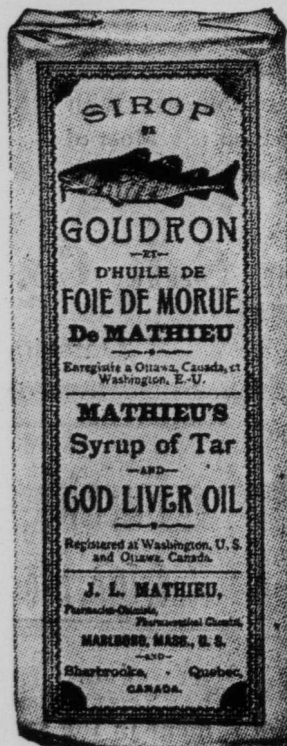
**Order now and save five cents a case.**

Our travellers will be round to see you; or write us.

MATHEWSON'S SONS

::

P.O. Box 2360, MONTREAL



## MATHIEU'S SYRUP of Tar and Cod Liver Oil MATHIEU'S NERVINE POWDERS

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

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

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

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

Sold by all wholesale dealers

AND

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

Distributors for Western Canada:

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

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

## The Only Account Register



THAT will fit any safe.  
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new **Commercial Register** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think **yours takes the lead.**

G. H. KNOWLES

Send Us a Postal for Full Information.

**COMMERCIAL REGISTER CO.**  
178-180 Victoria Street - - Toronto, Ont

## "THE BURNING QUESTION"

This can be quickly and satisfactorily answered by you to every user of Stove Polish.

# JAMES DOME BLACK LEAD

supplies a lasting, brilliant polish that does not burn off. Creates no dirt or dust.

IT PAYS A GOOD PROFIT.

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

**Pure Goods Bring Increased Custom**

**Give Your Customers**

*Redpath*

**Extra Granulated Sugar**

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

Established in 1854 by John Redpath



She doesn't take kindly to substitutes for

**WINDSOR SALT**

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her too.

**The Canadian Salt Co.  
LIMITED**

Windsor

Ontario

**TO THE WHOLESALE TRADE:**

**West India Co., Limited**

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

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

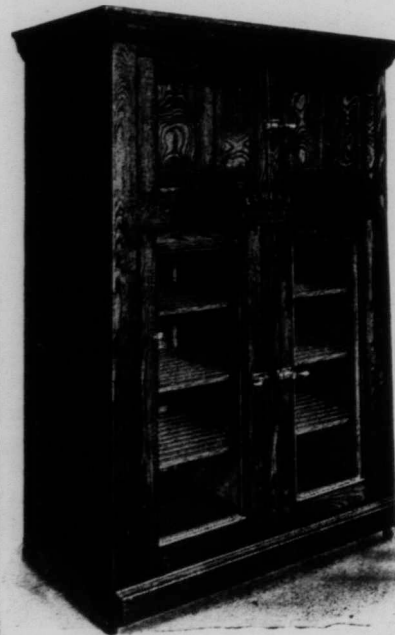
**SUGARS  
MOLASSES**

**and all West Indian Produce**

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

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

**West India Co., Limited**



**Eureka  
Refrigerators**

Represent the highest attainment in the sanitary handling of foods by the Grocer.

The result of 25 years devoted exclusively to the one line of work.

The Eureka Patented system is an absolute guarantee against Dampness and Foul Air, and there

is nothing made that will keep your goods as well.

Send for New Catalogue.

**Eureka Refrigerator Co., Ltd.**

56 Noble Street, Toronto



# COOK'S FRIEND

BAKING POWDER

*The Leader for 50 years  
and  
STILL THE BEST*

**W. D. McLAREN, LIMITED**  
Montreal

## "Farm Cream" Sodas

Made from the finest flour,  
delightfully crisp and delicious.  
Lightest on the market.

**RAMSAYS LIMITED**

29-31 Vitre St. W.  
MONTREAL

## High-Grade Sweet Biscuits

Particularly made for  
particular people.

*Write for information to above address*

## "Kitchener Pork & Beans"

All products bearing this Brand are  
equally wholesome and delicious.  
Insist on our label when buying  
PORK and BEANS. Contains only  
those ingredients endorsed by the  
Canadian Government.

**Delicious**  
**Appetizing**  
**Satisfying**

Our beans are all selected hand-  
picked stock, and carefully prepared  
in 1, 2 and 3 lb. tins, in plain or  
Tomato Sauce.

If Price and Quality interest you,  
write us at once.

**The Oshawa Canning  
Co., Limited**

OSHAWA :: :: ONTARIO

## You Invite Your Custom- ers' Fullest Confidence

by telling them frankly the ad-  
vantages of different lines of  
goods.

## CLARK'S MEATS

have so many excellent qualities  
that their sale is assured, if the  
grocer knows just how good  
they are and lets his customers  
know what he thinks.

**Wm. Clark, - Montreal**

**Manufacturer of High Grade  
Food Specialties**

**WHITE DOVE  
COCOANUT**

is the best possible!

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

**W. P. DOWNEY,  
MONTREAL**



**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**

**The W. H. ESCOTT CO.**  
WHOLESALE  
**Grocery Brokers**  
137 BANNATYNE AVENUE  
**WINNIPEG**  
COVERING  
**MANITOBA and SASKATCHEWAN**  
CORRESPONDENCE SOLICITED

**"Too Mussy  
For Me"**



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

**The Hills Brothers Co.**  
Beach and Washington Sts., NEW YORK

The **GRAY, YOUNG & SPARLING CO., Limited**  
**SALT  
MANUFACTURERS**  
Granted the highest awards in competition with other makes.  
**WINGHAM ESTABLISHED 1871**

No Odor

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.

**JELLIES! JELLIES!**

Now is the time for you to secure a supply of something rich in the jelly line, something you can strongly recommend to your customers and sell at a good profit.

**"Double Event"  
"Double Event"  
"Double Event"  
Club Jelly  
Powder**

should certainly have a prominent place on your shelves. The package will please all the more because it contains not only the jelly but also a powder for sauce.

*Spend a minute or two in dropping us a postal.  
Don't fail.*

**S. H. EWING & SONS**  
Montreal and Toronto

**CHINESE  
STARCH**

HAVE YOU  
A STOCK?  
GREAT SELLER  
ALL THE TIME.

GET PRICES  
**OCEAN MILLS  
MONTREAL**

When writing advertisers kindly mention this paper.

There the av seeking of kn line of

**QUEEN  
Pi  
Toma**

**Worce  
a Unive**

They a purity never f even th All ing ed with and th our goc of skill

**TAY**



Your particular customer will always buy

## MASON'S No. 1 SAUCE

once he has tasted it, because there's a piquancy and flavour to it that give a zest to even the plainest fare. Recommend it strongly.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous **MASON** old English recipe.


Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

**No. 1 SAUCE**  
**MASONS LIMITED,**

25 Melinda Street, - Toronto

Agents wanted where not represented.



**Century SALT**  
"The Salt of Salts"

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

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

### DON'T LOOK FOR TROUBLE!

There's plenty in store for the average retailer without seeking more. Feature lines of known repute! In the line of condiments sell—

**QUEEN QUALITY**  
Pickles,  
Tomato Catsup  
and  
Worcester Sauce—  
a Universal Sause



They are noted for their purity and flavor, and never fail to add a zest to even the plainest fare. All ingredients are selected with the utmost care, and the composition of our goods is one long tale of skill and cleanliness.

Write for discounts and prices.

**TAYLOR & PRINGLE CO., LIMITED**  
OWEN SOUND, ONTARIO

## BRUSHES

are now among the most seasonable lines and if you wish to start the season right you will put in such leaders in Kalsomine Brushes as our

**POLAR**  
**ARCTIC**  
**KRACKER**  
**KLINKER**

In scrubs and all household brushes our genuine solid back goods are unequalled.

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

THE CANADIAN GROCER

## A HANDY PACKAGE

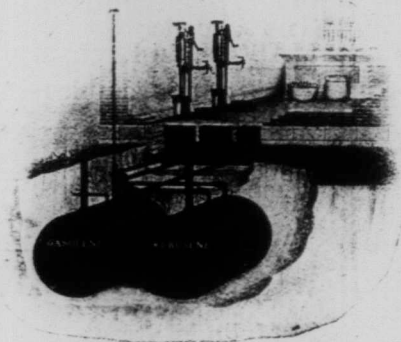
Forty half cartons to the case, done up in an attractive carton to sell to the consumer at a popular price,

**25 Cents a Package**

# Crystal Diamond Lump Sugar

This package is now on the market and can be secured from all jobbers. IT PAYS A GOOD PROFIT.

THE ST. LAWRENCE SUGAR REFINING COMPANY, Limited, MONTREAL, P.Q.



**A Clean  
Store**

**A Sure  
Profit**

**A Safe  
Method**

**A Good  
Purchase**

If you want these advantages in your oil department buy a

### BOWSER

Self-Measuring System

It measures the oil accurately, computes its value and counts the gallons pumped. No measures, no funnels, no offensive oil odors. Clean hands, clean oil, clean store and clean profit.

Just drop a card and say "Send me book No. 5." You can't invest a cent better.

**S. F. BOWSER & CO., Limited**

66-68 Fraser Ave.,

TORONTO, ONT.

## HOLBROOKS LIMITED

of Birmingham, England

Sole proprietors of

The "HOLBROOK" Brand  
Norwegian Smoked Sar-  
dines in pure Olive Oil.

"SWAN" Brand Pure  
English Pickles in 20oz.  
tall, square bottles with  
patent stopper.

And

### HOLBROOKS WORCESTERSHIRE SAUCE

Canadian Offices:

40 Scott St., TORONTO, ONT.

Manager: H. GILBERT NOBBS.

When writing advertisers kindly men-  
tion having seen the advertisement in  
this paper.



## ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

### TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

**TELFER BROS., Ltd., - Collingwood, Ont.**

BRANCHES:

Toronto    Winnipeg    Hamilton    Fort William



THE RECOGNIZED STANDARD.

# ENGLAND'S PREMIER LEMONADE.



No Grocer in England considers his stock complete unless it includes a supply of

## EIFFEL TOWER LEMONADE

The time is fast approaching when no Canadian Grocer also will consider his stock complete unless it includes a supply of

## EIFFEL TOWER LEMONADE.

Why not be the first to introduce it to your customers? They will gratefully appreciate your enterprise.

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. MALKIN Co., Vancouver, for British Columbia.  
The HARRY HORNE CO., 30 King St. West, Toronto, for Ontario.  
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.



## Good Service Makes Friends For Lawrason's Snowflake Ammonia

**\$500 GUARANTEE**

LIES BEHIND THE STATEMENT THAT THIS AMMONIA IS EQUAL IN PERFORMANCE TO ANY OTHER SELLING FOR DOUBLE THE PRICE.

**5 CENTS  
FOR A GIANT  
PACKAGE**



### Progressive Grocers

handle only those goods which are found by test to be superior. Other brands will hurt their trade. You will never regret your first order of

**Lawrason's  
Snowflake Ammonia**

IT IS THE BEST

**S. F. Lawrason & Co.**

LONDON :: ONTARIO

## What People Demand

YOU WILL FIND  
PROFITABLE

### Moody's Preparations

Include Polishes, Washing Powders,  
Preservatives and Household Chemicals  
of many sorts, among them being

**KLENZINE AMMONIA WASHING  
COMPOUND**

**ROYAL BLUE**

**RELIABLE BORAX**

**ANTY DRUDGE**

**ROYAL MEDICATED**

**CHLORIDE OF LIME**

**HALF TIME SHOE POLISH**

**QUICK SHINE STOVE POLISH**

Write for Particulars and Prices

**Alpha Chemical Co., Limited**

BERLIN

::

CANADA

## PEEK, FREAN'S

# PAT A CAKE BISCUITS

PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

## Sell Mushrooms

### There's Good Money in it

We are arranging with one leading  
grocer in each town to handle our  
mushrooms during the coming season.

As the supply of these dainties very  
seldom equals the great demand, the  
men who secure a local agency for  
our product are sure of big sales at  
extra good profits.

Better write us to-day for full par-  
ticulars before your competitor closes  
for the exclusive rights in your locality.

WRITE US TO-DAY

**Canadian Mushroom Growers**  
Limited

LINDSAY

::

ONTARIO

# OK

## ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only  
sauce backed up by a purity guar-  
antee of

**1000 GUINEAS**

Sells at 15 cents and 25 cents  
BE WARY OF IMITATIONS

# SAUCE

**GEO. MASON & CO.**

LIMITED

Sole Manufacturers - LONDON, ENG.

Canadian Agents—DARBY & TURNBULL  
179 Bannatyne Ave., WINNIPEG



# CANE'S WASHBOARDS and WASHDAY WOODENWARE

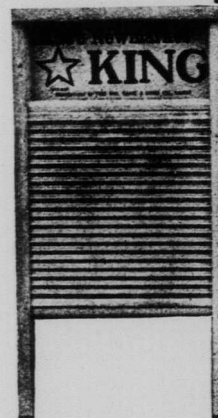


"NO, THANK YOU, MA'AM,  
I won't need a new wash-  
board. This is a CANE  
DIAMOND KING and will  
last a long while yet"

are designed to meet every need of every housewife in a way that will more than satisfy.

From our catalog you can select exactly the style and grade best suited to the use of your customers. The prices and finish vary widely, but the merit is always there.

Cane's Goods sell well  
because they wear well.



DIAMOND KING — The king of all washboards, best English glass rubbing plate, in selected wood frame, lock corner, splendidly finished.

The  
**WM. CANE & SONS CO.**  
LIMITED

NEWMARKET, ONTARIO

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

## Chase & Sanborn's COFFEES

are half sold when you put them on your shelves.

---

---

**CHASE & SANBORN**  
MONTREAL

# Profit by the Reduced Prices of this Special Sale

We offer at very advantageous prices for **immediate delivery** or for the opening of navigation the following merchandises:

**840** Cases Imported Alimentary Pastes, of Blanc & Fils, just consigned to our warehouse. Complete assortment.

**300** Cases Assorted Teas: Japan, Green and Black Ceylon, Gunpowder and Siftings. Samples supplied on request.

We specially recommend the "Victoria" and "Princess Louise" Brands.

**500** Cases French Peas, Francois Petit & Co.

**250** Cases Lecourt Mushrooms of A. & L. Lehucher, Paris.

**1000** Cases Imported Canned Vegetables and Fruits of the "Soleil" Brand.

FRENCH PEAS "Soleil," String Beans "Soleil," Flageolets "Soleil," Medleys of Vegetables "Soleil," Asparagus "Soleil," Spinach "Soleil."

"Soleil" SOUPS: Julienne, Printaniere, Cherfil, Puree of Tomatoes, etc.

**1000** Cases VICHY WATER, from the following Springs:

ST. NICHOLAS.

NEPTUNE.

CAPITALE.

SANITAS (Sparkling).

**800** Cases VICHY LEMONADES

"La Savoureuse."

"St. Nicholas."

Assortment of SHERRY WINES from the celebrated firm of Diez Hermanos, of Jerez de la Frontera, Spain.

## To Arrive--Barbadoes Molasses

**1500** Tons "Fancy" Quality.

**1000** Tons "Choice" Quality.

**200** Tierces. 400 Barrels. Superior Quality Guaranteed.

For all information, quotations, etc., write, phone or wire at our own expense.

# Laporte, Martin & Co., Limited

Wholesale Groceries, Wines and Liquors

**M o n t r e a l**

Most an  
self-san  
sible ur  
means '  
to think  
rience  
debate.

The  
Pack

Adams, J. T.  
Allison Couper  
Alpha Chemicals  
American Can  
American Tob  
Aspeto Soaps I  
Ash, H. J. ....  
Aymer Conde

Balfour-Smye  
Benedict, F. I.  
Bickle, J. W.  
Borden Conde  
Bowser, S. F. J.  
Bradstreet...  
Buchanan & A

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Canada Broke  
Canada Sugar  
Canadian Cere  
Canadian Coc  
Canadian Mus  
Canadian Pos  
Canadian Salt  
Cane & Sons,  
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Cocoa-Nut Bu  
Colwell, R. B.  
Commercial B  
Common Sens  
Connors Bros.  
Cristine, A. . .  
Crescent Mfg.

Dalley, F. F. (Distributors,  
Dominion Car  
Dominion Ma  
Dominion Mo  
Dominion Sal  
Downey, W. J.

"by-Blain Ltd  
Eckardt, H. F.  
Edwardsburg  
Enterprise Mf  
Escoff, W. H.  
Estabrooks, T.  
Eureka Refrig  
Swing, S. H.,





Most any one can sell a customer any kind of a Tea "once." self-same customer continuously, unless giving the best possible uniform value for the price charged, which of course means "SALADA." Not because we are egotistical enough to think so, but because the success of our 19 years' experience on these lines has proven it so, yes, and beyond all debate.

**The Annual Sale Now Exceeds 23 Million  
Packets--and Still Growing.**

*This is rather small type,  
but well worth reading.*

But no one can possibly sell this

You take no risk in handling "SALADA," because we definitely guarantee the sale of every case you purchase from us, and will, at any time, exchange or refund the invoice cost on any "SALADA" you may desire to return to us. No "Buts" or "ifs." We will pay on demand, and also be responsible for return freight charges. —Where is there another firm with the courage to duplicate this offer?

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American Can Co. 6	Borden Condensed Milk Co. 11	Canadian Cereal and Milling Co. 41	Dominion Match Co. 42	Enterprise Mfg. Co. 4	Foster-Clark Ltd. 25	Gorham, J. W., & Co. 2	Hills Bros. 22	Household Convenience Co. 53	Johnson-Richardson Co., Ltd., The. 4	Laporte, Martin & Cie. 28	Lascelles de Mercado & Co. 25	McLeod & Clarkson 43	Maclaren Imperial Cheese Co. 4	Mason & Co., Geo. 26	Rock City Tobacco Co. 6	Salada Tea. 29	Tippet, Arthur P., & Co. 1	Wrigley, Wm., jr. 7	Watson & Co., Angus. 2			
American Tobacco Co. 62	Bowser, S. F. & Co. 24	Canadian Coconut Co. 42	Dominion Molasses Co. 16	Escott, W. H. Co., The. 22	Freeman & Co., The W. A. 13	Gorman, Eckert & Co. 14	Holbrooks, Ltd. 24	Household Convenience Co. 53	Johnson-Richardson Co., Ltd., The. 4	Laporte, Martin & Cie. 28	Lascelles de Mercado & Co. 25	McLeod & Clarkson 43	Maclaren Imperial Cheese Co. 4	Rowat & Co. 1	Sanitary Can Co. 8	Toronto Salt Works. 48	Winn & Holland. 44	Watson & Co., Angus. 2				
Asepto Soaps Ltd. 18	Bradstreet. 44	Canadian Mushroom Growers. 26	Dominion Salt Co. 23	Estabrooks, T. H. 43	Freeman & Co., The W. A. 13	Gossage & Sons, Ltd. 10	Horne, Harry, Co. 2	Household Convenience Co. 53	Johnson-Richardson Co., Ltd., The. 4	Laporte, Martin & Cie. 28	Lascelles de Mercado & Co. 25	McVitie & Price. 50	Maclaren Imperial Cheese Co. 4	Royal Polishes Co. 61	Self-Measuring Oil Pumps Ltd. 42	Truro Condensed Milk Co., Ltd. 46	Woodruff & Edwards. 14	Watson & Co., Angus. 2				
Ash, H. J. 17	Buchanan & Abern. 2	Canadian Postum Cereal Co. 50	Dowcoy, W. P. 22	Eureka Refrigerator Co. 20	Freeman & Co., The W. A. 13	Gray, Young & Sparling. 22	Household Convenience Co. 53	Household Convenience Co. 53	Johnson-Richardson Co., Ltd., The. 4	Laporte, Martin & Cie. 28	Lascelles de Mercado & Co. 25	McVitie & Price. 50	Maclaren Imperial Cheese Co. 4	Stewart, I. C. 22	Sheldon School. 8	Tuckett, Geo. E., & Son Co. 63	Woods & Co., Walter. 67	Watson & Co., Angus. 2				
Aymer Condensed Milk Co. 16		Cane & Sons, Ltd., Wm. 27		ewing, S. H., & Sons. 28		Guelph Soap Co. 15	Household Convenience Co. 53	Household Convenience Co. 53	Johnson-Richardson Co., Ltd., The. 4	Laporte, Martin & Cie. 28	Lascelles de Mercado & Co. 25	McVitie & Price. 50	Maclaren Imperial Cheese Co. 4	Stringer, W. B. 34	Simple Account & Estock Co. 9	Turootte, A. F. 2	Winn & Holland. 44	Watson & Co., Angus. 2				



# A Peculiar Situation in Brockville

Complications That Have Been Making a Web of Difficulties for Two Grocers, Differing Over the Rent of a Store for One Month — Circumstances Which Seem to Have Placed One of Dealers in Position Where Competitor Can Assess Heavy Charges—Two Experts Answer the Problem.

How much is the occupancy of a store worth for a month?

"Why just the price called for in the lease," you reply.

Yes, quite right, but how much is it worth when your competitor in business owns your store, and you have rented his, and when his lease runs out a month before yours, and he has no place to go in the town and wants to continue in business?

"Oh! that's a horse of an entirely different color," you say.

So it is, sure enough, and yet that is just the proposition two business men in Brockville, Ont., are worrying over at the present time, or were, when this was being written. Only this particular case has one or two features that add if anything to the complexity of it all.

## The Brockville Case.

But let's to details. On the principal business street in Brockville two grocers have been competing for business for some years. Their stores are situated almost opposite to each other. The one probably has a slight advantage in size on the other, but the latter again "has it" on the former in regard to location, so the stores may fairly be deemed equal as to value. Bear with me yet a little while, for this history would be inexcusable were it not for the finish of it. About two years ago one of these grocers, William Lorimer, bought out the building in which is located the business establishment of the other, A. E. Shaver. The latter has a lease which does not expire until the middle of May next, while, Lorimer's period of occupation is due to end on the middle of this month. So there is just a month between them. Now Shaver has leased Lorimer's store and is entitled to possession in April. Lorimer still wishes to keep on in the business and there seems to be available at the moment no other store suitable to his needs. Probably the reader has begun to sense the difficulties and peculiarities of the position.

