

CANADIAN GROCER

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

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VOL. XXIV.

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NO. 5.



Robinson's Patent Barley

As a healthy, nourishing, enjoyable, and palatable food for young and old, Robinson's Patent Barley has no equal.

Druggists sell it; grocers sell more of it, those who are wise will sell it always.

Write for particulars

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Canada's Leading Table Syrup

Being made from the finest selected White Corn, under perfect hygienic conditions and most modern scientific methods,

"Crown Brand" Table Syrup

is a delicious, healthy and nourishing table necessity which every grocer in Canada should sell. Most of them do so now! If you don't, order to-day from your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

ED
AT

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Ltd.

r.

Phones



Freely

UPTON'S

NEW SEASON

PURE ORANGE MARMALADE

NOW READY



LOOK AT THESE PRICES:

Upton's Pure Orange Marmalade

12 oz. Glass Jars, 2 dozen in case	-	\$1.00 per doz.
16 oz. Glass Jars, 2 dozen in case	-	1.45 per doz.
Pint Sealers (24 oz.) 1 dozen in case	-	2.00 per doz.
2 lb. Tins, 2 dozen in case	-	7½c. per lb.
4 lb. Tins, 2 dozen in case	-	7½c. per lb.
5 lb. Tins, 8 in crate	-	7c. per lb.
7 lb. Tins, 12 in case	-	7c. per lb.
7 lb. Wood Pails, 6 in crate	-	7c. per lb.
30 lb. Wood Pails	-	6½c. per lb.

Freight prepaid on five cases or more shipped direct from factory to

Windsor, Owen Sound, Collingwood, Gravenhurst,
Ottawa, Montreal

and to all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

Terms: Net, no Discount.

Profits from Purity

The satisfied customer assures a *permanent* customer, yet without purity satisfaction of the lasting sort is not possible—or probable. Profits from Purity, therefore, command regular trade. *Profits from the articles advertised below are business builders.*

Made pure for sixty years—as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with “Shell” Soap. Antiseptic, sanitary, clean. Not a Pure Oil “tallow soap”—no decaying animal matter in it. Absolutely pure.

**“Shell”
Soap**

Bramwell’s Epsom Salts show a noteworthy absence of moisture from top to bottom of package. They are absolutely free from foreign substances. They never have been and never will be classed with ordinary “salts” “Bramwell’s” of commerce. They are in a class by themselves.

**Epsom
Salts**

Pastacaldi’s Peel is prepared from the finest Corsican Citrons and you get what you pay for every time. No excess of sugar, but highest quality selected “Peels” peel—drained. Pastacaldi’s name on every box.

PASTACALDI'S

Leghorn

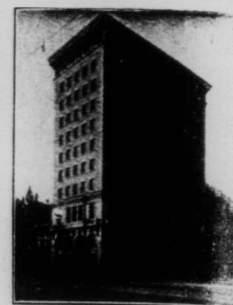
CITRON PEEL

ARTHUR P. TIPPET & CO., AGENTS
Montreal, Canada



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.

J. W. SNOWDON

Manufacturers' Agent

413 ST. PAUL STREET
MONTREAL

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery
Brokers

WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.
Pork and Lard—Finest Quality

WAREHOUSE ACCOMMODATION IN OTTAWA

Largest warehouse in Ottawa Valley, Fireproof;
low insurance rates; direct connection all railways.
Convenient to navigation. Centrally located.
Write for rates.

Special rates for large quantities
Dominion Warehousing Co., Ltd.
52 Nicholas Street, Ottawa
J. R. Routh, Manager.

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manu-
facturers' Agents. Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.

SASKATOON,
Western Canada

Canadian Manufacturers and Exporters

Are you aware of the fact that there are 4½ millions
Irishmen prepared to buy Canadian Goods?
Don't you want some of this business?
You can get into touch with 5,000 distributors every
week by advertising in THE IRISH GROCER, DRUG,
PROVISION and GENERAL TRADES JOURNAL,
the best known general store and grocery paper in
Ireland. Write for sample copy and particulars to

10, Garfield Chambers, Belfast, Ireland

E. H. BOWEN

Manufacturers' Agent and Broker
SHERBROOKE, QUE.

Solicits representation of another first class
firm putting up high grade goods. Eastern
Townships thoroughly covered by three
travellers. Highest references. Write im-
mediately if you desire to have your line well
introduced.

E. T. BUSINESS.

Are you getting your share of trade from the rich
Eastern Townships of Quebec, Mr. Manufacturer?
If not, you should. To get it you need a good
agent, one with a strong connection. We are the
brokers you require—15 years on the ground.
Write us about your line.

S. ROBITAILLE & CO., Sherbrooke

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

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

Finest

Fraser River Sockeye Salmon

On Spot

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 at-
tention 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

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885.

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.

SPOT GOODS

Muscavado Sugar Sultana Raisins
Two and Three Crown Shelled Almonds
Rolled Oats Flaked Wheat Split Peas
Pot, Pearl and Pinhead Barley

Prices on Application

DOMINION BROKERAGE CO.
73-Front St. E. - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

Canadian Agencies Wanted

E. SAVILLE WEBB

7 St. Stephens Street

BRISTOL, :: ENGLAND

FORT WILLIAM, - ONTARIO PELTIER BROS.

have an established connection as
MANUFACTURERS' AGENTS
We are open to receive a few more good agencies.
We are hustlers and we live in the best district and
Most Promising City in Canada.
Highest references.