## The Vexing Question.

When a representative of The Canadian Grocer called at Mr. Shaver's place some days ago, that dealer was deeply immersed in the problem. Said he: "I wish our paper would settle this thing for me, lay down some rule whereby I can estimate the amount I should be entitled to charge Mr. Lorimer in the event of giving up my store to him for this month. I know that I hold the whip hand, and although the Good Book says, in a sense, that we are to love our competitors in business, I feel that it is simply business for me to get all I am legitimately entitled to. I have been to Mr. Lorimer and have explained the position in which I find he stands, but he doesn't seem to see eye to eye with me in the matter. My rent here is \$20, the same as his, and all he says he is willing to do is to indemnify me for my rent and pay me a bonus of \$5, or allow me \$25 in all. That I consider ridicu-

ous." And Mr. Shaver began to unroll the scroll of the situation to try and show why he held that view.

## Further Complications.

"Just listen a moment," said he. "I think this is my advantage." He reiterated the circumstances of the lease and then added: "I have a wife and daughter whom I can put in this store and keep it open until the middle of May, with them selling my goods, and I can, at the same time, take possession of Lorimer's store, stock it up and operate it myself, cornering the trade to a degree. Lorimer has no other place to go although I believe he is negotiating with another grocer in another part of the town for the purpose of securing half his floor space to hold his goods. I don't know how he is going to come out in that, but," he questioned triumphantly. "How much should I charge Lorimer? Tell me, please, if you can solve the riddle. I consider it a nice question. It is one at least the like of which I have never felt called upon to decide before."

It surely is, as Mr. Shaver puts it, "a nice question," but like nearly all questions it can be solved. Upon Mr. Shaver's solicitation The Grocer has gone into the situation and here lays down on expert advice the law that apparently should obtain. Of course neither party need feel bound in the least degree to accept the ruling.

## One Answer.

H. C. Carson, a Fellow of the Royal Statistical Society, an exclusive British organization, whose business, as the name implies, is in statistics, who is one of the expert writers on higher business questions for The Financial Post, looks upon it in this wise. Says he: "According to the circumstances you relate Mr. Shaver surely holds a strong position, and can demand from Mr. Lorimer almost any sum in reason. Of course I am assuming that he only wants to claim his just due, and not as Shylock once put it 'a pound of flesh.' There are not many precedents to base a ruling upon so I will deal with it as a simple business problem.

"Now Lorimer, it appears, cannot secure possession of Shaver's establishment to continue business until one whole month after the lease of his own store expires. He has no place else to go and wishes to keep up his trade. Shaver, on the other hand, seems to be in the way to have two stores for the month if he wants them. How much is the service worth to Lorimer?"

## Two Things to Consider.

"Well it seems to me two things only have to be considered. These are: the amount of profit which would accrue to Lorimer during that month were he in business; and the amount of damage Shaver could work to the future business of Lorimer did he operate both stores as he seems to be in a position to do. That's the whole situation, or so it

would appear. So, to carry the problem further, Shaver would appear to be entitled to assess Lorimer the amount of his net profits of a month's business for his moving would not interfere greatly with his trade, plus an amount for damages—dollars and cents, which Shaver could inflict upon his competitor by closing him out and running both stores.

"Not knowing the volume of Lorimer's business I cannot of course strike any amount to be paid and so I am prevented from calculating the damage which Shaver could work on Lorimer's trade during the month. If I could it probably would not be fair to do so, as that is not a matter for me to decide. Still that seems to me to be the only possible view to take of the matter owing to the complexities of the position in which the two now find themselves. Besides, there is still the ray of hope for Lorimer that he may be able to happily complete the negotiations with that other grocer Shaver speaks of, and so nullify all the advantages of Shaver's position. Did he but secure that floor space, he would have Shaver in the position where logically that gentleman could only hope to secure his month's rent, and a little more for interruption of Lorimer's trade. That would be my view on the matter" concluded Mr. Carson.

## Another Answer.

The Grocer did not rest there but carried the question for still another test to W. P. Levack, of the MacLean Publishing Company, a chartered accountant, and accordingly a recognized authority on such matters of valuation, also, of course, a disinterested party. The issue in all its aspects was laid before him, for consideration.

The answer of Mr. Levack was precisely the same as that given by Mr. Carson. He could see nothing else for it but that Lorimer could in all fairness be charged for the profits of the twelfth part of the year, and also assessed for probable injury to his business during that balancing month. "Of course," said Mr. Levack, "the offer of Lorimer to allow Shaver a bonus of but \$5 for his vacating those premises, is trifling. It is, in fact, insignificant before the amount which I would feel called upon to pay, even if not with the best cheer in the world, did I but find myself in his position. It is a very nice question," he added smilingly.

So The Grocer has given the answer to the question which Mr. Shaver has asked. The entire case has been treated disinterestedly and there is in the ruling herein laid down as has been said before no thought of its being binding in the slightest upon either Mr. Shaver, or Mr. Lorimer. But it may tend to clear the air, and may also have a tendency to solve the troubles of other men in like situation. Any way Mr. Shaver has had his answer to 'what is it worth?'

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## Proposes Clubs to Save the Grocer

Proposal of Canadian Retailer Who Believes Business is Going to the Dogs—How the Country Would be Divided—The Method of Securing Membership and Finances—The Armchair Fellowship Talks—Advantages to Dealer, and the Ultimate Ideal.

A club for grocers!—has a nice homey ring to it, hasn't it? Makes you think of big soft leather chairs, and pipes and such things; and that is precisely what it is designed to make you think of.

Discussing grocer's troubles in general with *The Canadian Grocer* last week, a Canadian dealer suggested this idea as the one and only means of getting retailers together in harmony for the talking over of troubles peculiar to the trade. In no other way, he said, had he hopes of ever really getting the individuals going to make up the great army of dealers throughout the country, to air their innermost troubles to sympathetic listeners of his craft so that the best results for all could be attained.

### Not a Small Scheme.

His is not a small scheme, not by any means. He would have his clubs established in all the great Canadian centres. These would draw their membership from the smaller towns and cities and country districts in which they were situated. Members from the country could take a train into the selected city, drop casually into "the club," and talk shop, with other members who had "happened" in likewise for precisely the same reason as our country friend:—to get pointers, and, mayhap, advices. But let us tell of the scheme in his own enthusiastic way so that the reader may get the soul of the idea.

"In my humble opinion," began the dealer, "we never will get ahead as a body until we get a solid, harmonious membership across the whole Dominion. That, of course, is always the idea of all promoters, union and lodge dreamers. It may be only a dream now, but I've been giving the matter a great deal of thought,—have been talking it over with other dealers, and I believe it can be done, and done easily.

"Take Toronto for an example. As it is one of the greatest cities in Canada, one of the clubs would be located there. Now then, start off by issuing stock—say at \$5 a share, one of which would suffice for membership—and sell as many as you can in the city, and, say, all through the western and part of northern and eastern sections of the Province of Ontario. I'm supposing that most merchants to whom the idea is explained, would take at least one share, and I'm equally certain that a great many of them would take two or more shares. I don't think you would have to hang on a guarantee of interest or promise of dividend to those shares, at least not at the outset.

### The Building.

"So far, so good. There you have your membership, and a considerable supply of funds. Now, to continue. With the cash collected from the Toronto district, you can go ahead and secure your quarters. If you have not enough money to rent or construct a whole building, take part of one for a starter. Fit it up as a lounging room, board

room, refreshment room, and so on, and if you have enough space fit up a few bed rooms, for the convenience of out-of-town members. But there must be no bar. I don't think the boys would call for one, and if we had one it would probably defeat the objects that called the club into being. Now," he declared triumphantly, "there you have membership, funds and building, or nucleus of one. Precisely the same plan should be followed, say in Montreal, Halifax, Winnipeg, Vancouver, Hamilton, London, and so on. That's the complete scheme.

### The Best Results.

"Following out the natural order of things you would have a certain amount of enthusiasm in each of those centres, you're bound to have it because the boys are being given something for their money, and something, too, that they appreciate. Because they appreciate it they will use the rooms, and that use of the rooms is exactly what we want. Get a bunch of our fellows together, each one with a lot of trouble and ideas under his hat, and you can bet your last dollar something would happen. It's my belief that something would be in the best interest of the trade. I can see, or imagine I can, a good many cut-throat business propositions going up in tobacco smoke, and a fair trade sentiment engendered that will go a long way toward improving business conditions. People have only to secure harmony to get results.

"There now, I'm hoping you have got that picture of one club, which of course it is proposed to extend until instead of a few rooms in a building we have a structure of our own, with business quarters to let. You have heard of the

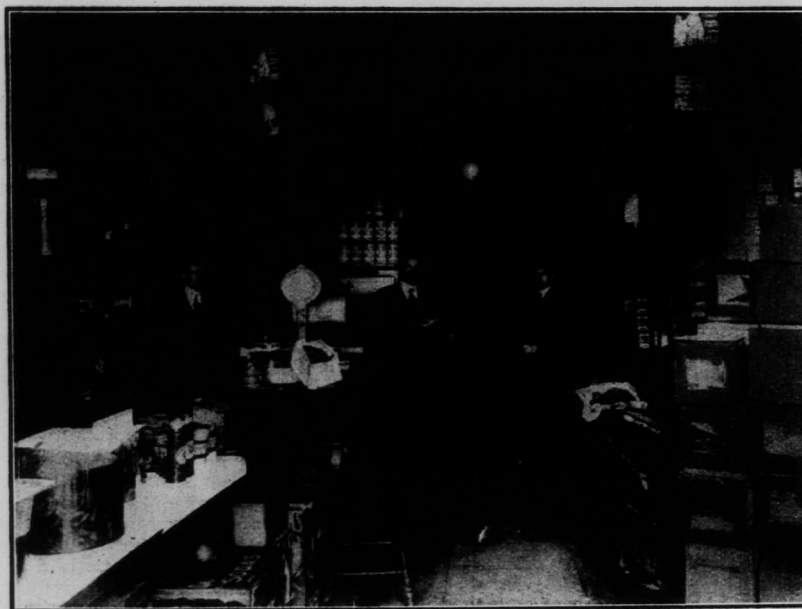
fellowship idea; now let us carry it further. Supposing a traveler comes to town, telephones me and says: 'B——, I want to see you; when can you come down?' I say when, and get there—to the club. "What is it now?" with an expressive gesture—"it's the hotel and other things. That, in my humble opinion should be sufficient to make most merchants take to the club idea instantly. It surely appeals to me.

### The Profits.

"Let's sum up the profits. You have a suite of rooms where you can feel welcome every night. You can get ideas and help to aid you not a little bit in working out your own business salvation. That too, instead of a cold formal, slimly-attended meeting of tired men, once a month or so. You will have cheerful business conducted cheerfully, and you can meet the necessary travelers in pleasant surroundings. There would have to be regular officers and meetings, but that wouldn't work any hardship because it would only mean changing from one chair and one room. So much for one club. But couldn't you have a joint committee covering the whole, a government based on a plan similar to the solid-rock basis of the government of this Canada of ours, with each club enjoying its own autonomy but sometimes the big "Boss" stepping in with a word or two for the general good of the order. Now, there's the scheme, what will they do with it?" he finished.

What is the trade going to do with it?

Word was received by telegraph from our Winnipeg office, just at press time, that the Dow Cereal and Milling Company's plant at Pilot Mound, Manitoba, had been destroyed by fire. Nicholson & Bain are shareholders, and act as their agents in Winnipeg, and at other centres in the West. The loss is estimated at \$70,000.



THE EGAN STORE IN ST. THOMAS, ONTARIO.



# Profit Figured on Capital Employed

Views of St. Catharines Reader on Recent Article Dealing With Figuring Profits—Admits Dealers are Losing Thousands and Thousands of Dollars Through Inability to Reckon Profits on Sales, but Contends Mr. Johnson's Views are Wrong—Correspondent Right and Wrong—An Interesting Controversy.

By Henry Johnson, Jr.

I copy below an article from the St. Catharines Standard which indicates that one man radically differs from me in relation to figuring profits. Others have differed from me in this; but, in the vernacular, they have not been "very much." This gentleman, however, is "a foeman worthy of my steel" in that he knows a good deal of his subject. It delights me to read his communication because I am sure we shall all get something out of this discussion.

## Both Right and Wrong.

Mr. Jamieson is right and wrong. He is strictly right as a mathematician and as a lexicographer. But text books and dictionaries are ever and always behind human development—naturally must be, since the one records the development of knowledge and the other the evolution of language. Turn to "kodak," for example; and study the history of "quiz." Then go still further and try to imagine what future dictionarians will say re the history and meaning of the verb "(to) queer." Arithmetic properly deals with practical problems and such problems are different as the requirements of humanity differ from period to period. "Figuring" such as fulfilled all requirements of retailers of two generations back cannot do for us to-day because conditions have changed and our needs must be served by better methods.

## The Point in Dispute.

But the demonstration of all this will take too much space this week, so I shall only insert the specific problem to which Mr. Jamieson refers, so you may have all the points before you. Here it is—copied from page 30 of our issue of March 10:

"Take the figuring of profits, for instance. The text books used in our schools certainly were never written by successful men of business. If they were they would never contain such examples as the following: 'A man buys a horse for \$50 and sells him for \$75, what percentage of profit does he make? Answer 50 per cent.' You will find in every arithmetic such examples. No more fatal and misleading ones were ever penned. They lead the student to think of the percentage of profit in an entirely false manner and cause many business men to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure which with a better knowledge of percentage could have been avoided."

## Right Way to Figure.

"Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33 1-3 per cent.

"Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker,

having completed the transaction, renders a bill as follows:

Sold one horse .....	\$75.00
Commission, 33 1-3 p.c. ....	25.00
Due seller .....	\$50.00

"The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of 33 1-3 per cent. Not good figuring, is it? Still that is the way nine-tenths of our smaller merchants figure which fact often accounts for their being small.

"Now, there is only one way to figure a merchandise profit, and that is on the sale, not the purchase. Find out what percentage of the sale is profit; govern yourself accordingly, and you will not go astray. Had the seller of the horse followed this rule, he would have found his profit to be 33 1-3 per cent., and would not have made the mistake of giving it all to the broker.

"There is a great mistake made in ever considering the profit as made on the investment or on the cost of an article. Some teachers dispute this statement, but let them ask any successful wholesale merchant what he thinks, and see that he will say. Most of them hold that figuring that way precludes success."

Here is Mr. Jamieson's criticism:

"Figure always from the selling end." The above article in The Canadian Grocer of March 10 was shown to me, and my opinion asked thereon.

To my mind, the attitude of the writer is entirely wrong. It is quite true, as he says, that many business men are losing hundreds and thousands of dollars without knowing it, on account of misconception on their part of the proper method of figuring the percentage of profit. It is not true, however, that they suffer this loss because they do not figure the profits on the sales. The trend of the article may be gleaned from the following example given by the writer. He says that if a man sells for \$6 an article which cost him \$5, he is making a gain of one sixth, or 16 2-3 per cent.

## Defining Profit.

Chambers' Dictionary defines profit as the gain arising from the employment of capital. Therefore, if I had a house that cost me \$4,000, and I sold it for \$5,000, I have gained \$1,000 on an employment of \$4,000 capital. That is, I have gained 25 per cent. By the method described in The Canadian Grocer, I would affirm that I had gained \$1,000 on a sale of \$5,000, or that I had gained 20 per cent. Now, even at the moment of selling my total capital employed was only \$4,000 and it was only through a profit of \$1,000 on my original capital that I increased my capital to \$5,000. It is beyond my comprehension that a business man should make the assertion that my capital employed in working up and consummating this sale was \$5,000. If it were I have not increased my capital one

dollar by the sale, and am in no better position than before.

## Profit is Only Profit.

Thus a profit of 25 per cent., for instance, cannot under any circumstances mean anything else than a profit of 25 per cent. on the value invested. In the case of the horse with cash value of \$50, sold for \$75, the owner of the horse invested \$50, on which investment he would receive a dividend of \$25, supposing he had sold the horse himself. The broker, on the other hand, puts through a transaction valued at \$75, on which investment made by the new owner, he charges a commission of 33 1-3 per cent., amounting to \$25. It stands to reason that the point of view of the owner of the horse and that of the broker must be different. The owner pays \$25 out of the cost value of the horse to have him sold. That is, he pays 50 per cent. commission to make a gain of 50 per cent. which nets him merely the cost price. Since he has engaged the broker to sell the horse for him, he has at no time, even theoretically, been entitled to the \$75, and hence he could not by any process of mathematical reasoning come to the conclusion that he was paying 25 seventy-fifths or 33 1-3 per cent. commission.

## Another View.

Supposing that instead of the owner engaging the broker to sell the horse, the new owner had paid the broker \$25 for effecting the purchase. The latter would then be employing a capital of \$75 in the purchase, and hence he gives the broker 25 seventy-fifths, or 33 1-3 commission. His point of view, however, is entirely different from that of the first owner.

Again, suppose a man buys a share of stock of the intrinsic value of \$100. He, however, pays \$110 for the share. He afterwards sells the stock so as to gain 10 per cent. According to the method advocated by Mr. Johnson, he must sell the share for \$122.22. In other words, on an investment of \$110 he receives a premium of \$12.22, or by investing \$100 in similar stock, he receives a premium or profit of \$11.11. By what stretch of imagination can a profit of \$11.11 on an investment of \$100 be considered a gain of 10 per cent.? The whole principle enunciated by Mr. Johnson is a contradiction of the essentials of cost accounting.

## Wrong and Right.

Some merchants say, "Yes, but we always find our expenses for rent, fuel, light, etc., as certain percentages of our sales, and would it not therefore be correct to figure our profits also on the basis of our sales?" Our answer to this is that two wrongs do not make a right. It is all very well for the merchant to figure out what percentage of the sales is spent for rent, if he wishes to find what proportion the rent is of the total amount received over the counter—that is, of the volume of business transacted, but this is merely a problem which probably excites the curiosity of the mer-



chant. If he wants to find out the true percentage spent for rent he must of necessity figure it out on the basis of the value put into the business—that is, on the cost of the goods.

**Is End Justified?**

The fact that the merchant may reckon his expenses on the basis of his sales, which has been shown to be an incorrect method, does not justify his second error in reckoning his profits also on the basis of the sales.

The gist of the whole article in the magazine appears to be that if the merchant has not a proper education in the subject of percentage, he should adopt an incorrect method which is simpler, and which by his using it in a mechanical way, may save him from a loss which he might have sustained owing to his lack of knowledge of percentage. In other words, we return to the old question, "Does the end justify the means?" Would it not be better for the merchant to take a few private lessons, or in some other way acquire a correct understanding of the subject of percentages and profits and in this way accustom himself to the point of view of his broker as well as to his own, keeping in mind, in every instance, that the profit made by any individual must be reckoned on the capital employed in the particular transaction by that individual.

C. E. JAMIESON.

**London Dealers  
Want Another Big  
Trade Week in May**

London Ont., April 13.—Trade-in-London week, the first of its kind, is past and the results, reported at a meeting of the London Retailers' Association on Monday night are so distinctly encouraging that it was at once decided to hold another. The date was fixed as May 3 to 8.

Rainy weather prevailed nearly all last week, and undoubtedly kept from the city hundreds of people who had planned to make purchases here. In spite of this, the merchants interested, embracing many branches of trade, express themselves as well satisfied and anxious to see another trade-in-London week held.

"There is no doubt that it brought in a lot of business," said H. A. Kompass, secretary of the association, to The Canadian Grocer. "One thing sure, we will not be able to arrive at the amount, for the reason that many people secured receipts for just enough of their purchases to get the railway fare refund, and after that did not trouble with them. It is significant that many people asked when the next Trade-in-London week was to be."

The method of refunding, Mr. Kompass stated, worked out well. Customers secured from the merchants receipts for the amount of the purchases. For a total of \$20 or more, railway fare up to 65 miles was refunded in cash by a clerk in the Home Bank, on presentation of the return half of the customer's railway ticket. To customers from a distance of more than 65 miles, return railway fare for 65 miles was allowed. The refund office was open from 9 a.m. to 6.30 p.m.

The preservation of the receipts made it easy, of course, to divide the expense

among the members, so that those benefiting little paid out but a small share of the refund money.

The visitors last week came from all over the Western Ontario peninsula—Brantford, Guelph, Walkerville, Chatham, Ridgetown, Sarnia and Wingham. In all, 89 places were represented by buyers.

Besides arranging for the next Trade-in-London week, the association has determined to offer cash prizes to those making the largest purchases, in addition to the refund above referred to. The idea of this is to induce those coming to record all that they buy, and enable the members of the association to see the exact amount of new business.

**Stock Taking: The Business Man's X-Ray**

**How the Dealer Can Take Thought to Himself and Discover How Every Department of His Establishment is Working in Regard to Returns—Necessity of Profit on Everything Sold—Ottawa Merchant Gives Experience.**

By J. W. Bryans.

One of the essentials of an up-to-date grocery store is frequent stock taking, for by no other means can a merchant properly tell whether he is making or losing money. He should know whether he is making a fair profit, not only on the business in general, but in every department and article which is sold, and a careful watch has to be kept on the business to assure this.

Merchants are gradually adopting methods by which they are able to tell exactly the standing of their business, but there still are many who if asked the money they made last year, would be as astonished as if you had asked them how many grains of granulated sugar they had sold or some equally odd question.

**Some Things to Know.**

There are dealers who know little about some things upon which the success of the business to a large extent depends, and who drag along from year to year, possibly getting a living, and a little more. They are making but little interest on the capital invested, if any, and allot themselves no salary for their work. They do not know how much money they have tied up in their business, the amount of their expenses, the amount they owe, or are owed, or any of those things that are essential to modern merchandising.

Such a dealer should frequently take stock that he may know exactly where he stands. Only in this way can he keep tab on his business and secure a fair profit. Thus he ascertains the amount of his resources over liabilities, and when next he goes over the stock he knows the increase in resources over liabilities. Knowing the value of the sales for the year, he knows whether he has received a fair profit or not. If he has not there is something wrong, which ought to be adjusted at once. Expenses are too high or there is some leak in the business that is eating up the profit. Unless he takes stock he will not know whether he is making a profit or not, and therefore will not find the cause of loss. It is not worth while to engage in business for a simple living. There is no incentive to grow unless the outlook is for better things and for an improvement in financial conditions.

**Get Down to Departments.**

Not only should he know whether the whole business is paying but he also should know the facts in connection with each department. Is he securing a

fair profit from his meat, and from his fruit? Does he know whether he is or not? If he does not, it will be to his benefit to find out. In this regard, an Ottawa merchant recently had the following to say:—

"Although an annual stock-taking is necessary in order that the merchant can accurately ascertain how his business stands, it does not show whether all departments are paying a profit.

"Once in a while I keep account of some particular department of my store to find if it is paying the profits that it should. To do this I first take stock of that particular department, keep account of all goods added as well as all sales made. In a month's time I take stock again and can tell whether this department has been paying a profit and how much.

"This can be done without very much trouble and a merchant need only do it for two weeks if he wishes as that will give him a good idea of how matters are going.

"Last year I kept account of my meat department and found that it was barely paying a profit. After a careful examination as to the reason for this, I changed my method of keeping meats so that they would not dry out while in stock and also installed a meat slicer and when I again looked into this department I found it was paying me a good profit."

**Be Sure of Profit.**

This necessity of looking sharp after profits cannot be urged too strongly on the merchant, for it is necessary, in a successful business, to obtain a fair profit on everything sold. With every article he sells he should be convinced that he is making money. How much profit did he make on that last cheese he sold? Did he make a profit at all or did he lose money on it? He bought it at 13½ cents per pound. There was 84 pounds in it or at least that is the amount that was charged to him. Did he weigh it to find out? That is the first step. Suppose he did not and sold it at 15 cents per pound. He would figure that he made 1½ cents per pound or \$1.26 on the whole cheese, while likely he sold at a loss. A cheese cannot easily be cut up and the original weight secured. If you take a whole cheese and cut it into only ten pieces, there will be a certain amount of loss and how much larger the loss must be when the 84-pound circle is cut into pound and half pound pieces.



# Instant Sellers in May

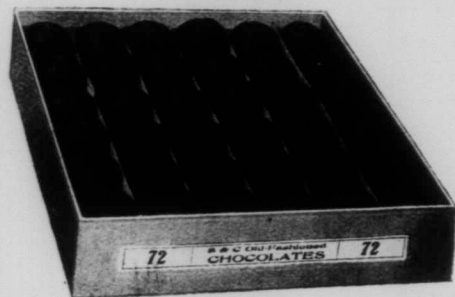
OFFERED BY

## "The Maple House of

Here we are in the midst of the Maple Season. Never, we are in the  
—live lines, calculated to win and hold trade, and put dollars into

**Crystallized Maple Gems**—A new winner! Crystallizing process prevents the Maple Cream from getting hard; in fact, as the piece ages, it becomes softer. Assorted designs, fish, sunflowers, stars. Great value! Retail 25c. lb. Pails 17 lbs. net. Price \$2.70.

**Maple Hearts**—Just the thing at this season. A line that has the confidence of the people, who have always found it a true Maple Cream. Sure sellers. Retail 20c. lb. Pails 18 lbs. net. Price \$2.25 pail.



### OLD FASHIONED CHOCOLATES

Sweeping everything before them! No one can come up to the quality we offer. A 1 chocolate, unparalleled centres, just what the youngsters call "some class." Profit makers. In half gross boxes, 98c. a gross.

Place your order now.

Ask your jobber for these lines, or forward us a ~~transfer~~ order for five pails. We pay freight on 5 pail (or case) and ~~over~~ orders. Eight



# SUGARS & CONFECTIONERY

Everything in Maple Syrup and Maple Sugar for the Manufacturer  
MONTREAL



# in Maple Specialties

OFFERED BY

"House of Canada."

Season. ~~ever~~, we are in the lead with fast selling specialties  
trade, and put dollars into your pocket at the same time.

Maple  
designs,  
\$2.70.

A line  
to have  
sellers.  
25 pail.

S  
come  
chocolate,  
gingsters  
f gross



**Maple Buttons**—These are the goods the people want  
—the Maple Specialties, you, as a progressive  
dealer desire to handle. Real Maple. Put up in  
pails, 20 lbs. net. Retail at 20c. lb.

**Nut'y and Fruit'y Creams**—Have no parallel. Former  
is a delectable maple confection with assorted nuts  
in each piece. Latter, delicious maple pieces fla-  
vored with pure fruits. Both put up in 17 lb.  
pails net. Retail at 20c. lb. Price \$2.25 pail.

## MIKADO MIXED

Superb mixture, absolutely free from sugaring. Good  
assortment, jellies, creams, peppermints, fancy  
rocks, etc. In 32 lb. pails. Costs you 7½c. lb.,  
delivered to your store in 5 pail lots.

Best Mixture Sold.

Send us a ~~trader~~ order for five packages, with your wholesaler's name.  
and ~~over~~ orders. Eight half gross boxes constitute a case.

# CANNERS, Limited

Maple S for the Manufacturer as well as the Retailer.

MONTREAL



## Jobbers Interested in Price Decision

Judgment of Supreme Court Restraining Medicine Concern From Fixing Prices, to Consumer, Regarded in Grocery Circles in New York as Highly Significant—Some Look for Reduction in Prices—History of Case.

New York, April 13.—Local wholesale grocers and manufacturers are deeply interested in the decision handed down last week by the Supreme Court of the United States in the suit instituted by the Dr. Miles Medical Company against John D. Park & Sons Company.

Primarily calculated as referring to the drug trade, the decision, according to big wholesalers here, will be even more far-reaching in effect upon the grocery business. Breakfast foods, soaps and kindred articles are mentioned, and it would appear that the big jobbers regard this case in the light of a test between manufacturer and distributor, no matter what the class of goods concerned. They say that as the manufacturers of the goods is restrained from setting the price at which the article must go to the consumer, lower prices will be the result, contending that one cause of the high cost of living was to be attributed to this action by the maker in setting the price to the consumer.

### Wholesaler Speaks.

Harry Balie, of Austin Nichols, stated he was much pleased with the decision and that it meant a great victory for his and other firms who had been fighting the specialty manufacturers for years. "Grocers," said he, "are going to derive great benefit from this decree, because it holds void all contracts made by manufacturers restricting the sale of their goods at specified prices."

The drug men think that the effects of the decision will not be particularly terrible in their case. As most of the patent medicine firms no longer compel the distribution of their goods at set prices.

### History of the Cases.

The Miles-Park suit commenced with a proceeding instituted by a patent medicine concern. Senator Root was in the beginning retained as counsel for Park, but upon his elevation to cabinet rank, Judge Alton B. Parker was retained in his place. This to show the importance in which the issue was held.

On January 22, 1907, the case came up for argument before the United States Circuit Court of Appeals at Cincinnati, Justice Lurton presiding. The oral argument submitted by Judge Parker, as well as the brief, rested the defense on the ground that the contracts described in the complaint, by which the manufacturer attempted to control the prices of his product, not only in the hands of the wholesaler, but in those of the retailer, and finally fix the price which should be paid by the consumer, constituted a combination to restrain trade and prevent competition, and were, therefore, void.

The position was fully sustained by the court in an interesting opinion written by Judge Lurton.

The case was taken to the Supreme Court of the United States, but counsel for Hartmann, as well as for the Drugists' Association, reached the conclusion that a system of "consignment contracts" could be devised which, while accomplishing the same result, would,

nevertheless, have apparent support in authority. So counsel for Hartmann moved to dismiss its own appeal in the Supreme Court of the United States and brought an action for the Dr. Miles Medical Company based on modified contracts. The demurrer interposed was sustained in the lower court and again in the Circuit Court of Appeals, Sixth District, and was argued in the Supreme Court on the 5th and 6th of January of this year, Justice Hughes handing down the majority opinion on Monday.

### HAMILTON RETAILERS ANGRY.

Hamilton, April 13.—At the last meeting of the Retail Grocers' Association there was a lively discussion as to the legality of fines recently imposed by the magistrate upon certain retail grocers for driving on the wrong side of the street. J. O. Carpenter thought he had not received justice in his case, and J. A. McIntosh declared that some who were enforcing the law never drove a horse and so were not capable of judging whether the law was being observed or not. It was proposed at first to send a deputation to the next council to protest, but later on it was decided to consult a solicitor on the matter.

It was decided to hold a picnic again this year, but the time and place were left in the hands of the executive committee to decide. The executive committee is to report to the association at its next meeting. The picnic committees were appointed so that they might start right in with their work. The following are the committees appointed and their chairmen: Transportation, J. O. Carpenter; refreshments, A. G. Bain; entertainment, J. A. McIntosh; games, John Forth; printing, W. Smye.

Five new grocers were received as new members into the association, and John Forth was elected to the executive to fill the vacancy made by the retirement of Mr. Almas.

### EATON'S FOR CALGARY.

Calgary, Apr. 13.—Business circles here were startled considerably when the announcement was made a few days ago, that the T. Eaton Company, Limited, of Toronto and Winnipeg, would establish a large catalogue store in this city. Parties deemed reliable are responsible for the information and so the story is regarded as true.

### WHOLESALE AMALGAMATE.

#### Sudbury Firm Purchases Control of Davidson & Hay.

Toronto, Apr. 13.—The announcement of the amalgamation of two important interests in the wholesale grocery trade of Ontario is made this week. It is the purchase of the capital stock of the Davidson & Hay, Limited, Toronto, by the interests controlling the Young Company, Limited, of North Bay and Sudbury. These two businesses, according to the men interested, are brought together for reasons of mutual betterment and the geographical advantages of distributing locations.

It is stated that the management of the respective branches of the company will continue in the hands of its present officers, and that the business of the Davidson & Hay, Limited, will continue to be operated under that name.

## Grocer Letter Box

The Canadian Grocer will be pleased to receive requests for information from any of its readers, but questions should be kept as brief and made as clear as possible. The full signature is necessary, although it will not be used, if so desired.

Editor, Canadian Grocer.—Can you give me some method of removing paint from glass without scraping or destroying the surface of the glass?

"GROCER."

Brandon, Man., April 8.

Editorial Note—The appearance of many windows has been destroyed by people attempting to remove paint the wrong way. The following methods will allow of its being done without damage to the glass:

To clean old signwork off stationary glass, such as fixed panes in windows, doors, etc., mix and boil a thin paste of ordinary flour. Then add to this concentrated lye, sufficient to make it good and strong. This will form a solution of the consistency of ordinary paste. Apply and remove several coatings, allowing about a quarter of an hour between applications, scrape off with a wall scraper or ordinary putty knife. Then sponge it, and rub with whitening and water. When this is sponged off, chamois and polish with a piece of clean cheese cloth or tissue paper. If the glass is unmounted, provide a bath of strong lye solution in some suitable receptacle. Allow the glass to stand in this solution until the paint is destroyed when removed rinse in clear water and wipe dry with sawdust. Rub with diluted ammonia and whitening, dry again with sawdust, and finish by polishing the same as directed in the first process given above.

Editor, Canadian Grocer.

Could you give me an inexpensive method of displaying dried fruits, so that they will not dry out?

"CANADIAN DEALER."

Saskatoon, April 7, 1911.

Answer—Canadian Dealer brings out a question which is of interest to most dealers, the display of dried fruits. When they are shown in the original container, the top, exposed to the air, dries out considerably causing a certain loss in weight and spoiling the appearance of the fruit. Of course the drying out may be eliminated by placing in show cases. All grocers can not afford this for their dried fruits but many dealers have glass covers for the dried fruit boxes, which keep the fruit from drying and also excludes the dust, impressing customers with the cleanliness with which the store is conducted. These covers are made so they may be fastened on any box of the same size.



# The Canadian Grocer

Established 1886

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

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

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

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 ship Bank Building. Telephone Main 1255  
**TORONTO**— 143-149 University Avenue  
 Telephone 7324 Main  
**WINNIPEG**— 511 Union Bank Building  
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 31bis Faubourg Montmartre

Subscription, Canada and United States - \$2.00  
 Great Britain, 8s. 6d. Elsewhere, 12s

PUBLISHED EVERY FRIDAY

## A DROP IN FLOUR.

Montreal and Toronto mills announce this week a reduction of thirty cents a barrel in the price of all grades of flour.

This drop was not unexpected, for the reason that trade in this line has not been overly brisk for some time. It is said to be calculated to improve conditions, and may work to that end.

Some millers say the reason for the cut is to be found in the rail and water rate from the West, which is to go into effect soon. Others say the weak wheat market of several weeks past was the moving cause. But whatever the cause, it is probable the reduction will have the effect of inducing a considerable volume of business.

## SAMPLING AND ADVERTISING.

One of the greatest authorities on publicity in the United States made the statement recently that it cost five cents a family to a wholesaler to sample a town, and that if Chicago be taken as the example the equivalent in expense would have given the advertiser in question twenty-two full pages, in all the newspapers of that city.

Maybe he was wrong on his figures but it doesn't appear likely, for the aforesaid reason that he was one of the country's greatest experts in the business. But even if his estimate was out just a little, isn't there food for thought there for every dealer? Just think of it,—five cents a family!

How many times when putting an ad. in the local newspaper, do you upbraid yourself for the extravagance, thinking, without thought, that it is the most expensive way of getting your name before the public? It seems after

all, as if it were not the most expensive method, by a big margin, doesn't it.

Sit down and ponder, some evening, on the benefits to be derived from the sampling of Chicago, and the using of twenty-two full newspaper pages in every paper respectively. It seems to us you wouldn't have to think long, before you came to the conclusion that the advertising, reaching practically the entire population of the State of Illinois, would be by far the most beneficial to the firm concerned. Of course it would! People are reading advertisements to-day. But they should be well written and changed often.

## EARLY CLOSING IN ST. THOMAS.

Apparently the wave of early closing which has been sweeping over parts of the west has reached Ontario, it being reported that some of the retailers of St. Thomas desire to close up their places of business a little earlier than they have been accustomed to in the past.

Last week, a petition signed by twenty-five of their number was presented to the city council, asking that a by-law to give the necessary authority, be passed. They asked to have the stores closed by 7 o'clock, on all evenings save Wednesday and Saturday in each week, on days preceding holidays and during December. The council referred the matter to a committee for a report.

It is significant that the name of not a single grocer is included among those on the petition.

## VALUE OF THE SMILE.

Not all of us appreciate the commercial value of a smile. It is much greater than some of us think.

On the other hand, not all of us appreciate the commercial loss of a grouchy disposition. It also is much greater than some of us think.

No matter what the cause, it does not pay to be always growling, even if it be only at the clerks. A customer has not the key to your life and so does not know just whether you were justified or not. She only thinks, and says: "My, what a man—always looking for trouble!" and gives your store a wide berth whenever she can.

But look at the man who deals in laughter and good-nature. People are glad to frequent his establishment, because he makes them feel the better for it. There is no atmosphere of blue dejection, as in the case of the grouch. Everything looks as if the rain never came, nor the storms. It is a real difference that can be felt and good nature is

the asset deciding the balance in favor of the man with the laugh.

It was old Doctor Johnston who once exclaimed testily: "Look up my man, look up; you only see mud when you look down, and growl!"

## APRIL FOOLS.

On April First morning many a little chap was smarting under a keen sense of injury because some one IN A POSITION TO KNOW BETTER, had greeted him with the salutation "April Fool," upon his returning from some fruitless quest at their behest.

There is an object lesson in that, for every merchant. Let him beware that a reputation for FOOLING be not earned by him. Let him take thought to himself and to his methods, and ascertain of a surety that nothing he is doing is calculated to deceive.

Probably the most fruitful source of trouble will be the advertisement. You have not the slightest right to say things that are not true in the columns of the newspaper. It is no excuse for you to say: "Oh, well, I didn't say it; they can't hold me responsible." But you did say it; and they do hold you responsible. Even if the editor, or some one connected with the paper wrote part of your advertisement you are the one responsible for its wording. If a woman buys something in your store that had been misrepresented, she wouldn't think of the editor of the paper at all; and it wouldn't do you any good to think of him either.

Don't, Mr. Dealer, be an APRIL FOOL this year or any of those to come.

The Militia Department has decided that the annual training camp for Western Ontario shall be transferred from London to Goderich, the country town of Huron, and London dealers do not seem to take kindly to the change. There seems to be cause for indignation, as writers have calculated that it means a loss of \$400,000 to the Forest City.

## KIND WORDS FROM ST. JOHN.

V. J. Brown, our general circulation representative in New Brunswick, writing from St. John, under date of April 9th, quotes W. A. Simonds, wholesale grocer, as saying: "I consider The Grocer a necessity in my business. By following The Grocer's line of argument on the sugar market I bought at exactly the right time. I am agent in St. John for C.C.C. Sardines and got this through The Grocer also."

The editor of The Grocer appreciates the compliment Mr. Simonds pays to The Grocer, but would like to impress on readers of this paper that our policy is not to advise them when to buy or sell, but rather to give them facts and conditions and allow them to judge for themselves.











MANITOBA MARKETS

der the higher prices which are now being asked, compared with a year ago. One dealer said: "I am well satisfied with my coffee business and think the amount of the trade is just as large as before prices started to go up. There is one fact that is noticeable though, and that is a change in the quantity of each grade sold. I find that the volume of the trade is gradually being shifted from the lower grades which used to be in prominence, to the better quality. The rise in the lower grades have been much greater than in the higher. A year ago Rio was worth 12 to 13 cents, while now it is up to 18 to 20, while Java which a year ago was 27 to 30 cents, is now ranging at 27 to 33 cents."

Rice, roasted.....	0 18	0 21	Mocha, roasted.....	0 26	0 28
Green Rio.....	0 1	0 16	Java, roasted.....	0 27	0 33
Santos, roasted.....	0 21	0 24	Mexican.....	0 25	
Maricao, ".....	0 23	0 24	Guatemala.....	0 22	0 24
Bogotas.....	0 23	0 25	Jamaica.....	0 20	0 23
			Chicory.....	0 12	

Spices.—Just the usual steady demand spread well over the whole list. Prices show no change. Firmness is reported in the primary market for such lines as cloves and peppers.

	Bbls.	Half or Boxes	Tins	1/2 lb. pkgs. ds	1 lb. tins ds
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 90
Cloves.....	0 24	0 25	0 27	0 90	0 90
Cream tartar.....	0 25	0 26	0 28	0 90	0 90
Curry powder.....			0 25		
Ginger.....	0 22	0 24	0 26	0 80	0 80
Mace.....			0 29		0 75
Nutmegs.....			0 30	1 00	1 00
Pepper, black.....	0 15	0 16	0 17	0 75	0 90
Pepper, white.....	0 24	0 25	0 26	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....			0 15		
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					0 30

Rice and Tapioca.—Just a normal amount of business is being done. Prices show no change.

Standard B, from mills, 500 lbs. or over, f.o.b.					
Montreal.....					3 00
Rice, stand B.....	0 03	0 03	Sago, medimm brown.....	0 05	0 06
Rangoon.....	0 03	0 03	Tapioca.....		
Patna.....	0 05	0 06	Bullet, double goat.....	0 08	
Japan.....	0 04	0 06	Medium pearl.....	0 05	0 08
Java.....	0 06	0 07	Flake.....	0 08	0 08
Carolina.....	0 10	0 11	Seed.....	0 05	0 08

Nuts.—No great improvement is shown in this trade. A report from Spain says that the Tarragona almond crop has been damaged by the severe winter. An exchange notes an easier feeling in Brazils in the primary market due to heavy arrivals, stimulated by the high prices prevailing. No new crop has yet arrived on this market.

Almonds, Formigetta.....	0 16	0 16
" Tarragona.....	0 16	0 16
" shelled.....	0 35	0 38
Walnuts, Grenoble.....	0 15	0 16
" Bordaux.....	0 14	0 14
" Marbota.....	0 18	0 18
" shelled.....	0 39	0 40
Filberts.....	0 12	0 13
Pecans.....	0 18	0 20
Brazils.....	0 19	0 20
Peanuts, roasted.....	0 06	0 12

Beans.—A slightly easier feeling is noted in beans. The demand of late has not been so heavy. A difference of opinion exists as to the quantity of beans in the country.

Prime beans, per bushel.....	1 90	2 00
Hand picked beans, per bushel.....	2 05	2 15

Evaporated Apples.—Prices of evaporated apples have reached what is almost a prohibitive level, and as high as 15 cents is being asked by some firms for what little supply there is left on the market.

Evaporated apples.....	0 14	0 15
------------------------	------	------

Pointers—

Gallon Apples—Advanced.  
Prunes—Stocks practically cleaned up.  
Sugar—Still firm.  
Nuts—In good demand.

Owing to the continued mild weather the spring business has opened with a rush and there is a heavy demand for all lines of groceries, as well as canned goods and syrup. These latter two having had an exceptionally good sale this season owing to the scarcity and high prices of evaporated apples.

Stocktaking by the wholesale firms is practically completed, and dealers are able once more to give their entire attention to the filling of orders which continue to arrive in large batches. Stocks from the manufacturers are arriving to replenish those lines in which the wholesalers found themselves on the short side.

Sugar—Telegraph dispatches from New York state that raw sugar is much firmer and notwithstanding the fact that with the opening of navigation there will be a reduction of six cents per cwt. in freight rate, it is expected amongst wholesalers that sugar will move upwards rather than downwards. The present situation is rather interesting. Prices on the local market, however, remain unchanged from last week's quotations.