Try a Condensed ad. in
the Grocer.

Another new creation in "ANCHOR" Brand Quality



**JELLY
POWDERS**

Put up in attractive cartons.

Makes a delicious jelly of just the right consistency.

"ANCHOR" Quality is especially demonstrated in their flavors—so true to name that they are a revelation to all users.

WE HAVE NO FREE DEAL—BUT

You—who can appreciate Quality
—who push goods of good quality
—who depend on QUALITY to
create and maintain business—
should stock



**JELLY
POWDERS**

Samples and Quotations for the Asking.

EBY - BLAIN, LIMITED

Wholesale Manufacturing and Importing Grocers,

TORONTO

Worth Digesting

MR. GROCER,

Have you ever stopped to think over the question as to which of the most popular Package Teas gives you the best returns? Compare our prices against other package teas you are handling. We think you will soon see, with the popularity Blue Ribbon Tea has with the General Public to-day, that, if you are not handling our lines, it would be to your advantage to do so.

25c.	grade costs you	20c.	for 1 lbs.
25c.	"	"	21c. for ½ lbs.
30c.	"	"	24c.
35c.	"	"	25c.
40c.	"	"	30c.
50c.	"	"	35c.
60c.	"	"	42c.
80c.	"	"	55c.
\$1.00	"	"	70c.

THE BLUE RIBBON TEA CO., Limited
266 St. Paul St., MONTREAL

How are you?



Have you had your
MOLASSINE DOG CAKE?

Absolutely Different from all Other Cakes

MOLASSINE DOG CAKES YIELD YOU A FINE PROFIT AND ARE ALWAYS SALEABLE. SEND FOR SAMPLES

ANDREW WATSON

Sole Importer - 91 Place Youville - Montreal

"Molassine Meal Gives Horses Stamina"

They are suitable for
ALL KINDS OF
DOGS AND PUPPIES

No Fancy Preparations Being Necessary

These Foods are composed of the purest ingredients only. Their unique effects are due to the antiseptic properties of the foods of which the cakes are compounded. They aid digestion, keep dogs' skins and coats in fine condition, eradicate internal worms and parasites and prevent the dogs smelling.

FORBES & NADEAU

449 St. Paul Street, - - Montreal

ANNOUNCE TO THE TRADE

that they have entered into partnership as Brokers and Commission Agents, and will do business under the above style. As Manufacturers' Agents they will conscientiously cover the trade and spare no efforts to thoroughly place the several excellent lines they handle.

"BEE" BRAND SPECIALTIES

which were manufactured by Mr. Forbes, will be taken over by the new firm, from whom all information regarding these favorite goods may be obtained.

Mr. W. E. Forbes has had several years' experience in the manufacturing and brokerage business, while Mr. J. A. Nadeau has been for years in the wholesale grocery and brokerage line. Both gentlemen solicit a continuance of patronage extended to them in the past.

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Berkel's Improved Slicing Machine

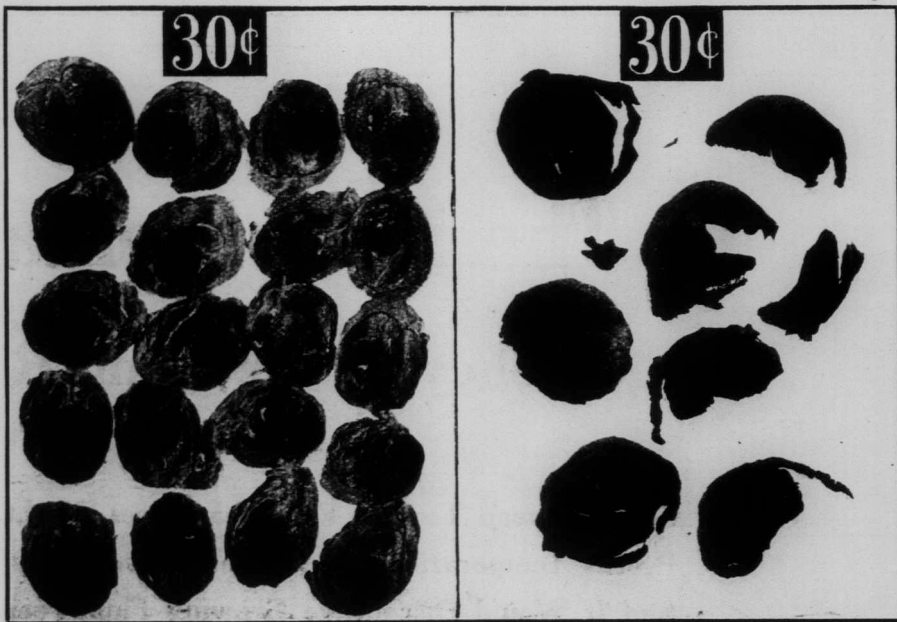


BERKEL'S Latest Improvement Patent Knife Guard to protect operators from accidents by thoughtlessly getting their hands against the circular knife. The only slicing machine in the world that has this protection.