Montreal and B.C. granulated, in bbls.....	5 15
" " in sacks.....	4 40
" yellow, in bbls.....	4 75
" " in sacks.....	4 70
Icing sugar, in bbls.....	5 75
" " in boxes.....	5 95
" in small quantities.....	5 55
Powdered sugar, in bbls.....	5 75
" " in boxes.....	6 10
" in small quantities.....	6 05
Lump hard, in bbls.....	6 15
" " in 1/2-bbls.....	6 15
" " in 100-lb. cases.....	6 05

Dried Fruits.—A heavy demand still continues for all lines. Apricots have taken another bound upwards and are retailing at 17 cents per pound. The market on prunes is practically cleaned up and only odd sizes can be secured now. Prices obtained by wholesalers vary in this line according to the stocks they hold. While it is a little early to forecast prices of a growing crop yet, advices from California state that the crop will be fairly large this year, and coming on an empty market should result in opening price remaining at fairly high figures.

Smyna Sultana raisins, uncleaned, per lb.....	0 12
" cleaned, per lb.....	0 13
California raisins, choice seeded in 1/2-lb. packages.....	0 07
" " fancy seeded, in 1/2-lb. packages.....	0 07
" " choice seeded in 1-lb. packages.....	0 08
" " fancy seeded in 1-lb. packages.....	0 09
" " per package.....	0 07
Raisins, 3 crown muscatis, per lb.....	0 07
" " ".....	0 07

Syrup.—American syrup advanced two points yesterday, equal to 3 cents per case. Orders have been fairly numerous during the last week, trade in this commodity being larger than in former years. No change has, however, taken place in prices here yet.

Syrups—	
24 1/2-lb. tins, per case.....	1 98
12 1/2-lb. tins, per case.....	2 33
6 1/2-lb. tins, per case.....	2 31
3 1/2-lb. tins, per case.....	2 22
Half bbls., per lb.....	0 03
Barbadoes molasses in 1/2-bbls., per gal.....	0 50
New Orleans molasses, 1/2 bbls., per gal.....	0 36

Beans and Peas—An active market is still existing and wholesalers are still having trouble in supplying the large orders which continue to arrive. Although the market is reported to be ad-

vancing no change has been made yet. Whole peas are still quoted at \$2.35.

Beans, 1-lb. piker, per bushel.....	2 10
Hand picked, per bushel.....	2 30
Peas, split, 100 lbs.....	2 85

Tapioca and Sago—A steady demand still exists for both these lines and prices are quoted as follows:

Pearl tapioca, per lb.....	0 06	0 06
Sago, per lb.....	0 05	0 06
Pearl barley, 98 lb. sack.....	3 55	
Pot barley, 98 lb. sack.....	2 55	

Coffee.—A fluctuating market is still prevailing but prices remain unchanged on the local market and demand is increasing.

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

Shelled Nuts.—Wholesalers predict a scarcity of shelled walnuts, and on the strength of this jobbers are said to be laying in about six to eight months' supply. Prices are unchanged.

NOVA SCOTIA MARKETS.

Halifax, April 13.—Dealers report a substantial decrease in the price of all pork products. Lard is now quoted at 12 1/2 cents, pork (clear backs) at \$22.50 per barrel; rolled bacon, 13c; and sides, 16 1/2c. Hams are 14 to 16 cents.

Eggs are coming in good supply and the price is dropping every day. Some dealers were selling fresh laid stock today at 18c per dozen. A further decline in the price is looked for next week.

The supply of butter in sight is not heavy. Little new stock is reaching the market, and prices are a fraction firmer. They will likely remain so, as weather conditions are backward.

Tomatoes have been advanced from \$1.30 to \$1.50 per dozen. All canned goods are in demand, and sales of dried fruit, such as evaporated peaches, pears, and apples are heavy. Stocks of Valencia raisins are becoming light, but the California product will be along soon.

Potatoes continue firm and stocks are light.

There is practically no poultry on the local market. All of it coming from Ontario.

Jobbers report a good volume of orders coming in for house cleaning supplies, particularly from the country districts.

NEW BRUNSWICK.

St. John, April 12.—In view of the fact that the price of wheat has fallen off considerably, lately, in the Chicago market, jobbers here are looking for a drop in price at any time. It is the general opinion that the position of the flour market is weak.

In the produce market eggs are coming in freely and fresh laid stock are selling at 20 to 22 cents per doz., and in case at 18 cents.

Butter is unchanged, the quotations ranging from 20 cents, in tubs to 22 and 24 for rolls.

Maple products are coming in fairly well, though the price is still high, sugar selling at 15 to 16 cents per pound and syrup at \$1 to \$1.25 per gallon.

Potatoes have advanced to \$2 and \$2.25 per barrel, which is the record price this season. Seeded raisins have advanced and are now quoted at .08 1/2 to .09 1/2 cents, while clusters are \$2.35 to \$3 per box. Fancy Barbadoes molasses is also higher being quoted now at 28 to 29 cents per gallon.

INFO

Suppli

John Pi who were Pither, L mushroom mess in Messrs P of growing five years first amon mushroom They have one of t mushroom and will adian tra to be in it would opening h licious ta

Ventila building real, a v ple, now stance, t made, n but are condition investiga Ramsays Farm C grade big fact Streets, of some already u will prac





**INFORMATION FOR BUYERS.**

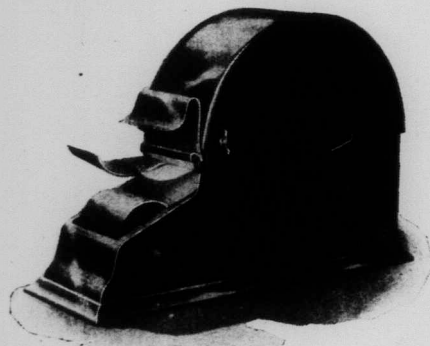
**Supplied to the Trade by Sellers.**

John Pither and his son, G. J. Pither, who were originally the owners of J. Pither, Limited, of Uxbridge, England, mushroom growers, have started business in Canada at Lindsay, Ontario. Messrs. Pither have been in the business of growing mushrooms for some thirty-five years, and if not the largest were first among the very largest growers of mushrooms in the United Kingdom. They have now completed at Lindsay one of the largest plants for growing mushrooms on the American Continent, and will endeavor to supply the Canadian trade. Mushroom growing seems to be in its infancy in this country, and it would appear that there is a splendid opening here for producers of these delicious table delicacies.

Ventilation and light make the new building of Ramsays, Limited, Montreal, a veritable sunshine bakery. People, nowadays, want to know, for instance, that the biscuits they buy are made, not only of the best materials, but are also made under the very best conditions. This thorough and sensible investigation is what is requested by Ramsays, Limited, makers of "Ramsay's Farm Cream Sodas," and other high-grade biscuits. This company has a fine big factory at Nicolet and Duquette Streets, Hochelaga, with a floor space of some 25,000 square feet. Plans are already under way for an addition which will practically double the present space.

This extension will be used for preparing "Ramsay's Chocolates" and "Imperial Syrups," now being manufactured at 29 Vitre Street. Ramsays Limited, will prepare only one grade of biscuits, the best that the purest and richest materials can produce, and fully equal to anything made abroad. "Ramsay's Biscuits" come "right from the oven to the table," which insures them being fresh and crisp. The president of the company is James Ramsay, Esq., of Ramsay Bros., Vancouver, and the vice-president is Geo. H. Ramsay, Esq., of Montreal.

The Crystal Sealing Company, of Chicago, makers of machines for saving both the time and money of retailers,



have opened a Canadian office in Toronto, and have been successful in placing their device out among the trade. Their machine is calculated to eliminate the use of twine in parcelling goods.

Two or more rolls of gummed tape, of varying widths and strength and each 800 feet in length, are placed in an elaborate metal holder, feeding out by hand between a moistening roller which revolves in a porcelain-coated pan. Two inches of this gummed tape will bind a package more securely than ten times the quantity of twine. The advertisement of any dealer can be printed upon the tape, so that his name goes out on every package.

Meadowsweet Cheese Co., of Montreal, will shortly remove from 592 St. Paul St., to more commodious premises at 21 Bonsecours St. This cheese has met with considerable success since it was placed on the market no doubt due to its delicious creamy flavor. It is done up in a very neat and attractive package and retails for 10c, the numerous grocers at present stocking it finding it a rapid and profitable seller.

Fred A. Verey, Toronto, who has represented the Edwardsburg Starch Co., Cardinal, Ont., for many years is severing his connection with this company to go into business for himself.

**POSITION WANTED.**

**SPECIALTY TRAVELER** open for engagement to represent a firm west of Winnipeg. Fully experienced in grocery business and can furnish first class references. Box 382, THE CANADIAN GROCER, Toronto.

**Open a package and see the New Flake**  
You've always liked Tillson's Oats. But now you'll enjoy your bowl of porridge more than ever, because of our new Flake.  
Open a package and see this pair of all breakfast foods, made of choice, selected oats, without a hull or black speck in it, and Pan-Dried. Oats are richer in protein than all cereals. Protein, you know, is the most valuable of all food elements. In fact, food scientists place oats first in nutrient over all other cereals.

**Tillson's Oats**  
Pan-Dried: A Food—Not a Fad  
Cooks in 15 Minutes  
In Tillson's you get the most delicious oat food, so superior to ordinary oatmeal. The same, in 10, and 20, each in package contains a handsome plate of English Semi-Porcelain Tableware.

**Flavor Oats**  
Tillson's Oats satisfy a real question. In Tillson's finest rolled oats, because of a makes even over authorities, of all cereals, and mineral the choicest, on's—the best.

**Pan-Dried A Food—Not a Fad**  
Cooks in 15 Minutes  
Two sizes 10, and 20, each 25, package contains a handsome plate of English Semi-Porcelain Tableware.

**"Oats are the most Nutritious of all Cereals"**  
If you've been eating fat breakfast foods in that they were more nutritious than time you know the truth.  
Food and Dietetics, Robert Edin, M.R.C.P., says "Oats as the most nutritious of cereals are rich in nitrogenous matter. Of the total nitrogenous matter, 50% is in the form of protein, which is the most valuable fact for tissue building. The fact you will take as your bowl of oatmeal will serve it to your health."

**Made Exclusively of Choice Selected Oats, and Pan-Dried**  
That's why Tillson's excels in flavor. There's as much difference between Tillson's Oats and ordinary oatmeal as there is between cream and skimmed milk. Try a bowl of Tillson's next breakfast time—and enjoy oats at their best.

**Tillson's Oats**  
A Food—Not a Fad  
Cooks in 15 Minutes  
Two sizes 10, and 20, each 25, package contains a handsome plate of English Semi-Porcelain Tableware.

**Have you tasted**  
Tillson's Oats since they appeared with their new Flake? They cook up smoothly, and their flavor is even more delicious than before. Serve Tillson's next breakfast time.

**Pan-Dried A Food—Not a Fad**  
Cooks in 15 Minutes  
Two sizes 10, and 20, each 25, package contains a handsome plate of English Semi-Porcelain Tableware.

**Tillson's Oats**  
A Food—Not a Fad  
Cooks in 15 Minutes  
Two sizes 10, and 20, each 25, package contains a handsome plate of English Semi-Porcelain Tableware.

**The Pulling Power of Good Ads!**

Did you ever figure out, Mr. Grocer, just what it means to handle goods with which the public are already familiar? And

**TILLSON'S PAN-DRIED OATS**

have obtained a deserved and widespread introduction from our very extensive billboard and consumer advertising.

This border is composed of some of the forceful consumer ads. at present running.

And remember we not only create the demand for you, but we guarantee the "repeats" because TILLSON'S OATS are unrivalled in quality and flavor.

Get wise and stock up with TILLSON'S to-day

**Canadian Cereal & Milling Co., Limited**

Head Office, LUMSDEN BUILDING, TORONTO

## Grocers' Attention

is called to our special

**30 Day Trial Offer**

AT

**\$45.00 FOR OUR REGULAR \$75.00**

Self-measuring Coal Oil

## Pump and Tank.

We offer 50 of these pumps thus, as an advertisement, and with the object of introducing our pumps generally.

**SEND FOR PARTICULARS TO**

## Self - Measuring Pumps

LIMITED

53 Richmond St. E.

TORONTO

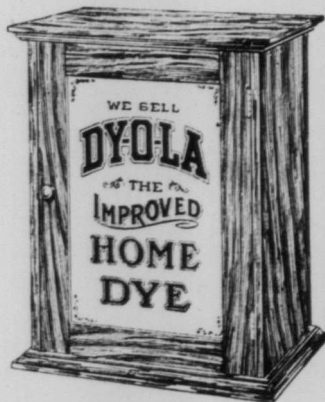
## The Ladies look

around  
**Your Store**

for a Cabinet  
like this



**If** they don't see it they take it for granted that you don't sell



# DY-O-LA

ONE DYE FOR ALL KINDS OF GOODS

And it's the Home Dye they naturally want on account of its Perfect Results

which are Positively Guaranteed. Over 126% Profit on ALL DY-O-LA you sell. Ask your Wholesale House about it—or drop us a postal.

**The Johnson-Richardson Co., Limited,  
MONTREAL, CAN.**

## A TRADE-WINNING LINE!

Good matches make friends that will put all the family trade your way. Sell



## DOMINION SILENT MATCHES

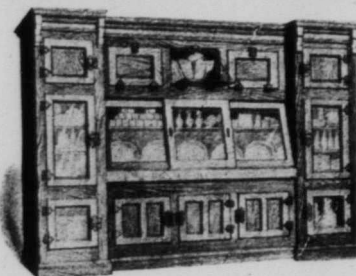
the best matches for you to handle for satisfaction and profit.

**Write for Details and Prices.**

**The Dominion Match Co., Limited,**

Deseronto, Ont. or  
Canada Brokerage Co., Ltd., TORONTO

## Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its construction is the best combination ever put on the market in a Refrigerator.

**Dry Air Ventilating System**

Best of insulation.

Made in 10 sizes.

Highest Awards — Silver Medal, Quebec; Diplomas, Montreal, Ottawa, Toronto.

**G. P. FABIEN, MONTREAL, CANADA**

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

**Don't hesitate to recommend and stock**

## McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

**The Canadian Cocoanut Co., Sole Makers, Montreal**



# Manufacturers, Manufacturers' Agents, Brokers, Etc.

## BRITISH COLUMBIA DIRECTORY

### W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade  
Coffees.

Manufacturers and Proprietors of  
"Feather-Light" Brand Baking Powder  
We also carry a full line of TEAS,  
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

TRY A

### Condensed Ad.

IN

Canadian Grocer

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

The Condensed Ads. in this  
Paper will bring good results

### VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-  
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

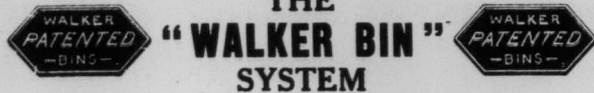
Branch at 140 Water Street, Vancouver.

### McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

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



is the only Complete Line of Modern  
Grocery Fixtures Manufactured in  
Canada.

It affords the best-known facilities  
for handling a grocery stock of any size  
and displaying that stock to the best  
advantage.

A "Walker Bin" Outfit will put  
new life into your business, and the cost  
will be small compared with the results  
that are bound to follow.

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

### Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:-

Manitoba: Watson & Truodale, Winnipeg, Man.  
Saskatchewan and Alberta: J. G. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

You have room on your  
shelves for our new pickle

### O-EAT-A

### SWEET PICKLES

A line which is certain to have an abnormal sale  
during the next few months. The line is purity  
personified, has a real 'quality' snap and leaves  
you a good profit margin.

Ask us for a sample bottle and try  
O-EAT-A Brand yourself.

### The T. A. LYTTLE CO., Ltd.

STERLING ROAD, TORONTO

## Maritime Store Produced After Years of Effort

"I began business thirty-four years ago in a small store 20 x 24 feet," said W. R. McMillan, president of the McMillan Co., Ltd., of Durham Centre, N.B., to The Grocer recently.

It was with just a little exhibition of business pride that Mr. McMillan gave voice to the above statement. He had, as he stated, started out in a small way—"in a small store 20 x 24 feet"—but



now, as the accompanying illustration shows, his establishment seems to have most of the evidences of substantial success.

But to continue. He says: "I kept adding to the old building as my business grew, until the store was 48 x 48 feet on the ground. Fifteen years ago I added lumbering and milling to my other trade. Three years ago, I turned the business into a joint stock company with a capital of \$60,000. This last was done to give my employes an opportunity to

acquire a financial interest in the business. We offered to sell \$200 shares to our men at par, but only two have taken advantage of it so far. We have repeatedly refused to sell stock to individuals not our employes."

There is the story of a life-time of striving, told in a paragraph. Readers will be able to imagine just how slow and hard was the evolution Mr. McMillan and his associates wrought in their business during all those long years.

The new store, he says, covers over 12,000 feet of floor space. It has a frontage on the highway of ninety-one feet, and four plate-glass windows have been installed to take fullest advantage of this position. Within are to be found some modern fixtures, also, and a glance at the counters will disclose the workmanship of a firm which is pushing forward a new idea. In another issue more may be told of the business of this hard-working maritime merchant.

With the house cleaning season at hand, stocks of cleansers, mops, brooms and soaps should be looked to and well displayed about the store. The window should not be forgotten.

Don't take every customer's word for it that So-and-so is cutting below you in price. There are dishonest customers now and then.

### SUCHARD'S COCOA

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

ESTABLISHED 1849

## BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.  
Edmonton, Alta.  
Halifax, N.S.  
London, Ont.  
Ottawa, Ont.  
St. John, N.B.

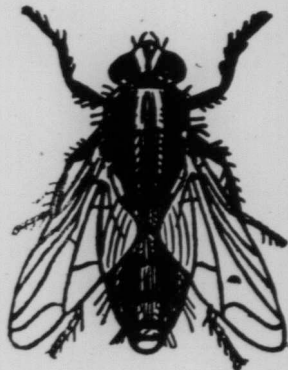
Vancouver, B.C.  
Hamilton, Ont.  
Montreal, Que.  
Quebec, Que.  
Toronto, Ont.  
Winnipeg, Man.

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

THOMAS C. IRVING, GENERAL MANAGER  
WESTERN CANADA  
TORONTO

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

## WILSON'S FLY PADS



Pay Retail Grocers a profit of 66 $\frac{2}{3}$ % to 85%.

Sold by All Wholesale Grocers

By Royal



Letters Patent.

# NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

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



## A Phenomenal Development

**D**O you realize that almost every week witnesses the birth of a new town in Western Canada, and still the people are pouring in? How about the grocery lines you make and ship? Are they being pushed adequately out West? We can help you to greater profit in this exceptional market because we have the experience, sound commercial knowledge, insight into Western conditions and financial standing that make for success.

We maintain large track warehouses at the five leading distributing points in Western Canada, and are thoroughly acquainted with the Western wholesale trade.

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

*Write us for full details mentioning what you have to ship.*

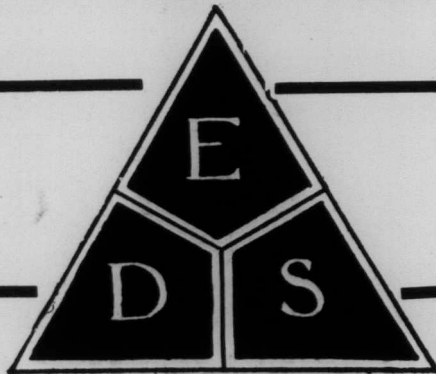
**NICHOLSON & BAIN,** Wholesale Commission Merchants  
and Brokers

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

## Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell 12 articles instead of one.



## "E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves.

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.

Made  
only  
by

**E. D. Smith, Winona, Ont.**

at his own Fruit Farms

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



## GUNNS QUALITY HAMS



The seal of Public Approval.  
"Appetizing and Satisfying."  
Always Sweet, Tender and  
Juicy. One of the many 'PON-  
HONOR products of the  
HOUSE OF QUALITY—

### GUNNS LIMITED

WEST TORONTO

## EASTER

The Easter Season comes this year about the middle of April. It will soon be here. How is your stock of Hams and Bacon? Easter marks the opening of the season for the demand for Hams, both smoked and cooked, and also for Breakfast Bacon. Let us have your order now so that your supply may be in stock ready for the demand and requirements of your Customers.

All Meats made under Government Inspection

### F. W. Fearman Co.

LIMITED

HAMILTON



## The Babies Eat What is Given Them

The child cannot choose like the grown-ups. The choice of food for the infant rests with the parent. Give the babies

### Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ life—carries none of the infection liable through raw milk.

The Truro Condensed Milk Co., Limited  
TRURO, N.S. HUNTINGDON, P.Q.

## Breakfast Bacon

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

### Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

## Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

### THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
FERGUS

70-72 Front St. East  
TORONTO



## Improvement in Provision Trade

Easter Has Brought Better Demand—Dealers Expect Trade to Show More Life—English and United States Markets Easier—Live Hog Prices Lower—Eggs Plentiful, With Good Demand—Butter a Shade Easier.

There is an improvement in the provision trade this week which is appreciated by dealers after the slackness noticeable during Lent and all are looking forward to a good spring trade.

The English market is easier again this week, while the Chicago market is also a little off. This has been reflected on the Canadian markets, where with only a normal supply, the price of live hogs has been reduced 25 cents to the hundred pound. This causes a fractionally easier feeling in provisions, but no changes in price have taken place.

The receipts of eggs continue large and prices are somewhat easier. Farmers are rushing them to market for the Easter trade. However, the demand will drop off a little after Easter and dealers believe that if supplies keep up, slightly lower prices may be seen.

The butter market feels to a certain extent the receipts of new made, which are arriving and an easier feeling is noticeable. While from some centres it is reported that the old make of butter has been well taken up at other places large supplies are reported. The demand at present seems to be for first grade only so that difficulty is found in disposing of any that does not measure well up to the required standard. Future prices depend to a large extent on the arrival of new made.

Cheese is inclined to quietness, but has lost none of its firmness, as stocks held in all centres are not large. The honey market is unchanged and quiet, the trade in maple syrup detracting attention from it.

### MONTREAL.

Provisions.—The feature of the market this week is the increased demand from all parts of the country. Prices have remained steady, a fact that has lent encouragement to the trade. Orders have been decidedly liberal, showing that the retail trade look forward to a good demand. While the market is generally reported steady it has responded slightly to the new business and a slightly stronger feeling. Business should continue to be good after Easter.

Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 11½
Cases, tins, each 12 lbs., per lb.	0 12
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 11½
Tierces, 37½ lbs., per lb.	0 11½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
" " " 5 " " "	0 11
" " " 3 " " "	0 11
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 37½ lbs., per lb.	0 10½
One pound bricks	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Lean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	24 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	8 75
" 300 "	17 00
" 300 "	26 00
Dry Salt Meats—	
Bolled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 20
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11½
Long clear bacon, light, lb.	0 12

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13½
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15
" " " small, 9 to 12 lbs., per lb.	0 16½
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 17½
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	7 25 7 40
" dressed, per cwt.	9 50 9 75
Country dressed hogs, per cwt.	8 90 9 01

Butter.—The local market feels to a certain extent the receipts of the new creamery. Some lots of this butter from the townships have been received, and while it is finding a certain trade there is a good demand for last season's later makes. The price of the new creamery is lower than that which opened 1910. The market is inclined to be unsettled as the result of the new and old makes meeting just now. The holdings of the latter are not heavy.

New milk creamery	0 26 0 27
Dairy, tubs, lb.	0 22 0 23
Fresh dairy rolls	0 23

Eggs.—The local price has dropped another cent during the past week, owing to the continued heavy receipts. Demand has also been heavy and for that reason business has been on a satisfactory basis. The present price at country points is said to be lower than at any time during the past two years. Easter is expected to bring a brisk business and the grocers and provision stores are prepared for the best.

New laid	0 17 0 19
Selects	0 22 0 23

Cheese.—The market is inclined to quietness. Supplies are limited practically to the new make except for those dealers who may still be holding some of last season's stock. The present demand is ordinary. The value of last season's make amounted to \$20,000,000 which, considering the various conditions, is viewed as a fair showing.

Quebec, large	0 14
Western, large	0 14
" " " " " " " " " "	0 14
" " " " " " " " " "	0 14
" " " " " " " " " "	0 14
Old cheese, large	0 16

Poultry.—There is no change in this market. Supplies are not heavy, and the demand is proportionate.

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

Honey.—Jobbers report only a passing demand for honey. The market has been quiet, and nothing has occurred during the past week to disturb it.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

### TORONTO.

Provisions.—Easiness in the English market is responsible for a further reduction in live hogs this week of 25 cents which following upon last week's drop of 20 cents, goes to supply easier feeling in the provision market, although prices show little change. Short cut port in barrels has been reduced and now ranges at \$23 to \$24. Lard following the trend of the hog market also exhibits an easier tone. Trade in provisions shows improvement this week and

after Easter is expected to be more favorable than during the Lenten season.

Long clear bacon, per lb.	0 10½ 0 11
Smoked breakfast bacon, per lb.	0 16 0 17½
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb.	0 12 0 12½
Light hams, per lb.	0 15 0 16
Medium hams, per lb.	0 14 0 15
Large hams, per lb.	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 14 0 15
Shoulder butts	0 18 0 19½
Backs, plain, per lb.	0 18½ 0 19½
" pea meal	20 00 21 00
Heavy mess pork, per bbl.	23 00 24 00
Short cut, per bbl.	0 11½ 0 11½
Lard, tierces, per lb.	0 11½ 0 12
" tubs	0 12½ 0 13½
" pails	0 10 0 11
" compounds, per lb.	6 15
Live hogs, at country points	6 50
Live hogs, local	8 50 9 00
Dressed hogs	8 50 9 00

Butter.—Butter exhibits a little easier feeling this week and some firms are quoting at a reduction. Arrivals during the past week have shown some improvement, while it is reported that all is not of the best quality. As to the amount of old butter held on this market, differences of opinion exist. The demand for best quality is good, but some difficulty is being found in reducing stocks of the poorer grade.

Fresh creamery print	Per lb.	0 27 0 29
Creamery solids	0 24 0 26	
Farmers' separator butter	0 25 0 26	
Dairy prints, choice	0 22 0 23	
Fresh large rolls	0 20 0 21	
No. 1 tubs or boxes	0 19 0 20	
No. 2 tubs or boxes	0 17 0 18	

Eggs.—The price of eggs this week is slightly easier, ranging around 18 cents, with some firms asking ½ cent more. The receipts have been large with a corresponding increase in demand for the Easter trade. With the large arrivals which are expected to continue, dealers believe that prices may show a further slight reduction when the Easter demand has vanished.

New laid eggs	0 18
---------------	------

Cheese.—Trade in cheese remains rather quiet with no change in prices.

New cheese—		New twins	0 14½
Large	0 14	Stiltons	0 14½ 0 15
Old cheese	0 14 0 15		

Honey.—"Trade is at an extremely low ebb in honey," said one dealer. "People are not asking for it, their attention for the time having been turned to maple syrup."

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb. pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 06½ 0 07

Poultry.—There is little trade in any line of poultry. Prices are steady and unchanged.

Chickens, dressed	0 16 0 18	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 13 0 14
		Turkeys, dressed	0 20 0 22

Storage, 2 cents lower.

### WINNIPEG.

Provisions.—Trade in provisions has been rather light during the last few weeks. The Lenten season which is just about over has had a rather quieting effect on the market in meats, but with the approach of Easter an optimistic view is again present and all look for a decided increase as soon as this period arrives. The lard market is still weak and prices are declining, although no change has as yet been made on this market. The price of live hogs took a fifty cents per cwt. decline during the week, but shippers are endeavoring to raise the price again with the result that a war is being waged between dealers and shippers.



## THE CANADIAN GROCER

A few changes in the prices will be noticed:

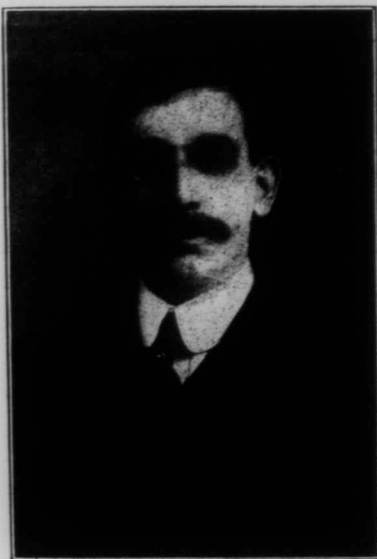
Hams, large.....	0 13½
Hams, medium.....	0 15½
Breakfast bacon, bellies.....	0 18½
Breakfast bacon, backs.....	0 19½
Shoulders.....	0 11½
Long rolls.....	0 18½
Short rolls.....	0 17½
Long, clear sides, per lb.....	0 11½
Boneless backs, per lb.....	0 15½
Mess pork, per bbl.....	24 50
Mess pork, half bbl.....	12 40
Tomato sausage, per lb.....	0 10
Pork sausage.....	0 09
Beef s. usage.....	0 07½
Lard, in tierces, lb.....	0 12
50-lb. tubs.....	6 15
20-lb. pails.....	2 50
10-lb. pails, in cases.....	7 65
5-lb. pails, in cases.....	7 70
3-lb. pails, in cases.....	7 80
Compound, 2 lb. pails.....	2 45
Steers heifers, abattoir killed.....	0 10½
Hind quarters.....	0 12
Fore quarters.....	0 08½
Dressed mutton, fresh, lb.....	0 13
Dressed hogs.....	0 12
Dressed veal, fresh killed.....	0 10½

### CHIEF IN THE FAR WEST.

Sketch of Man in Charge of Subscription Work for MacLean's.

H. Hodgson, who has been in charge for three years of the subscription work of the MacLean Publishing Company in the Provinces of British Columbia and Alberta has had an ideal training for our work.

He began his business career as a clerk in a retail store in South Africa and there is no better training for a young man than is to be found in a few years behind the counter in a small store. More men have laid the found-



H. HODGSON,

Who has had Charge of MacLean Publishing Subscription Work in British Columbia and Alberta for the Past Three Years, With Headquarters in Vancouver.

ation of their success there than in any other experience.

From Africa, Mr. Hodgson came to Canada and was for some years in the retail news business in Winnipeg. Seeing a good future in subscription work he joined the Collier's Weekly Staff. In his travels throughout the North-West he saw the MacLean Publications everywhere and came to the conclusion that with the rapid growth of the West there

was a good prospect for him. He applied and was appointed to the staff.

### TO PROTECT SEED BUYERS.

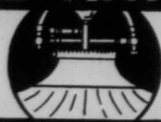
#### Minister of Agriculture Introduces Bill At Ottawa.

A proposed amendment to the Seed Control Act, that has been referred to the agricultural committee at Ottawa, provides:—That no person shall sell, offer, expose or have in possession for sale any seeds of timothy, alsike, red clover or alfalfa, in or from any receptacle unless marked with the designation of the grade of seeds and come within the requirements prescribed for each such designation.

Hon. Sydney Fisher, minister of agriculture, speaking in reference to this clause said: "We provide for the grading of timothy, alsike, red clover or alfalfa seeds under different standards of quality. Under the existing act there was a standard for No. 1 and then another standard up to which all grass seeds had to go. Seed merchants put on their seed that it was up to the government standard, and the farmers were tempted by that into believing that this was a high standard fixed by the government to ensure very good seeds; whereas, as a matter of fact, it was a standard fixed as a minimum below which no seed could be sold. We now wish to grade the seeds, extra No. 1; No. 1; No. 2; No. 3; etc."

**A. O. LANDRY**  
JOBBER  
STE. FLAVIE STATION  
Making specialty of wholesale  
Groceries, Flour, Grain, Provisions, Etc.

### RICE-KNIGHT



### LIGHTING SYSTEM

#### Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light? The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—It's free.

RICE-KNIGHT, LIMITED  
TORONTO, CANADA



## A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

**Galesburg Cornice Works,**

93 Cox Street.

GALESBURG, ILL.

## 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

## Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

## Allison Coupon Books

#### HOW THEY WORK



#### JUST

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 changing, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

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



THE CANADIAN GROCER

G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T



# THE STANDARD OF CANADA



G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T

Your customers demand goods of known value, and the attempted substitution of the "just as good" brands will not be attractive to most people. Quantity does not necessarily mean quality. The quality of Gillett's Lye is too well known to be compared with the imitations that are offered to the trade from time to time. The observing dealer finds that the consumer of to-day demands quality in their goods regardless of the size of the package. The profit on a well-known and well-advertised branded article of standard quality is more lasting and satisfactory than on the "just as good" kinds, which at their best are but imitations - cheaply made from low grade materials. Such goods can, and should be sold at a low price; and even though an increased quantity is offered, an attempt to substitute a poor quality article for Gillett's Lye may result in the loss of valued customers.

G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T

## "GILLETT'S LYE EATS DIRT"

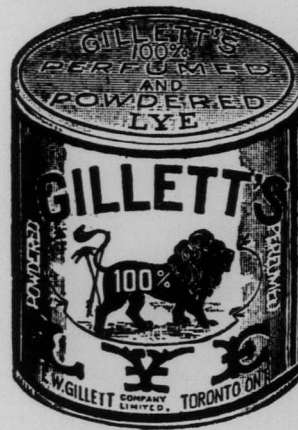


The best cleanser known  
and the best known cleanser.


E. W. GILLETT COMPANY LIMITED,  
TORONTO, ONT.

WINNIPEG

MONTREAL



G-I-L-L-E-T-T-'-S L-Y-E E-A-T-S D-I-R-T

CANADA: **No better Country**  **MOTT'S: No better Chocolate**

---

**"Elite"**

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

**Diamond**

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

Ask your jobber.

---

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

SELLING AGENTS:

J. M. Douglas & Co.	R. S. McIndoe
Montreal	Toronto
Jos. E. Huxley	Tees & Perse
Winnipeg	Calgary
Frank M. Hannum	Edmonton
	Ottawa

# BISCUITS

## from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

## M<sup>c</sup>VITIE & PRICE'S BISCUITS

Your best customers want them and they yield a generous profit.

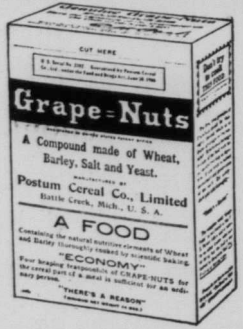
All goods packed in hermetically sealed tins.

---

AGENTS for Manitoba and Saskatchewan:  
**RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG**

AGENTS for British Columbia and Alberta:  
**DONNELLY, WATSON & BROWN, Vancouver & Calgary**

# SURE PROFIT Grape-Nuts



## Sales are Guaranteed

Retailers run no risk in stocking Grape-Nuts. Steady demand is maintained by continuous, judicious advertising of the excellent quality of the food.

Grocers who like quick sales, good profit and satisfied customers push Grape-Nuts.

**"There's a Reason"**

Canadian Postum Cereal Company, Limited, Windsor, Ont.

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## Flour Down Thirty Cents Per Barrel

Most Mills Join in Announcement—Drop Not Unexpected Because of Continued Low Price of Wheat—Reduction Probably Hastened by Lowering of Rail and Water Rate, Which is Expected in Few Days—Wheat Slightly Firmer.

An announcement of a reduction of 30 cents per barrel in flour is made by most mills this week. This drop in price was not unexpected, as the position of the wheat market has seemed to warrant lower values for some time and it may have been hastened by the fact that the rail and water rate on spring wheat from the West will be reduced in a few days.

Business in flour, is not brisk but it is hoped that this lower level will put more life into the market. Some export business was done at the end of last week but it is not steady. Still, most mills are kept fairly busy with the delivery of present contracts.

Wheat has reacted slightly from the low level which it reached last week, the market showing strength because the United States government report proved less rosy than expected. The government report estimates the condition of growing wheat at 83.3 per cent., which is said to be sufficient to ensure a crop of 500 million bushels.

A difference of opinion as regards the future movement of wheat still exists. One dealer said, "I think the upward reaction of about one cent from prices ruling a week ago will only be temporary. It is agreed that the supplies of wheat in the world are extremely large and as the prospects so far for the growing crop have been quite satisfactory I cannot see anything but easiness in future wheat prices."

Another dealer expressed a view that was nearly the opposite. He said: "I think wheat at the present price is worth the money. Conditions of the growing crop will rule to a large extent the future prices of wheat. So far crop conditions have been extremely favorable—could hardly have been more so—and better conditions, or even a continuance of those existing now can hardly be looked for."

Cereals are unchanged, with no special features noticeable at present. Trade on the whole continues normal.

### MONTREAL.

Flour.—The local flour market is down 30 cents per barrel this week, a reduction which was not at all unexpected. The wheat market has been ruling weak for some time and the fact that the rail and water rate on spring wheat from the west will be reduced in a few days is responsible for the drop. Demand is only normal.

Winter wheat patents, bbl.....	4 80
Straight rollers, lb.....	4 30
Manitoba 1st spring wheat patents, bbl.....	5 30
" straight patents, bbl.....	4 80
" strong bakers.....	4 60
" second.....	4 20

Cereals—The demand for rolled oats is still fairly good. The market is at present inclined to be quiet and presents no special feature of interest.

Fine oatmeal, bags.....	2 25
Standard oatmeal, bags.....	2 25
Granulated.....	2 25
Boiled cornmeal, 100-bags.....	1 70
Rollod oats, bags, 90 lb.....	3 05
" barrels.....	4 40

### TORONTO.

Flour.—The drop in flour has at last taken place and this week quotations have been reduced 30 cents per barrel, bringing 1st patents down to \$5.10. The continued low values in wheat for the past month has seemed to warrant lower prices but no announcement was made until Monday of this week. Trade continues quiet.

Manitoba Wheat.	
1st Patent, in car lots.....	5 10
2nd Patent, in car lots.....	4 60
Strong bakers, in car lots.....	4 40
Feed flour, in car lots.....	3 20

Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—There are no features whatever to the cereal market this week. While it is reported that some mills are shading prices slightly in rolled oats, no reduction is looked for by most firms. Cornmeal is steady.

Rollod oats, small lots, 90 lb. sacks.....	2 05
" 25 bags to car lots.....	1 95
Standard and granulated oatmeal, 18 lb. sacks.....	2 25
Rollod wheat, small lots, 100 lb. bris.....	2 75
" 5 bris. to car lots.....	2 65
Cornmeal, 100-lb. bags.....	1 70 1 80

### A COAL OIL WAR.

Grocers and Hardware Men at Variance in Western Ontario Town.

Lucknow, Ont., April 13.—Grocers and hardware men of Lucknow are engaged in a price-cutting war over coal oil. For many years the two hardware stores by which the village is served did practically all the trade in this line, and oil sold at 20 and 25 cents per gallon for Canadian and American, respectively.

Recently, however, the grocers "cut in" on the trade; a new co-operative delivery system, with which the hardware men are not associated, resulted in a diversion of trade in the grocers' favor, and Canadian oil is now quoted by them at 12 cents per gallon, American at 14.

### VALORIZATION COFFEE DOUBLED.

Last Saturday, while the New York coffee dealers, at least a goodly portion of them, were wondering at the secrecy maintained by those in charge of the selling of the 300,000 bags of valorization coffee allotted to New York for April, a sudden decision was reached by the valorization men to double the quantity and give New York all she was entitled to under both sales.—(One April first, and one later on in the month.) The sale was made on a basis of 12½ cents for Santos 6. The given reason for grouping the two was that it would probably dispel all feeling of uneasiness.

## Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAKE MONEY WITH

## MAPLEINE

Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it.

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





## LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store  
as crisp and dainty as when they leave our ovens.

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

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

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

# Packer's Celebrated Chocolates

New Goods, New Packages, New Centres  
specially manufactured for the  
Canadian Trade.

Our Mr. J. P. Wright will be at the QUEEN'S HOTEL, TORONTO,  
in a few days, with a full set of samples of the latest productions.

**PACKER & CO.,** Chocolate Manufacturers, **BRISTOL,**  
England

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

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of  
Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

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

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

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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



# WONDER-SHINE

A profitable article for every grocer—50% profit.

That's **WONDER-SHINE** the new silver cleaner.

Now, the other two points that interest every dealer are:—

Quality—to know that the quality is right, and

Popularity—popular goods are easily sold.

We know the quality is right or we would not be spending \$10,000 in advertising **WONDER-SHINE**.

And this extensive advertising means popularity.



We are advertising judiciously—carefully educating the Canadian Housewife to the "**WONDER-SHINE** way" of cleaning silver—the popular way.

**WONDER-SHINE** saves the busy housewife time and toil—cleans silver, gold and plated ware without rubbing.

Write for free full size package and our new "Selling Plan."

Just a post-card with your name and address to-day.

**WONDER-SHINE** means permanent, satisfied customers and increased profits.

**Household Convenience Co., Ltd., Toronto, Canada**

# STEELE'S SEEDS

# BRIGGS

USE ONLY THE VERY BEST

TESTED FOR GERMINATION  
TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE

## MONEY! MONEY!

Can be made by poultry raising either by yourself or your customers.

Why don't you interest your country patrons and point out the economy of **Incubators and Brooders?**

Everyone you sell will mean orders for **Poultry Requisites**

THINK WHAT THAT MEANS  
English and American Incubators and Brooders from \$8.50 up

Drop a postal for fuller information

**A. CORISTINE**  
119 Place D'Youville MONTREAL



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

## Has Cut Out all the 'Kicks'

OUR No. 8 Improved

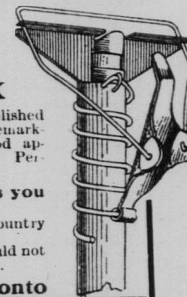
### MOP STICK

positively will not scratch polished floors, and combines in a remarkable degree durability, good appearance and effectiveness. Perfect in every detail.

Retailing at 15c., leaves you 50% profit.

Many will sell in the country towns at 25c.  
We guarantee nothing—could not unless we controlled the use.

**Tarbox Bros., Toronto**



**CASTOLS**

**CASTOLS**

**WE HAVE IT AT LAST!!**

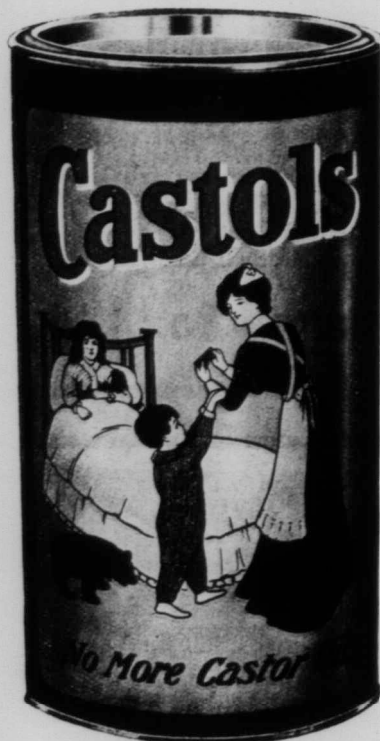
For many years attempts have been made to put up CASTOR OIL in such a form that children will not shudder at it and mothers spend valuable time in futile efforts to make them swallow the hateful dose.

**Try "CASTOLS"—The New Way—In Chocolate Blocks**  
**Absolutely No Taste of the Oil Traceable.**

How pleased your customers will all be when you tell them about

**CASTOLS**

The idea of no more spoon-feeding will surely make them happy.



By stocking this discovery of Modern Science you will make new customers, as your name, as well as

**CASTOLS,**

will become a password in the household.

**C**ASTOL is a pleasant sweetmeat  
hocolate is acceptable to the weakest stomach  
andy is the delight of children

**AND GUARANTEES RESULTS.**

Packed in 1 gross and 1/2 gross display tins.