BERKEL'S is the machine with the **Patent Automatic Sharpener**, by means of which the keen cutting edge on the knife is constantly maintained. The only machine with an automatic sharpening device. Simply press the Carborundum wheel shown in the cut above the knife downward and it strikes the knife edge at just the proper angle, a few turns of the wheel and your knife has an edge like a razor.

Will Slice Boiled Ham and Bacon Down to the Last Ounce

We call attention to the photographic production of two plates of boiled ham, there is just **one pound** of ham on each plate, it was all cut from the same piece, the **eight** slices on the right hand plate were cut with an ordinary knife, while the **twenty** uniform slices on the left hand plate were sliced on a slicing machine. This is an average result. The difference can be more or less marked according to the skill and time given the hand cutting, however the machine **never can vary**, the customer is **always protected** by dealing where there is a **BERKEL'S Improved Slicing Machine**. Dried Beef can be sliced thinner, quicker and better on **BERKEL'S** than any other made. The **BERKEL'S Improved Slicing Machine** is now used by Grocers, Butchers, Department Stores, Delicatessens, Hotels, Restaurants, Hospitals, Educational Institutions, Steamship and Railway Companies, Charitable Institutions, Penal Institutions, the Army and Navy, Soldiers' Homes, etc. **BERKEL'S Improved Slicing Machine** can be set to cut **automatically** (14) different thicknesses, from 1-40 of an inch up to 3/4 of an inch, "it cuts bread or meat equally well," requires no skill to operate and will slice **perfectly** more meat or bread in **twelve** minutes than the most expert cutter can slice by hand in an hour. While it is a hand machine, for several years many packers, as well as grocers and marketmen who do a large sliced meat business, have been running their **BERKEL'S Improved Slicing Machines** by mechanical power. Enough pieces of bacon can be put on this machine to cut 300 slices a minute. This should be of interest to those who put up bacon in boxes, glass or tin cans.



CANADIAN SALES AGENT: **The W. A. FREEMAN CO., Limited, Hamilton, Ont.**

To the Trade:

You Should in Stocking

**CEYLON
TEA**

**Be Ever Careful to Buy
The Better Grades.**

IT IS

**The Most Profitable
Policy in the Long Run.**

**Selling Cheap Teas at Fine Tea Prices Might Show Big
Profits Temporarily, but It Would Eventually Kill Trade.
and It Would Discourage Growing Fine Teas.**

“AYLMER” JAMS, JELLIES PRESERVES, etc.

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

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

NO PRESERVATIVES

NO COLORING

At every process cleanliness is reduced to a science.

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

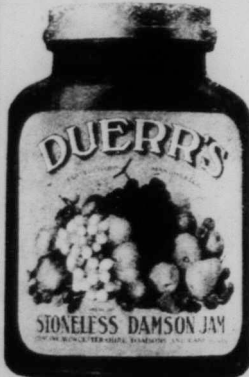
CANADIAN CANNERS

Limited

HAMILTON, - CANADA

STORAGE IN HAMILTON
 A new fireproof Storage Warehouse.
TRACK FACILITIES
 Every convenience to reduce the cost of handling
 Merchandise
IN BOND OR FREE
 Lowest Insurance
 Experienced Warehousemen
 Accounts Solicited
Storage and Transfer Co., Limited
 Hamilton - - - Ont.

"BRITAIN'S BEST"
DUERR'S
 VACUUM-BOTTLED
JAMS
 ARE UNEQUALLED FOR FLAVOR
 Keep perfectly any length of time.
 Absolutely pure
 No preservatives.
 English fruit and cane sugar only.
 One size, 1½ pounds net, attractively
 labelled.
 Ask your wholesaler
 Duerr & Sons, Old Trafford, Manchester, Eng.



Wolverine **Show Cases**
 The best show case
 made in America for
 the money.
 Price, \$4.50 per foot
 f.o.b. Detroit
 W. H. ESCOTT
 141 Bannatyne Avenue,
 Winnipeg. Selling Agent
 No. 100.
 This case is finished in golden oak—Beveled plate top.
 —Shipped K.D.—
 Made by
Michigan Show Case Co., Detroit, Mich.



SPRING ORDERS NOW!
 Anticipate your house-cleaning-time
 needs by ordering requirements in
 good time. We are booking daily
 large orders, and want yours as
 quickly as possible. You know
Royal Polishes—what they will do,
 their popularity—and you have be-
 fore now realized the profit they
 carry for you.
ROYAL POLISHES COMPANY
 MONTREAL




—BUY—
Star Brand
COTTON CLOTHES LINES
 —AND—
COTTON TWINE
 Cotton Lines are as cheap as Sisal or Manilla and much better
 For Sale by All Wholesale Dealers.
SEE THAT YOU GET THEM.