SOLE CANADIAN AGENTS:

**SNOWDON & EBBITT, 325 Coristine Bldg., Montreal**

List of Firms selling "CASTOLS" in Quebec, Ontario, Manitoba and the North West:

The National Drug & Chemical Co. of Canada, Ltd., Montreal; Lymans Ltd., Montreal; Lyman-Knox Co., Ltd., Montreal; Howe, McIntyre Co., Montreal; Hudon, Hebert & Cie., Ltd., Montreal; Laporte, Martin & Cie., Ltd., Montreal; J. B. Renaud & Cie., Reg., Quebec; The Denault Grain & Provision Co., Sherbrooke; J. G. Whyte & Son, Ottawa; S. J. Major, Ltd., Ottawa; W. G. Craig & Co., Kingston; Warren Bros & Co., Ltd, Toronto; Geo E Bristol & Co., Hamilton; Maycock & Toms, Winnipeg; Cameron & Heap, Ltd., Regina, Sask.; The Codville Co., Ltd., Saskatoon, Sask.; The A. Macdonald Co., Edmonton, Alta; G. F. & J. Galt, Ltd., Calgary, Alta.

**CASTOLS**

**CASTOLS**



# Maple Time is Money Time

We are now ready to supply you with new 1911 Maple goods, all of which are **guaranteed absolutely pure**. The members of the

## Maple Tree Producers' Association

which is composed of farmers owning groves in the famous Eastern Townships, the finest Maple district in Canada, are now busy tapping and the sap is of the richest quality.

# PRIDE OF CANADA MAPLE SYRUP AND MAPLE SUGAR



NEVER  
HAS A SAMPLE BEEN  
FOUND  
ADULTERATED.



This is the line for you. It is the pure line. Send along your orders. They will receive prompt attention.

## The Maple Tree Producers' Association, Limited

Waterloo, Que.

Montreal, 58 Wellington Street

Toronto, 512 Dundas Street

# Tomatoes

STRAWBERRIES  
NEW CABBAGE  
CELERY

Do not forget to have your orders in early for Easter, we'll have full supply of new vegetables

ORANGES  
LEMONS  
PINEAPPLES  
STRAWBERRIES, ETC.



25-27 CHURCH ST. TORONTO  
are Largest Receivers

# Remember "St. Nicholas" Lemons

ARE AS FINE AS EVER

BUY THEM.

## J. J. McCABE

AGENT

TORONTO, ONT.

## Trade Increases as Easter Draws Near

Both Fruits and Vegetables are Going Out Better This Week  
—Weather Has Been More Favorable—Business in Tomatoes  
Continues Steady—Firmer Feeling in Market—End of Florida  
Celery Shipments—Still Some in Storage at Canadian Centres.

With the continuance of mild weather a better feeling has been developed in both fruit and vegetable markets. Dealers do not begin to really push these lines until the weather settles. But the Easter demand is also responsible for a good deal of this increased business this week.

The shipments of Florida celery for this season are finished. Considerable stocks are held on some Canadian markets to supply the demand for a while, and as these holdings grow short, some may be imported from those United States markets which are well supplied. Later there may be some shipments received from Michigan.

The trade in Florida tomatoes continues steady and a firmer feeling is noticeable in the market. The crop this year has not been as large as at first expected. Then railroad service said to be bad, made things still worse. Crates could not be got in, nor the fruit sent out promptly. The congestion is over now but the earlier crop was not all marketed.

Oranges show no change in price and the market still continues steady. There has been a big crop of California fruit this year, the shipments from Southern California up to March 28th amounting to 16,845 cars, as compared with 10,966 cars last year. Shipments of late have been quite large, but a good demand has kept the market steady. More oranges are going out this week to supply the Easter trade.

Strawberries are more satisfactory in price and the trade shows some improvement. Bananas have also had an increase since the weather became milder. There has also been an improvement in the demand for imported vegetables this week for the Easter trade.

### MONTREAL.

Green Fruits.—There is no special feature to the fruit market this week. There is a slight improvement in the demand for general lines such as oranges, apples, etc., although apples are ruling rather high for the average householder. Strawberries are fairly prominent but the price is still too high for the general public.

Apples, bbl. ....	6 00	8 00	Oranges—		
Spies. ....	7 00	8 00	Cal. navels. ....	3 00	
Isaiana crates.			Valencia. ....	4 00	4 25
bunch. ....	1 75	2 25	Mexican. ....	2 00	2 25
Cranberries, bbl. 10 00	11 00		Tangerines. ....	4 00	
Cranberries, bxs. ....	4 00		Pineapples—		
Cocoanuts, bags. 4 25	4 50		Florida, case. ....	4 00	4 25
Grape fruit, Flo. 3 50	4 25		Strawberries, Florida, qt. box. ....	0 40	0 50
Lemons. ....	3 00				
Limes, a box. ....	1 50				

Vegetables.—The Easter demand has had a good effect on the market as is shown by the heavier orders that have been received. Asparagus is being asked for to a greater extent and local dealers expect that the price which has prevailed

of late will be exceeded, owing to the fact that supplies are not heavy. Tomatoes are also being consumed to a greater extent and are one of the principal vegetables in demand just now.

Asparagus, boxes		Florida lettuce,	
of 2 doz. ....	12 00	hamper. ....	3 75
Beans, hamper. ....	4 50	Boston, box. ....	2 25 2 50
Beets, bag. ....	1 00	Onions—	
Carrots, bag. ....	0 75	Spanish, crate. ....	3 00
Cabbage, doz. ....	0 50	per lb. ....	0 04
Cabbage, bbl. ....	1 00	Potatoes, bag. ....	1 00 1 10
Cabbage, crate. ....	2 50	New Bermuda	
Celery, Florida. ....	4 00	potatoes, bbl. ....	7 00 8 00
Cauliflowers, Cal.		Sweet potatoes,	
half crate. ....	1 75	hamper. ....	3 25
Cucumbers, doz. ....	2 75	Parsley, crate. ....	3 00
Garlic, 2 bunches. ....	0 25	Parsnips, bag. ....	1 00 1 25
Green Peppers,		Radishes, dozen	
small basket. ....	1 25	bunches. ....	0 50 0 75
Leeks, doz. ....	1 75	Spinach, bbl. ....	4 50 5 00
Lettuce—		Tomatoes, crate. ....	2 50 2 75
Curly lettuce, box. ....	1 50	Turnips, bag. ....	0 75 0 90

### TORONTO.

Green Fruits.—The warm weather this week has put more life into the fruit trade, while the Easter demand has also acted as a help in this direction. Tomatoes are enjoying a steady trade at prices ranging around \$2.50 to \$2.75 while the amount of business being done in oranges is quite satisfactory. Strawberries are offered this week at 30 cents per quart with Louisiana pints bringing 14 to 16 cents. Pineapples are a little more in evidence on the market but the trade at present prices is rather inactive.

Apples, bbl. ....	3 50	6 50	Limes, box. ....	1 25
Apples, box. ....	1 75	2 00	Oranges—	
Bananas. ....	1 50	2 00	Navels, large. ....	2 75 3 00
Cocoanuts, sack. ....	4 00	5 00	Navels, small. ....	00 3 25
Grape Fruit—			Pineapples crate. ....	4 00 4 50
Florida per case. ....	3 50	3 75	Strawberries, qt. ....	0 30
Jamaica, case. ....	2 75	3 00	Louisiana, pt. ....	0 14 0 16
Cuban. ....	2 75	3 00	Tomatoes, case	
Lemons—			of 6 baskets. ....	2 50 2 75
Cal. formis. ....	3 50		Rhubarb, doz. ....	1 00
Messina. ....	2 75	3 00		

Vegetables.—The continued milder weather and the approach of Easter is responsible for an improvement in the vegetable trade. Some price changes are noticeable. The firmer feeling in cabbage, noted last week, has turned into an advance with old Canadians now quoted at \$1.50 to \$1.75. Louisiana beets are up 25 cents and are bringing \$1.25 per dozen. Boston head lettuce have been raised to \$4.50 to \$5.00 per hamper, while Boston cucumbers are down to \$2.00 per dozen. Scarcity of stocks has boosted prices of potatoes, which have risen this week under a scarcity, and \$1.10 for Ontarios and \$1.25 for Delaware's is asked. However, dealers think that Ontarios will not rule much over \$1.00, there being only a temporary shortness of supplies, but Delaware's are conceded to be really scarce. Florida cabbage is offered on the market this week at \$2.75 per crate and Bermuda onions at \$4.00 per crate.

Beets, Louisiana		Lettuce, Canadian, head. ....	0 40
doz. ....	1 25	Boston head lettuce, doz. ....	1 25
Canadian beet, bag. ....	0 60	Boston head lettuce, hamper. ....	4 50 5 00
Cabbage, old, pr. ....	1 50	Onions—	
bbl. ....	1 50	Spanish, large. ....	3 90 3 00
Cabbage, 1 ton		Spanish, 1/2-cases. ....	1 50
lots, ton. ....	18 00	Yellow, per bag. ....	1 75 2 00
Cabbage, Florida			
crate. ....	2 75		

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Carrots, Canadian, bag..... 0 50 0 60	Potatoes, Ontario, bag..... 1 00 1 10
Carrots, Louisiana, doz..... 1 00	Delaware..... 1 25
Celery, Florida, case 8's, 6's, 4's 2 50 3 00	Sweet, hamper..... 2 25
Cucumbers, Boston, doz..... 2 00	Parley, per doz..... 0 75
Endive, 12 heads..... 1 00	Parsnips, bag..... 0 60
	New turnips, p r 11-qt. basket..... 0 50

**STORE HINTS.**

Don't let lack of experience frighten you out of attempting new plans. If you never make any experiments, you may never make any mistakes, and you will just as surely never make any successes either.

Food displays need to be appetizing and always timely. A word about each kind of goods and the price, often makes new customers.

Proper lighting of both store and window is highly important. A window must be well lighted for no one will stop to look into a poorly lighted one.

Price cards save the answering of many questions and often make sales to customers who dislike for some reason to enquire prices on goods even in which they are interested.

The best season for seeds is approaching and the grocer should start to make his displays. The country merchant should not forget the chances for the sale of seed potatoes.

Many merchants are selling large quantities of molasses to farmers for the feeding of cattle and horses. Molasses meal is also asked for more.

The Easter season is a good time to push holiday goods. There is no reason why nuts should not be sold as freely as at Christmas time. Candies and fruits should be given prominence at this time.

The country merchant during the spring months should be able to work up a good trade in calf meal. It is a good side line for the farmer's trade.

With the appearance of waggons, merchants should stock a small quantity of axle grease. It will prevent the customer from going to another store for it.

As the mud disappears from the streets, people will be discarding their rubbers and it is a good time to feature boot polishes and brushes.

# BANANAS

We are headquarters for fancy Bananas---are handling only the choicest fruit regularly.

A good supply at all times.

Try us with your next order.

Pineapples, Tomatoes, etc.

## WHITE & CO., Limited

HAMILTON

TORONTO

# Fresh Arrivals

Strawberries Pineapples Tomatoes

Grapefruit

Oranges Bananas Lemons

Asparagus Rhubarb Cucumbers

Everything in Greens—Fresh every day

The House of Quality

## HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

# BUSTER BROWN

## LEMONOLOGY

With your knowledge of Lemons you are aware that it is advisable at this season of the year to discriminate in buying Lemons. Exercise this knowledge by mentioning in your orders Follina Bros. Pack.



W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



# Fish - Oysters



## Fish Trade Is Making Its Final Bid

Demand for the Last Week of Lent is Good—Increase in Arrivals of Fresh Fish—Halibut and Haddock are the Leading Lines—Trade for the Season is Satisfactory to Dealers—Will Likely Steady Down Now.

More activity is being shown in the fish trade this week, and the Lenten season is winding up with fair business passing. The number of lines of fresh fish arriving is increasing and all are finding a good sale on the different markets. Among the leading lines of fresh fish being offered are halibut and haddock. Fresh salmon is being offered on some markets, but prices are nearly prohibitive. Prices on the whole remain quite steady.

Dealers seem to be quite satisfied with the volume of fish sales during the Lenten season. There was a slight slackness about the fourth week, but that was to be expected after the large trade during the opening weeks. On the whole the trade compares favorably with last year.

### QUEBEC.

Montreal.—Fresh fish has been arriving more freely and is finding its place on the market. There are still fairly liberal supplies of frozen fish which have not been affected by the warm weather, owing to the fact that they have been carried in cold storage. Among the leading lines of fresh fish are halibut and haddock including a fancy shore fish that is popular. Fresh pike and dore are beginning to arrive but the close season for dore or pickerel begins April 15. Shad are coming in more freely and prices are now reasonable. The stocks of prepared fish are still enjoying a good demand but it is expected that henceforth frozen fish will find the greater bulk of the demand.

FRESH	
Haddock, per lb	0 06
Haddock, fancy shore, per lb	0 07
Steak cod headless, per lb	0 07
Less, per lb	0 06
Halibut, express per lb	0 10
Salmon, per lb	0 22
Head, bu&e, each	0 25
Pike, per lb	0 08
Dore, yellow, lb	0 12
FROZEN	
Codfish	0 63
Dore, winter caught, per lb	0 63
Haddock, per lb	0 83
Halibut, per lb	0 07 1/2
Pike, dressed & headless, cases 150 lbs, per b	0 06 1/2
Grass pike	0 64
Steak cod	0 63
Mackerel	0 11
SALTED AND PICKLED	
Labrador sea trout, bbls	12 50
Labrador sea trout, half bbls	6 50
No. 1 mackerel, half bbls	2 00
No. 1 pollock, bbl	6 00
Scotia herrings, No. 2, bbl	6 00
Lake trout, half bbl	6 00
Choice mackerel, half pail	2 00
Sea trout, 1/2 bar	6 50
Mullets (carp)	0 03
Flounders, bri	2 00
Salmon, B.C., red	0 08 1/2
Gaspé salmon	0 18
per lb	0 07
Qualls salmon	0 07
No. 1 Smelts, boxes, 10 and 15 lbs, each	0 07
Whitefish, large, lb	0 07
Whitefish, small	0 05
Salmon, B.C., red, bbl	14 00
" " pink, bbl	12 00
" " Labrador, bbl	16 00
" " " bbls	8 50
" " " trcs.	21 00
300 lb.	21 00
Salt cod, per lb	0 07
Salt sardines, 20 lb. pls	1 00
Scotch herring	6 50
" " keg	1 00
Holland herring, bbl	6 50
" " keg	6 75

### SMOKED

Bloaters, large, per box, 60s.	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kipperd herring, per box, small	1 00
New filets, per lb	0 11

### SHELL FISH

Shell oysters, bbl, choice	12 60
XXX Shell Oysters	10 60
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal.	1 48
bulk, selects	1 60
Solid meats—Standards, gal., \$1.85; selects, gal., \$2.	

### PREPARED FISH

Boneless cod, in blocks or packages, per lb	6 1/2
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	6 60

### NEW BRUNSWICK.

St. John.—Stormy weather last week was responsible for the rather meagre supply of fish on the local market. All kind of fresh fish were scarce, though with the weather clearing it was expected that the present week would see the arrival of some good catches.

### ONTARIO.

Toronto.—The last bid of the entire season is being made among the fish dealers this week, and more activity is shown than during the past two weeks. Following Easter the trade will likely settle down to its usual steady proportions, after a Lenten trade that all dealers seem to be well satisfied with. White fish and herring are added this week to the list of fresh caught, on this market. Smelts, tullibeas, bloaters and kippers have been about cleaned up. Prices are unchanged, except for reductions on lines which different firms want to clear out. Pickled lake herring that are left are being offered at prices ranging around \$2.80, the usual price being \$3.80 to \$4.00.

### FRESH CAUGHT FISH

Steak cod	0 08	Fresh caught white	12
Fresh halibut	0 10	Fresh caught herring	0 09
		Haddock	0 06

### FROZEN FISH

Goldeyes	0 05	Salmon trout	0 12
Halibut	0 09	White fish, winter caught	0 09
Lake Superior herring	0 02 1/2	Yellow pickerel	0 08 1/2
Pike	0 65	Mullets	0 04
Pink sea salmon	0 08	Bluefish	0 12
Round red	0 09		

### SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate	5 40	Oysters, extra selects, gal.	2 25
Shredded cod	2 25	Oysters, standard, gal.	1 85
Cod, Imperial, per lb.	0 05	Oysters, select, gal.	1 85
Filets, per lb	0 12	Pickled lake herring, 100 lb. kegs	2 80
Haddie, Finnan	0 07 1/2	Quail on toast, per lb.	0 07

### NOVA SCOTIA.

Halifax.—Fish is in fairly good supply on the local market, several inshore bankers having arrived during the week with good fares. The halibut is of fine quality, but the haddock are poor, being thin. This, however, is about the usual condition of these fish. The lobster situation shows little change, both as regards prices and catch. There has been a small increase in the shipments from Nova Scotia to Boston. Some small-sized lobsters are offered for sale here, but the price is practically prohibitive. Early American bankers are returning to Gloucester, and Boston with fairly good fares. One vessel that arrived this week had 93,000 pounds of cod and haddock, and another had 70,000 pounds. These vessels sold their haddock for \$2.85, and \$4.00 for their large cod.

Fresh salmon, taken from the rivers of Western Nova Scotia are being shipped from this province to the United States market. The number of fish taken is small, but the salmon are bringing from 75 cents to one dollar per pound in the large cities. None are offered in the local market as the price is prohibitive.

Sales of oysters are reported good, the stock offering being principally American in bulk. Smoked haddies are scarce, but kippers, salmon, bloaters, and filets are in good supply. The sales of filets show a gradual increase.

### NEWFOUNDLAND.

St. John's.—The fishing on the southwest coast has been quite good, particularly around the waters of Rose Blanche, and most of the people daily secure good catches when they get on the grounds, but operations are considerably retarded by bad weather. It is said that people from St. Jacques, Grand Bank, Belloram, Fortune, and Rose Blanche will not begin bank fishery operations this year before the last of April or first of May which is rather later than usual. Fishing schooners are being fitted up and crews gotten together to start as soon as possible.

### MANITOBA.

Fish.—As is always the case at this time of the year trade in this commodity has been exceedingly active during the last three weeks. The first fresh fish of the season arrived on the market during the week in very limited amounts in the form of fresh salmon, and is being sold at 18 cents per pound. Prices are unchanged from the opening of the fasting season.

### FISH (FROZEN)

Western white fish (split), per lb	0 07 1/2
Western white fish (round), per lb	0 07
Halibut, per lb	0 08
Salmon, per lb	0 09
Sea herring, per lb	0 06
Mackerel, per lb	0 12
Tommy cod, per lb	0 05
Pickerel, per lb	0 07 1/2
Jackfish, per lb	0 03 1/2
Fresh goldeyes, per lb	0 06
Haddocks, per lb	0 06
Market cod, per lb	0 05 1/2
Steak cod, per lb	0 07 1/2
Flounders, per lb	0 06
Mullet, per lb	0 03

### SMOKED FISH

Kipperd herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	68
Filets of haddock	0 12
Smoked cod	0 05
Labrador herring, 1/2 barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08





# In the Long Run

QUALITY Counts and you will find that by recommending only the best and choicest of fish you will establish a good sound business.

What about **FILLETS?**

Of course we mean **Boutilier's Smoked**

They guarantee repeats and allow you a good margin of profit.

The lines that please are the lines for you.

HERE THEY ARE

O  
C  
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A  
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BRAND

Haddies

Kippers

Bloaters

The very latest in Smoked Fish

**SMOKIES**

Get in a supply. They're Boutilier's

If Your Wholesaler Cannot Supply You Write Us Direct

NOTE CHANGE IN ADDRESS

Halifax Cold Storage, 47 William Street, Montreal

SELLING BRANCH

SARDINES  
In Oil

← NEW PACK →

HERRING  
In Tomato Sauce

The attention of the trade is directed to our **NEW PACK** Sardines in Oil and Herring in Tomato Sauce.

Our exacting methods for obtaining only the best fish make our

**"Brunswick" Brand Sea Foods**  
*The Brand of Quality*

for leading Canadian dealers.

Get in touch with us or our agents throughout Canada for prices and information about the **NEW PACK** Sardines and Herring. There is guaranteed **Satisfaction and Profit** in them for you.

**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.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shilcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



## Care for the Storeroom as Well as Store

**How Carelessness of One Type of Clerk Plays Havoc in the Stock Room—Delineation of Several Methods—Some Suggestions for the Overcoming of This — Inducing the Hurrying Clerk to Think for the Future.**

(By J. W. Bryans.)

Carefulness and neatness in clerks, about the store proper, is a trait to be appreciated, but there are clerks who while most careful in this particular, are utterly indifferent about the appearance of the other parts of the establishment, sections not open to the general public, but which play an important part in the general well-being of the whole store.

This type of helper will rush to the storeroom, turn two or three boxes or bags over in getting what is wanted and leave them in that position.

In a few minutes he goes out again for some five pound bags, and there being some other size on top, he throws them on a nearby box, secures the five pound bags, and rushes back to the store.

### How It Ends.

This goes on until the storeroom is in a very jumbled condition and until what is wanted can be secured only with a great deal of trouble, while, if he carefully replaced the goods each time, everything would have been in order and it would have been much pleasanter for the clerk. It takes very little time to keep the stock well arranged, and saves goods from damage, while it also makes an orderly impression upon visitors. It also makes work for the clerk much easier. If he would but stop for a moment when on one of these wild dashes, and think what a simple matter it would be to keep the stock in good shape, he would, no doubt, at once resolve to carefully replace goods in the future. It is not that clerks are rushed that this state of affairs exists, but because they get into the habit of storeroom carelessness easily, and then find it hard to break. It would be greatly to their advantage to do so.