Saves time.
 Saves money.
 Saves you bags.
McGregor's Patent Bag Holder
 Should
 be in every
 grocer's store.
KILGOUR BROS.
 Wellington St. West, TORONTO



DUST IS A GENERAL NUISANCE
 BUT IT CAN BE AVOIDED BY USING
DUSTBANE
 on sweeping day. "Dustbane," moreover, disinfects
 the room and restores carpets and rugs to their original
 freshness. The women swear by "Dustbane" when
 once they have used it. Get them on your side by selling
 "Dustbane." There's money in it for you.
Dustbane Manufacturing Co.
 Boston, - Mass.
 Canadian Factories: Winnipeg, Manitoba, St. John, N.B.
Ask Your Wholesaler for These Goods



BLACK JACK
 QUICK, CLEAN, HANDY
BLACK JACK
 STOVE POLISH
 TRY IT.
 SOLD BY
 ALL
 JOBBERS
 ½-lb. tins—3 doz. in case.



**The Maul that Drives
the Arrow of Profit
to the Bell of Success.**



☞ We don't believe we have omitted anything necessary to make **CAMPBELL'S SOUPS** mean success to you as well as to us. Our advertising tells all your customers about them. The quality of **CAMPBELL'S SOUPS** keeps everybody buying them who has tried them, and if you will add your salesmanship there won't be anybody who isn't a regular customer for them—at 33 1/3% profit for you.

**Joseph Campbell Company
CAMDEN, N.J.**

ROSE & LAFLAMME, Ltd., 400 St. Paul St., Montreal
and 65 Front St. East, Toronto, Canadian Selling Agents

"21 Kinds."

"Look for the Red and
White Label."

"Worth Crowing About."

"A Quick Seller."

BAIRD'S SAUCE

SOLE PROPRIETORS:
JOHNSTON, BAIRD & CO., GLASGOW, Scotland.

Isn't it a rather significant fact that over 95 per cent. of the salt sold in Canada, for table, and butter and cheese making, is

Windsor Salt

Are the other slow-selling brands worth the room they take up in your store?

The Canadian Salt Co.
Limited

Windsor - - - Ontario

To be as good as Cook's Friend has been the aim of many brands which have fallen by the wayside.

Cook's Friend

is the standard by which all Baking Powders are measured.



A LEADER FOR 50 YEARS

MANUFACTURED BY

W. D. McLAREN, LIMITED

BAKING POWDER SPECIALISTS

MONTREAL



By Special royal permission

A Right Selection

of Sardines is of the utmost importance to every grocer, but it is never easy to know just what to handle. In canned fish

KING OSCAR Brand SARDINES

are always uniformly pure, sweet and well packed and prove a profitable and quick-selling line.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - - - ONT.

“Too great haste leads to error.”

AVOID MAKING ERRORS BY USING

EARNSCLIFFE LINEN BOND

A first-class Paper for Blank Books and general office stationery. Samples sent on request.

THE ROLLAND PAPER COMPANY, LIMITED
MONTREAL, QUE.

JAPAN TEAS

Closing-out prices on our balance of stock will be interesting to Jobbers.

S. T. NISHIMURA & CO.

MONTREAL

See Samples

H.P. SAUCE

England's Most Popular Sauce

H.P.'s popularity as the ideal sauce has reached Canada. The live H.P. Canadian advertising is creating a demand for **YOU** to supply.

If there is any difficulty in obtaining H.P. Sauce, send a post card to our agents,

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



St. Lawrence

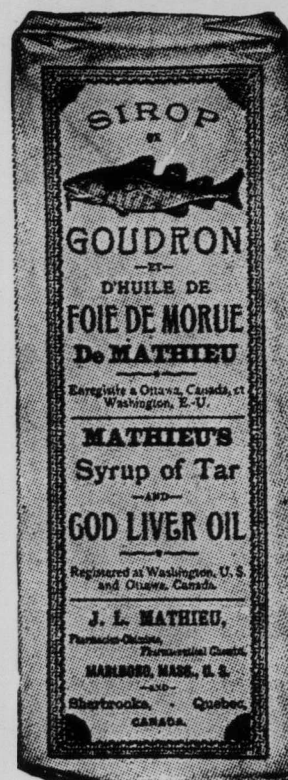
GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

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.

GOOD COFFEE

Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

W. H. GILLARD & CO. Wholesale Grocers Coffee Importers **HAMILTON**
BRANCH HOUSE: SAULT STE. MARIE

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed

SELECTED FIRST QUALITY FRUIT ONLY.

PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG

QUAKER SALMON!

Did you but know of the hundreds of thousands of tins annually sold, you would appreciate the more the quality of the fish. If the merit was not there the salmon would not sell as it does.

Of course, YOU are selling Quaker Brand?

MATHEWSON'S SONS

Wholesale Grocers

202 McGill Street, - MONTREAL

Do you use

Redpath

Extra Granulated and other grades of Refined Sugar? They represent perfection in Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que

Strength and Purity Are What Count

in the sale of Flavoring Extracts. And for the last quarter of a century, Mr. Grocer,

Shirriff's Flavoring Extracts

have proven the highest in those qualities which tell of superiority and speak satisfaction every time a bottle is uncorked.

IMPERIAL EXTRACT CO.,

8, 10, 12 Matilda St.
TORONTO, CAN.



1910
Tartan
BRAND

Our Annual Tea Sale

January and February Bargains

Black Tea, 14c to \$1.00 per lb.

Green Tea, 14c to 60c per lb.

Samples mailed on application. See our travellers.

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

Canada's Best in Pickles



Disappointment comes neither to grocer nor customer when

STERLING BRAND PICKLES

are the choice.

With stock-taking over see that your line is assorted in all kinds of Sterling goods.

Order direct or from your jobber.

The T. A. Lytle Co., Ltd.
 Sterling Road, Toronto, Can.



FINE OLD ENGLISH Pure Orange Marmalade

SEASON 1910

NOW READY FOR DELIVERY

100% PURE

No color or preservative used. Finest Seville Bitter Oranges and best granulated sugar only.

WAGSTAFFE, Ltd.
 PURE FRUIT PRESERVERS
 HAMILTON, - ONTARIO

EWING'S HIGH GRADE HERBS

It is ever your aim to please your customers—it is most profitable for you to do so. By selling EWING'S

Sage, Savory, Thyme, Mint, Marjoram

you please the most critical users of herbs. Do not wait until you are out before stocking up again.

S. H. EWING & SONS
 Montreal Toronto



Repeat Orders is the story of all Grocers who handle

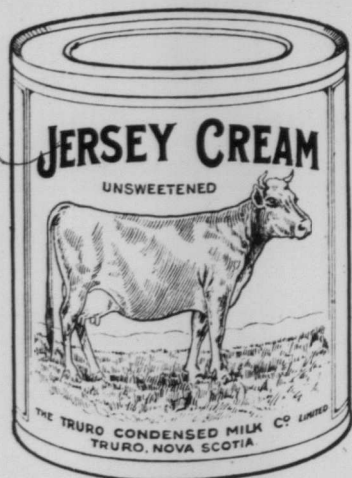
Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

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

EVERY MOTHER

Wants the Richest Milk for her Baby



Jersey Sterilized Cream

is 13% Richer than the Best of other brands in Canada,

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

EVERY GROCER WHO HANDLES

WHITE SWAN

BRAND

OF

COFFEE—SPICES

EXTRACTS

CEREALS OR LYE

HANDLES

ABSOLUTE PURITY



Every Progressive Grocer Sells

a line which yields him large profit, and which proves a repeat seller. That is why we strongly urge you to sell this line, which is "Coffee with the after effects taken out." A winner all the time. **Sample Free.**

Dominion Cereal Mfg. Co.

Also Makers of Imperial Self Raising Flour

Victoriaville, Que.

Cafe Francais

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

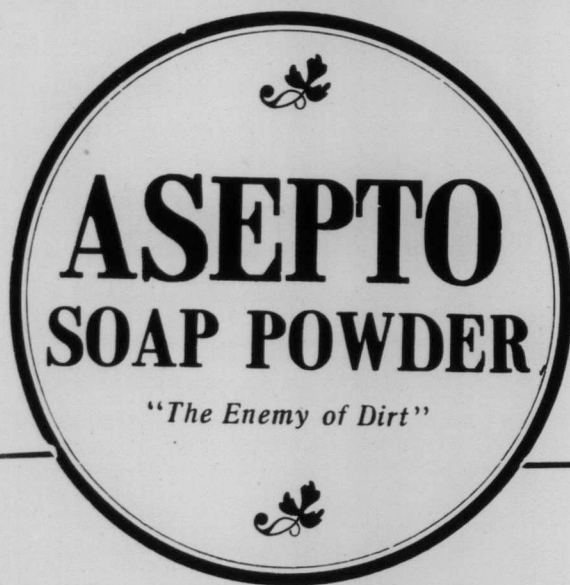
Commands a Preference over all others.

Made from the finest malted barley.

AGENTS
 W. S. Clawson & Co., South Wharf, St. John, N.B.
 Green & Co., 25 Front Street East, Toronto
 J. W. Snowdon, 413 St. Paul St., Montreal
 W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
 R. Robertson & Co., 25 Alexander St., Vancouver, B.C.

We are open to do business on easy consignment terms

Write our Agents for Particulars



ASEPTO SOAP POWDER

"The Enemy of Dirt"

Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us

Asepto Mfg. Co., St. John, N.B.

Fire Protection

The Merchant Must
 Have a
 Register
 That Will
 Fit His Safe.



The interior of the Huber takes out and WILL FIT ANY SAFE. Besides—it cuts out Book-keeping; does your collecting; pleases your customers and increases your trade. Hundreds of Canadian merchants have used it for over three years.

WRITE FOR PARTICULARS.

R. B. Belden & Co.,

Manufacturers

178-180 Victoria Street - - Toronto

The Successful Grocer knows that handling a full range of

RICHARDS PURE SOAP



means substantial soap profit for him. Follow the lead of those who have made good, and stock

RICHARDS

QUICK NAPHTHA SOAP SNOWFLAKE SOAP CHIPS

AMMONIA POWDER

100% PURE LYE

TOILET SOAPS

A1 SAUCE

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

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

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



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

H. HUBBARD, 27 Common St., Montreal.

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

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

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



Goodwillie's Pure Fruits

In Glass

There is nothing to be gained by your experimenting with a dozen and one different packs of Pure Fruits.