### Placing Goods.

Something might also be said about the proper placing of goods when they are received in the storehouse. "A place for everything and everything in its place" should be the ideal in the arrangement of goods in the storeroom. Some planning and exercise of judgment will do a lot in lessening future work. Do not pile yellow and granulated sugar together so that you will have to pull a bag of white sugar down to get at a bag of yellow. Have a pile for each and when you want a bag you can go and get it without any trouble. In the same way pile each make of flour separately so that when you want a particular brand, you will merely have to go to its pile and get it.

### Storing Canned Goods.

When a shipment of canned goods is received in the fall, I have seen clerks pile tomatoes, peas, corn and fruits all together. The whole winter long each time a case of canned goods was wanted it was necessary that several cases be disturbed to secure the required variety. Planning and thinking, not only of completing the work at hand, but of saving trouble in the days to come makes the work of a clerk much easier.

It might also be well to speak of another phase of storeroom work, and that is placing goods so that they will not be damaged. Do not pile goods that are liable to leak on top of other goods which it might destroy. One illustration of this, is where molasses or syrup, which are liable to leak, are placed on other goods. Care should be taken that cases of syrup, molasses, etc., are piled right side up. Then, too, instead of allowing brooms to lie around the storeroom and the straw to become damaged, a rack can be put up in a short time that will keep them in first-class condition and also give more space in the storeroom.

There are many such little things that will arise from time to time, where a little thought and effort on the part of the clerk will keep goods in the storehouse from becoming damaged.

## THIS WEEK'S TRADE CHANGES.

### Items of Interest Concerning the Grocery Trade in Canada.

ONTARIO.—W. A. Pringle of Beeton, has sold his general store to W. T. Stewart, of Shelburne.

Geo. Haquoil, grocer, Fort William, has sold out.

Eli Smith, of Barrie, has sold his grocery business.

Thomas McGinnis, grocer, of Belleville, deceased.

Ralph C. Fraser, grocer, Fort William, has assigned.

W. R. Smith, grocer, Seaforth, suffered loss by fire.

A. W. Rennie, grocer, London, has sold to Riordan Bros.

J. Hill, grocer, North Bay, has taken F. Wilson into partnership.

W. W. Mann's general store at Stittsville, was destroyed by fire.

Mrs. M. E. Cox, general merchant, Harley, succeeded by Cox Bros.

A. H. Foote, grocer, Fergus, has opened a branch store in that town.

H. F. Berdux, grocer, Tillsonburg, has sold to Loren Hicks, of Cornell.

Henry Simpson, general merchant, New Sarum, has sold to Brown & Savage.

The stock of Glynn & Co., grocers, Ingersoll, has been sold to McLeod & McBain.

W. Albert Day has purchased the grocery business of Culver Brothers, corner Scott and Mary Sts., St. Thomas.

The assets of George St. Armand, general merchant, Sandy Bay, have been sold.

QUEBEC.—The assets of Dumais & Co., general merchant, Matane, have been sold.

The assets of Omer Lefrancois, general merchant, St. Anne Des Monts, have been sold.

A. D. Ingraham has purchased the grocery store of Harrington, Ltd., Sydney, N.S.

John Hennessey, grocer, Harbor Grace, Nfld., declared insolvent.

W. W. French, Harbor Grace, declared insolvent.

MARITIME PROVINCES.—McKenzie & Sutherland have purchased the general store of D. C. McKenzie, Westville, N.S.

WESTERN CANADA.—Burley, Currier Ltd., general store at Portage La Prairie, Man., suffered loss by fire.

S. Kalmbach has commenced a general store at Irvine, Alta.

Pepper Bros., are opening a grocery store at Calgary, Alta.

Enos Harvey has opened a general store near Kronau, Sask.

Richard McCullough, grocer, Winnipeg, succeeded by McCullough Bros.

The grocery store of A. Youngmen, Calgary, was destroyed by fire.

Campbell & McTavor are opening a general store at Lea Park, Alta.

King & Stevens have opened a grocery store at North Vancouver, B.C.

Farmer's Trading Co., general merchants, Wynyard, Sask., dissolved.

The Westbourne Trading Co., general merchants, Westbourne, Man., dissolved.

The MacLanes Grocery Company have started business in Vancouver, B.C.

Johnson Bros., general merchants, Zealandia, Sask., sold to J. W. Holtby.

The Glen Ewen Trading Co., general store, Glen Ewen, Sask., loss by fire.

F. W. Shoecraft & Son are opening a grocery and hardware store at Ralph, Sask.

Indredason & Co., general merchants, Cypress River, Man., sold to C. J. McGlocklin.

M. Rotstein & M. Porgamanek, general merchants, Yorkton, Sask., have dissolved partnership.

A number of the merchants of Kerobert, Sask., have agreed to close their stores at six p.m.

## FLORIDA FRUIT CROP.

### London Dealer Says It Will Be Small, Owing to Lack of Rain.

London, Ont., April 13.—A local fruit dealer, who has just returned from several weeks in the South, reports that the Florida fruit crop will be small this year, owing to lack of rain, none having fallen from the first week in January till last week. With wind and hot sun, he said the trees were almost dead when they should have been blooming.

The vegetable crop is large this year. The tomato yield has been so great, he said, that the East Coast Railway was swamped, while thousands of crates of tomatoes spoiled. The celery crop was also large, and the yield of watermelons from Florida will be heavy.

Chas. Chaput, of the wholesale grocery firm of Chaput, Fils et Cie., Limited, is spending five weeks at New York and Atlantic City.

Peterboro, Ont., is to have a library voting contest according to one of the newspapers of that city.

John A. Gunn, of Gunn, Langlois & Co., Ltd., Montreal, has been spending a few holidays in Atlantic City with his family.

F. M. Moffat, managing director, Gunns, Ltd., West Toronto, is in the Old Country on a two months' trip. He will likely return about May 1.

The R. Stirrett Company, Petrollea, have installed cash carriers in their grocery department.

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THE CANADIAN GROCER

**CIVIL SERVICE CO-OPERATION.**

**Rules and Regulations Under Which Federal Association Will Operate.**

Ottawa, March 30.—Throughout the whole civil service, it is said, a circular letter has been distributed in behalf of the newly-incorporated Civil Service Co-operative Supply Association. These circulars state that as soon as the membership is sufficient, it is proposed to begin business in the supply of staple groceries. Other lines are to be added as soon as the trade warrants.

Rules and regulations to govern the organization have been drafted. These have been printed in pamphlet form and distributed among the members. Each member is required to pay an initial fee of \$2 and to buy one debenture at \$5. There is no share capital. Business is to be conducted on a cash basis, all goods to be paid for when ordered or delivered, at current retail prices. After deducting running expenses, the net profits are to be divided among the members in proportion to the value of their purchases.

**READY-MADE CARD PHRASES.**

Tomatoes—not fresh from the garden, but which taste like it.

This cleanser is a good thing to have around during house cleaning.

A new broom sweeps clean.

Washing ammonia helps in the work. Keep a supply of soap on hand.

We can't do your housecleaning but we can supply the goods.

These olives are true palate ticklers.

Best brand breakfast bacon.

All kinds of pickles, and all good.

These prunes are superior in size and flavor.

This marmalade for the morning meal.

Excellent flour for home-made bread.

Syrup and pancakes—a delightful treat.

Among the members of the London, Ont., Retailers' Association, which is conducting a "Trade in London" week, and refunding railway fares to all visitors from points in a 65-mile radius who purchase at least \$20 worth of goods are John Diprose, grocer; London Crockery Co.; Scandrett Brothers, grocers; George Peters, baker and confectioner. The majority of the members, however, are dry goods dealers, shoe men, etc.

Highest price paid for  
**DRIED APPLES**

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONARIO

Would you like our Weekly Circular?

**BY THE CARLOAD**

We have now

**BANANAS,  
TOMATOES,  
CABBAGE,  
and CELERY**

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

**Lemon Bros.**

Owen Sound, Ontario  
and Sault Ste. Marie

Wholesale Fruit, Fish and Produce  
Commission Merchants, and dealers  
in Hides, Wool and Raw Furs.

**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.**

**BLACK JACK**

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL  
JOBBERs

½-lb. tins—3 doz. in case.

**FOR METAL SURFACES**

of every description, there's no polish you can handle that gives the same satisfaction as

**ROYAL POLISHES**

They give a brilliant, lasting polish in the least time, with the least labour, and will not scratch the finest surface.

A Real Profit-Producer  
Order a Supply To-day

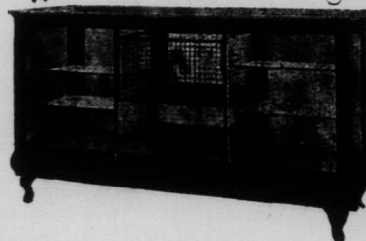
Royal Polishes Co., Montreal



**Silent Salesman Refrigerator  
One of the Famous Arctic Line**

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and  
Details

**John Hillock & Co.  
Limited**  
Toronto, Ontario

## Grocer's Encyclopedia—The Pineapple

Some Interesting Facts About the Delicious Dessert Fruit Now Coming Upon the General Market—How it Originated and Where Transplanting Has Been Attended With Success—The Size of the Plant and Its Manner of Growth.

Usually when one thinks of pineapples it is to pine trees that the mind unconsciously turns, assuming as its name implies that the fruit is really the "apple of the pine."

As a matter of fact there is nothing majestic about the pineapple plant. A tuft of long stiff sharp-pointed leaves, about 12 in number—it grows from 2 to 4 feet high. From the middle of this tuft springs a short stem bearing a single fruit stalk. At its top is found a crown of small leaves which can easily be trained into a new plant. And that is all. Each plant produces only one "apple" and then dies leaving behind a number of shoots to transplant and keep up the supply.

### Native to South America.

Still it is a delicious dessert fruit. A native of South America, it has been transplanted at various times and is now successfully cultivated in most tropical countries, and particularly in Madeira, Canary, Zanzibar, Natal, Singapore, and the Indies, where they grow wild in most hedgerows. But in the Bahama Islands off Florida, in the Atlantic Ocean, the pines are regularly raised in fields, in immense quantities. The pines thrive best in rich, warm, moist, sandy land, which after being used four or five years, requires a long rest

### Methods of Cultivation.

The methods of cultivation are really primitive, or at least were so up to the last year or so. As many as 20,000 plants were crammed into an acre of ground. The crop is ready in from 18 months to two years from the time of planting. When ripe the apples are cut and carried on the heads of men and women to the nearest beach for shipment. Most of these Bahama apples, go, it is claimed, to Baltimore canning factories. They are coarse but are good travelers.

But the pineapples coming to this country seem to be improving in quality every year, and the demand for the fruit is steadily increasing. It is more trouble to prepare the "apple" for table than is the case of either the orange or the banana, and probably that is the reason why it is not even more generally used. But, more and more find their way to household cellars every summer in the shape of preserves, and, as the methods of "putting down" improve, and the real merits of the fruit assert themselves, the growth of sales will be greater each year. The ripe raw fruit contains very powerful digestive juices. This is also true of the preserved which is considered better when at least a year old.

### Season Coming On.

The pineapple season is now coming on and the merchant should try to increase his sales in this line. By telling customers of its digestive qualities; interesting them, by telling where and how they are grown; instructing them in the best method of preparing, he should be able to take a stride forward in this trade.

One writer tells how best to eat what he calls: "the king of fruits." He says that it should be noticed the pine has a fibre running from centre to circumference, and to have it tender, it should be nicely pared, and all the eyes cut out. After this has been properly done slice the pine vertically: keep turning the apple and slicing off the outside until the core is reached. Thus you may eat the fruit without fear of a sore mouth from the spear in each eye, and it will also be tender and juicy, because cut across the fibre."

Canada receives her pineapples largely from Florida and the West Indies, although some from California, Hawaii and Mexico are received.

### HINTS FOR GROCERS.

A consumer of average intelligence, on entering a grocery store, encounters an atmosphere—gets an impression. What does she get in your store?

It pays for clerks to know the names of customers, and it also pays to have the clerks known by name to as many of their customers as possible.

As the weather grows warmer, people frequent the streets, and for that reason more time should be spent on fixing the window, so that it may be attractive.

In order that your business may have a "Good Will" asset you must possess the confidence and the friendship of your customers.

The merchant who regards the cash discount as a little thing is obviously lacking in a right sense of proportion. The cash discount is one of the biggest things in merchandising.

Never Run Short of  
**SHAMROCK**

**BIG PLUG  
SMOKING TOBACCO**  
Your client will buy his  
groceries where he buys  
his SHAMROCK tobacco

**CLAY  
PIPES**

These made by  
**McDOUGALL**  
are peerless. Insist upon  
having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

**SPRAGUE  
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

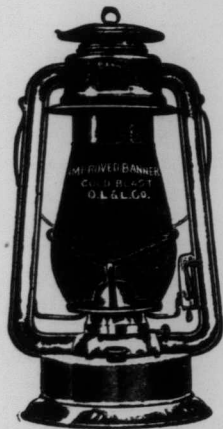




**"BANNER" 1911**  
Cold Blast Lantern

Have you seen it?  
Hold your orders till you have.

New Well!  
Solid Brass Burner!  
Supplied with Wicks!



Hand-somest Lantern Made!  
Give Your Customers the Best!

For Sale by All Jobbers.

**Ontario Lantern & Lamp Co., Limited**  
Hamilton, Ont.

**MAPLE SUGAR**

**CHEWING TOBACCO**

**Rock City Tobacco Co.**  
Quebec - and - Winnipeg

**Tuckett's**  
**Orinoco**  
**Tobacco**

NO BETTER  
JUST  
A LITTLE Milder  
THAN



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**

**CLASSIFIED ADVERTISING**

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

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

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

**BUSINESS CHANCES.**

**FOR SALE**—Well equipped grocery, large turnover, Walker bins, up-to-date stock. Will sell building or stock and fixtures. In live Western Ontario railroad town. Owner going West. Box 380, CANADIAN GROCER. (16)

**COMMISSION LINES WANTED.**

**GROCERS** requiring the services of a man with 100 per cent. executive ability, coupled with a practical knowledge of buying and selling, acquired by over 20 years' practical experience, should communicate with Box 379, CANADIAN GROCER, Toronto. (16)

**MISCELLANEOUS.**

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**ACCURATE COST KEEPING IS EASY** if you have a Day Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**BUCKWHEAT Flour** guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (17)

**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.

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

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

**DOUBLE your floor space.** An 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. (17)

**RETAIL MERCHANTS AND OTHERS WITH A** limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

**MISCELLANEOUS.**

**EGRY BUSINESS SYSTEMS** are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE, INSURE IN THE HARTFORD.** Agencies everywhere in Canada.

**MAKE MONEY AND SAVE MONEY** with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

**PENS**—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

**INDISPENSABLE** in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

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

**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.

**THE "Kalamazoo" Loose Leaf Binder** is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (17)

**WAREHOUSE AND FACTORY HEATING SYSTEMS.** Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (17)

**YOU DON'T BUY** a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

**TECHNICAL BOOKS.**

**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, 143-149 University Ave., Toronto.

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

**NOTICE TO MANUFACTURERS.**

**CANADIAN TRADING COMPANY** wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg.

**PERIODICAL DEPT.**

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

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

**Grocery Advertising**

By Wm. Borsodi

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

**PRICE \$2.00**

ALL ORDERS PAYABLE IN ADVANCE.

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

Diamo  
1-lb. th  
1-lb. th  
1-lb. th

Case  
4-doze  
3-doze  
1-doze  
3-doze  
1-doze  
1-doze

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Rag

Rag  
Plun  
Gree  
Goo

Str  
Blac  
Rag  
Rag



QUOTATIONS FOR PROPRIETARY ARTICLES

**Baking Powder**  
 Diamond W. H. GILLARD & CO.  
 1-lb. tins, 2 doz. in case \$2 00  
 1-lb. tins, 3 " " 1 25  
 1-lb. tins, 4 " " 0 75

**IMPERIAL BAKING POWDER**  
 Cases. Sizes. Per doz.  
 4-dozen 10c. \$0 85  
 2-dozen 6-oz. 1 75  
 1-dozen 12-oz. 3 50  
 3-dozen 12-oz. 3 40  
 1-dozen 2 1/2-lb. 10 50  
 1-dozen 5-lb. 19 80



**MAGIC BAKING POWDER**  
 Ontario and Quebec Prices  
 Cases. Sizes. Per doz.  
 6 dozen 5c. \$0 50  
 4 " 4-oz. 0 75  
 4 " 6 " 1 00  
 4 " 12 " 1 30  
 2 " 12 " 1 80  
 4 " 16 " 2 25  
 2 " 16 " 2 30  
 1 " 2 1/2-lb. 5 00  
 1 " 5-lb. 9 60  
 1 " 6-oz. Percent  
 1 " 12 " \$6 00

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



**ROYAL BAKING POWDER**  
 Sizes. Per Doz.  
 Royal-Dime \$0 95  
 1-lb. 1 40  
 6-oz. 1 95  
 1-lb. 2 55  
 12-oz. 3 85  
 1-lb. 4 90  
 3-lb. 13 69  
 5-lb. 22 35

WHITE SWAN SPICES AND CEREALS LTD  
 White Swan Baking Powder—1-lb. tins, 3-doz. in case, \$2 doz.; 1-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.



**COOK'S FRIEND BAKING POWDER**  
 Cartoons— Per doz  
 No. 1, 1-lb., 4 doz 2 40  
 No. 1, 1-lb., 2 doz 2 50  
 No. 2, 5-oz., 6 doz 0 80  
 No. 2, 5-oz., 3 doz 0 85  
 No. 2, 3-oz., 4 doz 0 45  
 No. 10, 12-oz., 4 doz 2 10  
 No. 10, 12-oz., 2 doz 2 20  
 No. 12, 4-oz., 5 doz 0 70  
 No. 12, 4-oz., 3 doz 0 75  
 In Tin Boxes—  
 No. 13, 1-lb., 2 doz. 3 00  
 No. 14, 8-oz., 3 doz 1 75  
 No. 15, 4-oz., 4 doz. 1 10  
 No. 16, 2 1/2-lb. 7 25  
 No. 17, 5-lb. 14 00



**FOREST CITY BAKING POWDER**  
 Dozen  
 6 oz. tins \$0 75  
 12 oz. tins 1 25  
 18 oz. tins 1 50



**DOMINION CANNERS, LIMITED**  
 Aylmer Jams Peach 1 80  
 Strawberry 1 95  
 Black currant 1 95  
 Red currant 1 75  
 Raspberry & red currant 1 95  
 Raspberry and gooseberry 1 80  
 Plum jam 1 55  
 Greenage plum, stoneless 1 75  
 Gooseberry 1 75  
 Pure Preserves—Bulk  
 Strawberry 5 lbs. 7 lbs 0 59 0 82  
 Black currant 0 59 0 82  
 Raspberry 0 59 0 82  
 Freight allowed up to 25c per 100 lbs.

**Blue**  
 Keen's Oxford, per lb. 0 17  
 In 10-box lots or case 0 16  
 Gillett's Mammoth, 4-gross box 2 00

**Chocolates and Cocos**



**THE COWAN CO., LIMITED**  
 Cocoa—  
 Perfection, 1-lb. tins, per doz. \$4 50  
 Perfection, 1-lb. per doz. 2 40  
 Perfection, 1/2-lb. per doz. 1 30  
 Perfection, 10c size 5-lb. tins per lb. 0 37  
 Soluble, bulk, No. 1, per lb. 0 20  
 Soluble, bulk, No. 2, per lb. 0 18  
 London Pearl, per lb. 0 22  
 Special quotations on Cocoa in barrels, kegs, etc.  
 Unsweetened Chocolate—  
 Supreme, 1/2's and 1's, cakes, 12-lb. boxes Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80  
 Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90  
 Sweet Chocolate—  
 Queen's Dessert, 1/2's and 1's, 12-lb. bxs., per lb. 0 50  
 Queen's Dessert, 6's, 12-lb. boxes 0 40  
 Vanilla, 1-lb., 12-lb. boxes, per lb. 0 35  
 Parisian, 8's 0 28  
 Royal Navy, 1/2's, 1's, boxes, per lb. 0 30  
 Diamond, 7's, 12-lb. boxes, per lb. 0 24  
 Diamond, 1/2's, 12-lb. boxes, per lb. 0 25  
 Icings for cake—  
 Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 2 doz. in box, per dozen 0 90  
 Confections—  
 Milk chocolate wafers, 5-lb. boxes 0 34  
 Maple buds, 5-lb. boxes 0 36  
 Chocolate wafers, No. 1, 5-lb. boxes 0 30  
 Chocolate wafers, No. 2, 5-lb. boxes 0 25  
 Nonpareil wafers, No. 1, 5-lb. boxes 0 30  
 Nonpareil wafers, No. 2, 5-lb. boxes 0 25  
 Chocolate ginger, 5-lb. boxes 0 30  
 Milk chocolate, 5c bundles, per box 1 35  
 Milk chocolate, 5c cakes, per box 1 35

**EPF'S.**  
 Agents, C. E. Olson & Son, Montreal.  
 In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35  
 Smaller quantities 0 37

**JOHN P. MOTT & CO.'S.**  
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.



**MOTT'S DIAMOND CHOCOLATE**  
 Elite, 10c size (for cooking) doz. 0 90  
 Mott's breakfast cocoa, 10c size 90 per doz.  
 " breakfast cocoa, 1/2's 0 38  
 " " 1/2's 0 38  
 " No. 1 chocolate, 1/2's 0 32  
 " Navy 1/2's 0 26  
 " Vanilla sticks, per gross 1 00  
 " Diamond Chocolate, 1/2's 0 24  
 " Plain choice chocolate, liquors 0 32  
 " Sweet Chocolate Coatings 0 20

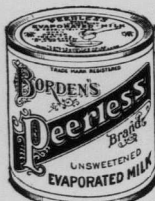
**WALTER BAKER & CO., LIMITED.**  
 Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c lb.; Breakfast cocoa, 1-5/8, 1 and 5-lb. tins, 41c lb.; German's sweet chocolate, 1 and 1-lb. cakes, 6-lb. bxs., 28c lb.; Caracac sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, 1-lb. cakes, 3 and 6-lb. bxs., 32c lb.; Vanilla sweet chocolate, 1-lb. cakes, 6 lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, 1-lb. pkgs., 6 lb. bags, 32c lb.; Caracac tablets, 100 bds., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

**COCOANUT**  
**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  
 1-lb. packages 0 27  
 1 and 1-lb. packages, assorted 0 28  
 1 and 1-lb. packages, assorted 0 27  
 1-lb. packages, assorted, in 5-lb. boxes 0 28  
 1-lb. packages, assorted, in 5-lb. boxes 0 29  
 1-lb. packages, assorted, 5, 10, 15 lb cas 0 30  
 Bulk—  
 In 15-lb. tins, 15-lb. pails and 10 25 and 50-lb. boxes. Pails. Tins. Bbls.  
 White moss, fine strip 0 12 0 21 0 17  
 Best Shredded 0 18 0 17 0 17  
 Special Shred 0 17 0 16 0 16  
 Ribbon 0 19 0 15 0 15  
 Macaroon 0 17 0 17 0 17  
 Desiccated 0 16 0 16 0 16  
 White Moss in 5 and 10 lb. square tins, 21c.