So why not begin correctly by ordering, and featuring, Goodwillie's, the brand that always leads.

You will find it to your own advantage to handle Goodwillie's, and you will greatly please your customers.

Your wholesaler will gladly furnish prices.

AGENTS:

Rose & Laflamme, Ltd., Montreal and Toronto

The goods it pays you best to handle are those which give universal satisfaction.

JOSÉ SEGALERVA

MALAGA, SPAIN

packs

Malaga Table Raisins

Malaga Loose Muscatels

Jordan Shelled Almonds

Valencia Shelled Almonds

which are known everywhere for their uniform, ever-dependable quality.

It is such goods that give universal satisfaction

Agents

ROSE & LAFLAMME, LIMITED

MONTREAL AND TORONTO

Your Customers Want

foods that you can absolutely guarantee. There is both safety and good profit for the grocer in selling

HEINZ 57 VARIETIES Pure Food Products

(The kind that contain no preservatives) because he can unhesitatingly recommend them to his best trade. They stand every test of the Pure Food Laws and are guaranteed to suit. Money back to your customer if they ever fail to please.

Anything that's  is safe to sell.

H. J. HEINZ COMPANY.

New York Pittsburg Chicago London



MADE
IN
CANADA

PAYS FOR THE PRIVILEGE OF WORKING FOR YOU

If some bright, intelligent person should offer to pay you one—two—or three hundred dollars for the privilege of working for you, would you give him the position providing he was neat, attractive, honest and well recommended by others?

THE McCASKEY ACCOUNT REGISTER

will take the place of one clerk in most any store that employs five people. Four people can do more work with a McCASKEY SYSTEM than five people can do with the day book and ledger system. It pays for itself several times over the first year. It handles accounts quickly, accurately and satisfactorily. Every account posted up to the minute. Complete information at hand regarding all your customers. Prevents goods leaving the store without being charged. The greatest collector ever invented. Nearly sixty thousand up-to-date merchants are using the McCaskey System. Information is free. Drop us a postal.

DOMINION REGISTER COMPANY, Limited

Successor to The McCaskey Register Co. in Canada

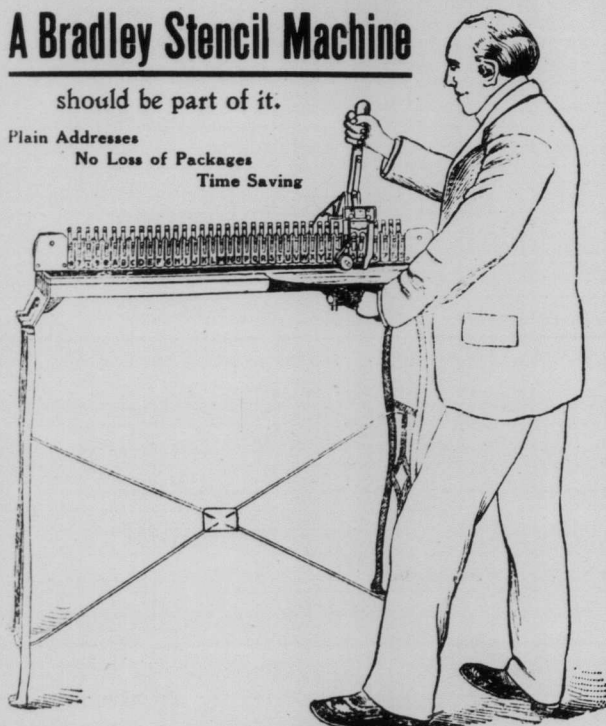
96-104 Spadina Avenue TORONTO, CANADA

Your equipment may be the best, but to have it so

A Bradley Stencil Machine

should be part of it.

Plain Addresses
No Loss of Packages
Time Saving



LET US SEND YOU PARTICULARS

HAMILTON STAMP & STENCIL WORKS, Limited

Sole Canadian Agents

HAMILTON and TORONTO

Toronto Office and Wareroom: 38 Colborne St. and Leader Lane

GINGERBREAD

BRAND

Creates the Demand

This well-known Molasses is packed in tins—2's, 3's, 5's, 10's and 20's; in pails—1's, 2's, 3's and 5's, 10 gallon kegs, half-barrels and barrels.

When ordering from your wholesaler mention the above brand.

**The Dominion Molasses
Co., Limited**

HALIFAX

NOVA SCOTIA

Borden's Brands are standard—

IT takes goods of known quality—standard goods like Borden's—to build strength into a retail business—the sort of strength that endures throughout the years, and by means of which a large volume of profitable trade is attracted—and held.

Always give prominent display to Borden's Brands. They'll repay you handsomely for your attention.



UNSWEETENED

Borden's Condensed Milk Co.



WILLIAM H. DUNN - Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

Shallcross, Macauley & Co., Calgary, Edmo--ton, Vancouver and Victoria, B.C.

CANADIAN PACIFIC WESTERN EXCURSIONS

Single Fare

Plus \$2.00 for the
Round Trip

From all stations in Ontario, Port
Arthur and West, Manitoba, Saskat-
chewan and Alberta, to

VANCOUVER VICTORIA and WESTMINSTER

Also to OKANAGAN VALLEY and
KOOTENAY POINTS

Tickets on sale December 16, 17, 18,
1909; January 21, 22, 23 and 24; Feb-
ruary 15, 16, 17 1910; good to return
within three months.