**WHITE SWAN SPICES AND CEREALS LTD.**  
 White Swan Cocoanut—  
 Featherstrip, pails, 0 15  
 Shredded, 0 15  
 1-lb. packages, 5-oz., 4-oz., 3-oz., lb. 0 22

**Condensed Milk**

**BORDEN'S CONDENSED MILK CO.**  
 Wm. H. Dunn, Agent, Montreal & Toronto.  
 Cases. Doz.  
 Eagle Brand Condensed Milk \$6 00 1 50  
 Gold Seal Condensed Milk 4 50 1 15  
 Challenge Condensed Milk 4 00 1 00  
 Peerless Brand Evaporated Milk 2 00 0 50  
 Peerless Brand Evaporated Milk family size 3 50 0 90  
 Peerless Brand Evaporated Milk pint size (4 dozen) 4 80 1 20  
 Peerless Brand Evaporated Milk hotel size 3 70 1 85



**TRURO CONDENSED MILK CO., LIMITED**  
 "Jersey" brand evaporated cream per case (4 dozen) \$3 50  
 "Reindeer" brand, per case (4 dozen) 5 25  
 "Reindeer" Condensed Coffee, case 4 50  
 "Reindeer" Condensed Cocoa, case 4 80



**Coffees**

**EBY, BLAIN CO. LIMITED.**  
 Standard Coffees  
 Roasted whole or ground. Packed in damp-proof bags and tins.  
 Club House \$0 32  
 Nectar 0 30  
 Empress 0 28  
 Duchess 0 27  
 Crushed Java and Mocha ground 0 18  
 Ambrosia 0 26  
 Plantation 0 23  
 Fancy Bourbon 0 22  
 Bourbon 0 20

**Package Coffees.**  
 Gold Medal, 2-lb. tins, whole or ground 0 30  
 " 1-lb. tins " 0 31  
 " 1-lb. tins, " 0 32  
 Anchor Brand, 2-lb. tins " 0 31  
 " 1-lb. tins " 0 32  
 German Dandelion, 1-lb. tins, ground 0 26  
 " 1-lb. tins, " 0 23  
 English breakfast, 1-lb. tins, " 0 18  
 Grand Prix, and 2-lb. tins, " 0 30  
 Demi-Tasse, 1 and 2-lb. tins, " 0 30  
 Flower Pot, 1-lb. pots, " 0 22

**WHITE SWAN SPICES AND CEREALS LTD.**  
 White Swan Blend.



Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.00  
 Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4  
 Presentation (with 3 tumblers) \$10 per doz.

**Cheese—Imperial**

Large size jars, doz. 8 25  
 Medium size jars, per doz. 4 50  
 Small size jars, per doz. 2 40  
 Individual size jars per doz. 1 00  
 Imperial holder—  
 Large size, doz. 18 00  
 Med. size, doz. 17 00  
 Small size, doz. 12 00  
 Roquefort—  
 Large size, doz. 2 40  
 Small size, doz. 1 40



**Canada Cream Cheese—**  
 In cartons, each 1 dozen 0 90  
 Large blocks, dozen 2 30  
 Medium blocks, dozen 1 30

**Cream**



**FUSSELL & CO., LTD**  
 London, Eng.  
 "Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.70  
 "Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50

**Coffee.**



Ground or bean—  
 W.S.P. R.P.  
 1 and 1/2 0 25 0 30  
 1 and 1/2 0 30 0 40  
 1 and 1/2 0 35 0 50  
 Packed in 30s and 50-lb. case. Terms—Net 30 days prepaid.

**Confections**

**IMPERIAL PEANUT BUTTER**  
 Small cases, 7c. 0 95 dozen  
 Medium cases, dozen 1 80  
 Large cases, 1 dozen 2 75  
 Tumblers, cases 2 dozen 1 35  
 25-lb. pails 0 15 lb.

**Coupon Books—Allison's**  
 For sale in Canada by The Eby Blain Co. Ltd. Toronto. O. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$30. All same price one size or assorted.

**UN-NUMBERED**  
 Under 100 books ..... each 04  
 100 books and over ..... each 03  
 500 books to 1000 books ..... 05  
 For numbering cover and each coupon extra per book 1/4 cent.

**Infants' Food**

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

**Flavoring Extracts**

**SHIRRIFF'S**  
 1 oz. (all flavors) doz. 1 00  
 2 " " " 1 75  
 2 1/2 " " " 2 00  
 4 " " " 3 00  
 8 " " " 3 75  
 16 " " " 5 50  
 32 " " " 10 00  
 Discount on application.



**CRESCENT MFG. CO.**

Mapleine—  
 2 oz. bottles (retail at 50c.) 4 50  
 4 oz. bottles (retail at 90c.) 8 30  
 8 oz. bottles (retail at \$1.50) 12 50  
 16 oz. bottles (retail at \$3.) 24 00  
 Gal. bottles (retail at \$20.) 15 00

**Jams and Jellies**

**BATGER'S WHOLE FRUIT STRAWBERRY JAM**  
 Agents, Rose & Laflamme, Montreal and Toronto.  
 1-lb. glass jar, screw top, 4 doz., per doz. \$2 20

**T. UPTON & CO.**

**Compound Fruit Jams—**  
 12-oz. glass jars, 2 doz. in case, per doz. 1 00  
 2-lb. tins, 2 doz. in case, per doz. 1 80  
 5 and 7 lb. tin pails, 5 and 6 pails in crate, per lb. 0 07  
 7 wood pails, 6 pails in crate, per lb. 0 07  
 30-lb. wood pails, per lb. 0 07  
**Compound Fruit Jellies—**  
 12-oz. glass jars, 2 doz. in case, per doz. 1 00  
 2-lb. tins, 2 doz. in case, per lb. 1 80  
 7-lb. wood pails, 6 pails in crate, per lb. 0 17  
 30-lb. wood pails 0 07

**Soups**

**CHATEAU BRAND CONCENTRATED SOUPS**  
 Vegetable Mutton Broth  
 Mulligatawny Chicken  
 Ox Tail Pea  
 Scotch Broth Julienne  
 Mock Turtle Vermicelli Tomato  
 Consomme Tomato  
 No. 1's, 95c. per dozen.  
 Individuals, 45c. per dozen  
 Packed 4 dozen in a case.





**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.**

**A  
Brilliant  
Lasting  
Polish**

**--Quick--**

There is no more satisfactory Stove Polish you can handle than

**BLACK KNIGHT  
STOVE POLISH**

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

**F. F. DALLEY CO., Ltd.**  
Hamilton, Can. Buffalo, N.Y.



**"KIT"**

**Coffee Essence**

INSTANTANEOUSLY makes a cup of the most delicious and fragrant coffee that can possibly be desired by the most particular consumer.

KIT COFFEE essence is a beverage of such pure and delightful quality that it is very difficult for science to produce a preparation that will prove JUST so pleasing and satisfying to the many users of good coffee.

Every package of Kit Coffee contains a guarantee of absolute purity, is very attractive in appearance, and most appropriate for the better class of trade.

5-oz. bottles, retailing at 20c, cost \$1.55.

10-oz. bottles, retailing at 35c, cost \$3.00.

Place an order to-day with your wholesale grocer.

Agents for Ontario, THE HARRY HORNE CO., TORONTO.

**Kit Coffee Co., Govan, Glasgow**

**NO KITCHEN COMPLETE WITHOUT**

**KOKOBUT**

PURE COCOANUT BUTTER.

Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material. Absolutely pure, never becomes rancid and keeps indefinitely. Highly digestible and nutritious. Unrivalled for frying, cooking and pastry. Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

**COCOA-NUT BUTTERS, Limited**  
206 Papineau Avenue, MONTREAL

**TEA LEAD**

*Best Incorrodible*

**Buy "PRIDE OF THE ISLAND" Brand**

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

**ISLAND LEAD MILLS, LIMITED**

Tel. Address: "Laminated," London.

A.B.C. Codes used 4th and 5th Editions.

Canadian Agents

**LIMEHOUSE,  
LONDON, E., ENG.**

**ALFRED B. LAMBE & SON, TORONTO.  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL**

LAPORTE,  
AGENC

IMP

Sur Extra F.

Extra Fins

Tres Fins

Fins

Mi-Fins

Moyens No.

Moyens No.

Moyens No.

MIN

Case—

12 litres ....

12 quarts ...

Tins—

6 gals., 2s..

2 gals., 8s..

1 gal., 10s.

1/2 gal., 20s.

St. Nicolas,

La Neptune

La Capitale

La Sanitas

"

" Le Soleil,

Case 25 lbs.

" 12 lbs.

" 50 lbs.

" 200 lbs.

" La Lune,

Case 25 lbs.

" 12 lbs.

" 50 lbs.

" 100 lbs.

" 200 lbs.

Alimentary

Vermicel

Box, 25 lbs.

" 25 lbs.,

"

1

Grape Juice

"

Apple Juice

"

Champagne

Matts Gold

Sparkling C

"

Apple Vine

R

Case 50 lbs

" 50 lbs

" 100 lbs

" 200 lbs

Brl. 240 lbs

Keg 120 lbs

Japan Teas

Victorii

Princes

Ceylon Gre

Lady, c

Duches

Ocean bott

symp, 36 6-

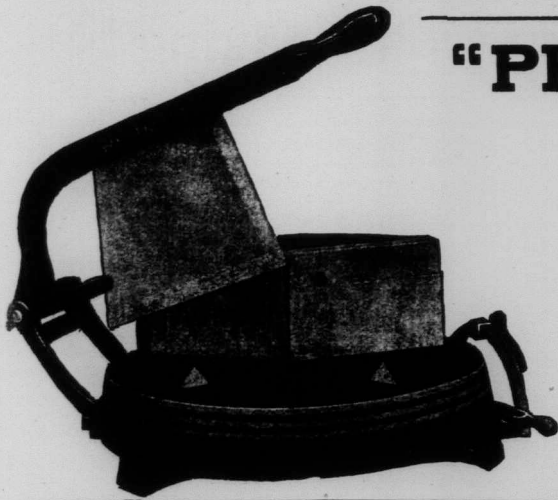
corn starch



# "PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton  
Winnipeg



LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS 'SOLEIL'

	Per case
Sur Extra Fins.....	10 50
Extra Fins.....	14 50
Tres Fins.....	12 40
Fins.....	11 00
Mi-Fins.....	10 00
Moyens No. 1.....	9 50
Moyens No. 2.....	9 00
Moyens No. 3.....	8 25

MINERVA PURE OLIVE OIL.

Case—	Case—	Per case
12 litres.....	24 pints.....	6 25
12 quarts.....	24 1/2-pints.....	4 25
Tins—	Tins—	
6 gals., 2s.....	20s.....	13 50
2 gals., 4s.....	4s gal., 48s Sq.....	17 00
1 gal., 10s.....	1 gal., 48s Rd.....	15 50
1/2 gal., 20s.....		26 00

VICHY WATERS.

St. Nicolas, 50 qts.....	7 00
La Neptune, 50 qts.....	6 00
La Capitale, 50 qts.....	5 00
La Sanitas Sparkling, 50 qts.....	8 00
" " 100 pts.....	9 00
" " 100 splits.....	4 00

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" " 12 lbs., 11 lb. bars.....	0 08 1/2 lb.
" " 50 lbs., 1/2 lb. bars.....	3 50 case
" " 200 lbs., 3/4 oz. bars.....	3 75 case
"La Luna," 85 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 lb.
" " 12 lbs., 11 lb. bars.....	0 08 lb.
" " 50 lbs., 1/2 lb. bars.....	3 25 case
" " 100 lbs., 3/4 oz. bars.....	1 80 case
" " 200 lbs., 3/4 oz. bars.....	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb. .... 0 07 1/2

" 25 lbs., loose..... 0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.....	4 75
" " 24 pts.....	5 15
" " 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" " 24 pts.....	4 75
Champagne de Pomme, 12 qts.....	5 00
" " 24 pts.....	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.....	5 00
" " 24 pts.....	5 50
Apple Vinegar, 12 qts.....	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.....	per lb. 0 08
" " 50 lbs., 1 lb.....	" 0 08
" " 100 lbs., 1 lb.....	" 0 08
" " 200 lbs., 1 lb.....	" 0 08
Brl. 240 lbs.....	" 0 07 1/2
Keg 120 lbs.....	" 0 07 1/2

Japan Teas—  
Victoria, half case, 50 lbs..... 0 25  
Princess Louise, half case, 50 lbs 0 19  
Ceylon Green Teas—Japan style—  
Lady, cases 60 lbs..... 0 18  
Duchess, cases 60 lbs..... 0 19

OCEAN MILLS

Montreal

Chinese starch, 48

1-lb., per case \$4.00;

Ocean Baking Powder, 3-oz. tins, 4 doz

per case, \$1.50; 4-oz

tins, 4 doz per case,

\$3.00; 8-oz. tins, 5

doz. per case, \$6.50;

16-oz. tins, 3 doz per

case, \$6.75; 5-lb. tins

10 tins a case, \$7.50;

1-lb. bulk, per 25, 50

and 250 lbs., at 15c

per lb. Ocean blanc

mange, 48 8-oz., \$4;

Ocean borax, 48 8-oz., \$1.60;

Ocean cough

syrup, 36 6-oz., \$8.00; 36 8-oz., \$7.20;

Ocean

corn starch, 48 1-lb., \$3.60.



BLUE, LAUNDRY (Moody's Royal)



CHLORIDE OF LIME. (Moody's Royal) Per doz. 1 lb. Carbonized Fibre packages 0 85 1/2 lb. Carbonized Fibre packages 0 45



DRUDGE. (Moody's Anty) Extra Fine. Handy Sifter, top package, doz. 0 85 100 lb. Kegs. 1 lb. 0 05 300 lb. Barrels 0 05



QUICKSHINE STOVE POLISH. No. 10, Fancy tins, tall shape..... doz. 0 85 3 doz. in wood box. HALF TIME SHOE PASTE (Moody's Extra Fine) 4 doz. in wood box..... per doz. 0 85 1 doz. in carton, 12 in wood box..... 0 75 HAND CLEANER (Moody's Electric) In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's) Washing Compound— Doz. Large size, 1 1/2 lbs. 0 90 Small size, 10 oz. 0 45 Packed 3 doz. in wood box

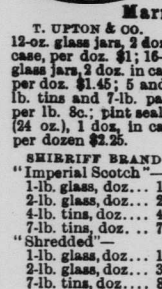


ST. CHARLES CONDENSING COMPANY. Prices: St. Charles Milk, family size, per case..... \$3 50 Baby size, per case..... 2 00 Ditto, hotel..... 3 75 Silver Cow Milk..... 4 50 Purity Milk..... 4 25 Good Luck..... 4 00



Lye (Concentrated)

GILLETT'S PERFUMED LYE Ontario and Quebec Prices. Per case 1 case of 4 doz \$3 50 3 cases of 4 doz 3 40 5 cases or more 3 35



Marmalade.

T. UPTON & CO. 12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

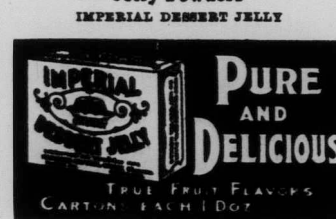
SHERRIFF BRAND "Imperial Scotch"— 1-lb. glass, doz..... 1 55 2-lb. glass, doz..... 2 80 4-lb. tins, doz..... 4 65 7-lb. tins, doz..... 7 35 "Shredded"— 1-lb. glass, doz..... 1 90 2-lb. glass, doz..... 3 10 7-lb. tins, doz..... 8 25

Cereals.

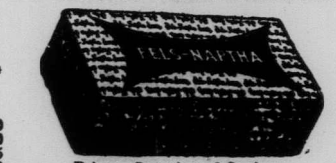


Grape Nuts—No. 22, \$3.00; No. 23, \$4.50 Post Toasties—No. 17, \$2.55.

Jelly Powders



Assorted flavors—gross 10. 75. Soap The GENUINE. Packed 100 bars to case.



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

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces \$0 10 1/2-bbls.... 0 10 1/4-bbls.... 0 10 20-lb. Pails 2 15 20-lb. tins 2 05 Cases 3-lb 0 11 5-lb. 0 11 10-lb. 0 11

F.O.B. Montreal.



GUNNS "EASTFIRST" LARD COMPOUND.

Tierces.... 0 10 Tubs.... 0 10 20-lb. pails.... 0 10 20-lb. tins.... 0 10 10-lb. " 0 10 5-lb. " 0 11 3-lb. cartons 1 1/2

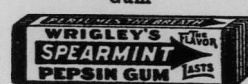
Licorice

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, 40), per box 1 50 Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00 Licorice lozenges, 1-lb. glass jars..... 1 75 "50 5-lb. cans... 1 50 "Purity" licorice, 10 sticks..... 1 45 " " 100 sticks..... 0 73 Dulc, large cent sticks, 100 in box.....

Mustard

COLMAN'S OR KEEN'S Per doz. D.S.F., 1/2-lb. tins 1 40 F.D., 1/2-lb. tins... 1 45 " 1-lb. tins 2 50 Per jar " 1-lb. tins 5 00 Durham, 4-lb. jar 0 75 F.D., 1/2-lb. tins... 0 85 1-lb. jar 0 25 IMPERIAL PREPARED MUSTARD Small, cases 4 dozen..... 0 45 dozen Medium, cases 2 dozen..... 0 90 Large, cases 1 dozen..... 1 35

Gum



Sauces

PATERSON'S WORCESTER SAUCE 1-pint bottles, 3 and 6 dozen cases, doz 0 90 Pint bottles, 3 dozen cases doz. .... 1 75

Soda

OW BRAND Case of 1-lb. containing 60 packages per box \$3.00. Case of 1/2-lb. containing 120 packages per box \$3.00. Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00. Case of 5c. packages, containing 96 packages, per box \$3.00.

MAGIC SODA Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages... 1 case \$2 85 No. 2, " 120 1/2-lb. " " 1 case 2 85 " " 5 " " " 1 case 2 75 No. 3, " { 30 1-lb. " " 1 case 2 85 { 60 1/2-lb. " " 1 case 2 75 No. 5 Magic soda—cases 100—10-oz. pkgs. 1 case..... 2 90 5 cases..... 2 80







# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

**SNAP**



**SELLS**

## SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like **SNAP** for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

**Snap Co., Limited, MONTREAL, Canada**

## A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

# Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

## BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **Goes FURTHEST** of any Washing Soda sold.

**WINN & HOLLAND, LIMITED**

SOLE AGENTS

MONTREAL

### FREQUENCY OF SAILINGS

Every month day a Fleet and Black steamers leave Halifax for Bermuda, The British West Indies and Panama, and is away three or four days. A delightful and moderate fare.

**WILSON & GIBSON**

## OAKLEY'S

The original and only Genuine Preparation for Cleaning Cutlery, G.L. and in Dishpan.

'WELLINGTON'

## KNIFE POLISH

**JOHN BARRY & 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

Tea, in  
lb. lead  
- black

\$0 20  
0 21  
0 24  
0 30  
0 35  
0 42  
0 55

Per doz  
\$1 00  
2 00  
Per case  
\$8 00  
Per doz  
\$2 20  
4 10  
Per lb  
0 33  
0 30 1/2  
0 30 1/4  
0 28 1/2  
0 28

Per doz  
\$1 90  
3 35  
2 2

NADA,  
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1 15

**Keep in Mind**

THAT THE BUSY  
SPRING-TIME IS  
AT HAND AND  
AVOID POSSIBLE  
DELAYED DELIV-  
ERY BY ORDER-  
ING YOUR SALT  
NOW.

**VERRET, STEWART & CO.**  
LIMITED  
MONTREAL

**Your Customers Know—**

AND WILL BUY

**WETHEY'S  
MINCE MEAT**

IN ANY FORM

because they are acquainted with  
our quality and cleanly methods.

**ARE YOU HANDLING IT?**

We have condensed mince meat  
in cartons—also ready for use  
in enamelled cans and pails—  
also in wooden pails and tubs.  
We have mince meat to just suit  
your trade—no matter what it  
may be.

WRITE US.

**J. H. Wethey, Limited**  
ST. CATHARINES, - ONTARIO

**The Canadian Grocer is Read and Studied at a  
Time Selected by the Dealer Himself :: ::**

This is one great reason why this paper is found to be a  
high-quality advertising medium by many manufacturers.

The advertisements are read at a time when no traveling  
salesman could hope to get an audience with the dealer. In  
most cases it is on a Sunday afternoon when a comfortable  
pair of slippers and the pipe of peace form pleasant portions  
of the program.

Readers of The Grocer have a buying power conservatively  
estimated at \$140,000,000.