BASKETS

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

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

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

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



CHINESE STARCH

Money Maker
Known Everywhere
Repeat Seller
Best Value

Get Prices

**OCEAN MILLS
MONTREAL**

Canada's Leader!

Why Sell
Inferior
Brands



When You
Can Get the
Best for the
Same Money
?

**W. P. Downey
Montreal**

will
give
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Try

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Pic

Your Guarantee of Purity

Purity in your Canned Goods is a quality indispensable to successful trading, and your best interests are safeguarded if you are handling "OLD HOMESTEAD" Brand.

Only the finest fresh fruits and vegetables are handled by us in our up-to-date, sanitary factory, all second-grade goods being rejected by our inspectors.

The result is a line of Canned Goods second to none and approached in quality by only a few of the very best.

OLD

HOMESTEAD BRAND

Canned Fruits and Vegetables

will get you trade and keep it in your store, because they invariably give satisfaction. No single line you handle reflects more directly on your stock in general than your CANNED GOODS, and that reflection will be all you could wish if your leading line is "OLD HOMESTEAD." Try a few cases.

Old Homestead Canning Co.
Picton, - - - - - Ontario

We pave your way to greater profits

Apart from the undoubted excellence of

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



you must realize how profitable it is to handle a line of goods backed by regular consumer advertising. This is what we are now doing—creating a demand for you.

Any proposition that brings trade to your store is worth investigating, isn't it? Give "E.D.S." Brand a trial. There's money in it for you.

Made by **E. D. SMITH**, at his fruit farm
WINONA - ONTARIO

Stock our newest line—UNFERMENTED GRAPE JUICE

There will be no New Maple Syrup Until Sap Runs—Then You can get "Pride of Canada" Brand

Firms may prate of "new season" maple syrup, but there will be absolutely none until sap runs, which is never before end of March or beginning of April.

Do not make the mistake of buying for immediate delivery. You cannot get the goods.

But you can order now—and you should, to serve your best interests—for future delivery, that you may get genuine, new maple Syrup early in April.

By specifying "Pride of Canada" Brand you will secure the purest, genuine maple sprup, the brand that has stood all Government tests.

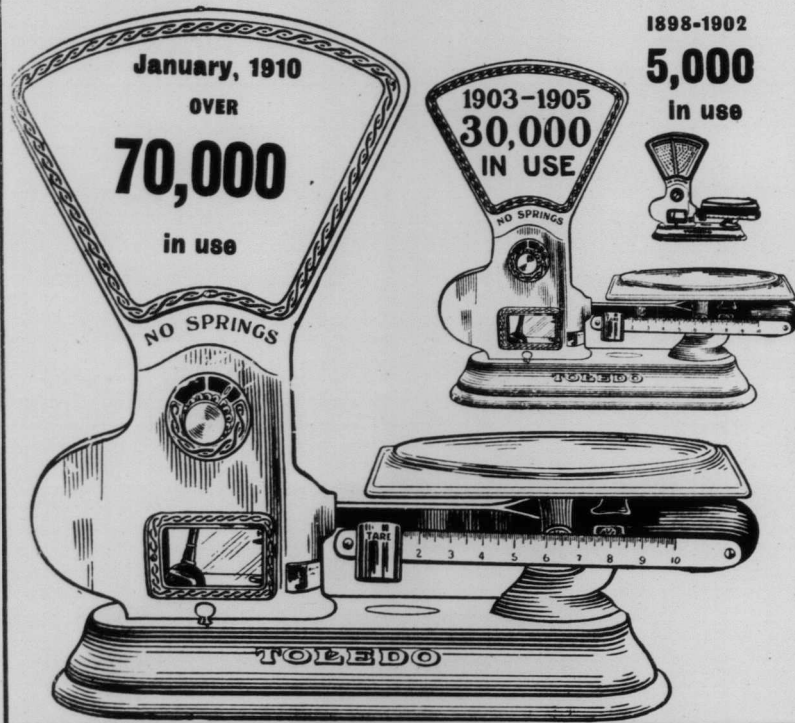
ORDER IMMEDIATELY

**Maple Tree Producers Association,
Limited - - Waterloo, Quebec**

Montreal Office: 58 Wellington St. Toronto Agent: W. J. Dack



GROWTH—AN INDEX OF MERIT



The first springless, automatic, computing scale ever made was invented and built in Toledo in 1898. That scale, though most crude as compared with the improved 1910 models of Toledo scales, marked the greatest advance in scale building and retail store weighing methods in the history of civilization.

It Solved the Problem of Accurate Weight

It provided the merchant with the first practical, reliable device for measuring and determining the money value of his merchandise. Due to the superiority of its springless, automatic principle, the popularity of Toledo scales has grown world wide. Now England, Canada, Australia, Europe, New Zealand, South America and Mexico use these scales.

102 styles and sizes of Toledo Scales: adapted to all classes of stores. Price \$40.00 to \$175. We guarantee to furnish a better automatic computing scale for less money than you can get from any other source.

TOLEDO COMPUTING SCALE CO.

MAKERS OF HONEST SCALES

335 YONGE STREET, TORONTO, ONT.

WRITE NEAREST AGENCY FOR PARTICULARS

OFFICES:—Cor. Notre Dame and St. Gabriel Sts., Montreal; 374 Portage Ave., Winnipeg; Times Block, Moose Jaw, Saskatoon; Herald Block, Calgary; 620 First Street, Edmonton; 351 Homer St., Vancouver.

The Government's Opinion of Our Factory Is Well Worth Considering—

Here is what the Dominion Government Inspector of Canned Fruits and Vegetables had to say about our factory—as reported in the St. John Standard of Wednesday, December 22nd, 1909:

“———found everything in excellent shape. He said that they were doing a very good business and that the class of canned goods put up was of the best quality.”

It is in this factory that **BOSTON BAKED BEANS** and **BALAK-LAVA BRAND SARDINES** are packed.

Quality Will Out—and a Government Inspector is Certainly a Disinterested Party.

The **Eastern Canning Co.**, Port Canada, N.B.



One reason why you should keep our

Meadow Cream Sodas

in stock is because they are the lightest and crispest in the market.

Send for a sample order and see for yourself.

The W. J. Crothers Co., Ltd., - Kingston, Ontario



ROWAT'S 2 WINNERS

Two time-tried, merit-proved staples of quite unparalleled popular favor, gained through many years of uniform satisfaction-giving.

The wise grocer, in business for profit, never lets run low his stock of

**Rowat's Pickles and Olives
and
Paterson's Worcester Sauce**

PROPRIETORS:

ROWAT & CO. - Glasgow, Scotland

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, and Ontario; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.; Nicholson & Bain, Winnipeg, Edmonton, Calgary.



DOME LEAD

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

James Dome Black Lead

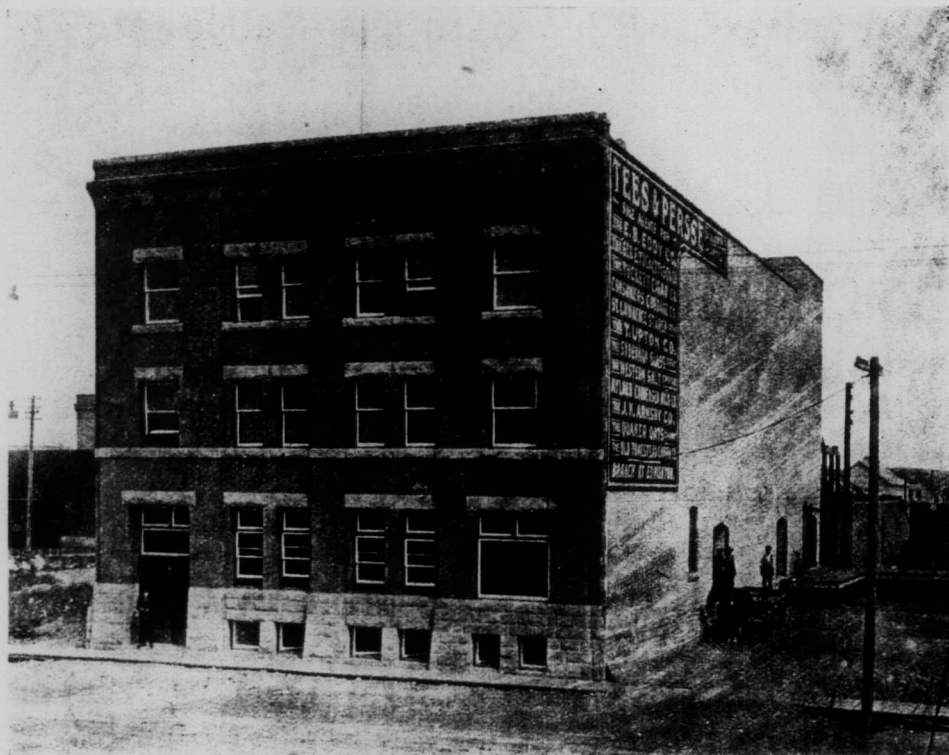
Pays both Jobber and Retailer a Good Profit.

W. G. A. LAMBE & CO. - Canadian Agents.

Fort William

Winnipeg

Regina



NEW
CALGARY
WAREHOUSE

— of —

**Tees & Persse
of Alberta, Ltd.**

Manufacturers' Agents
and Warehousemen

Calgary and Edmonton

Snap



Sells

Not alone the service you render carries weight, but the goods you sell, when the question of influencing trade to your store arises.

The daily household work entails soiled hands—and SNAP is the most easily applied, and most effective preparation for the cleansing of soiled hands.

Snap is antiseptic and beneficial to the skin, and the selling of SNAP means repeat orders and good profit.

The Snap Co., Limited
MONTREAL



ESTABLISHED 1894

“McLEAN'S”
White Moss Cocoanut
PROUD? CERTAINLY

of our goods and of our name and the success we are having.

We cut the first strip in Canada, we created the name, both have been as closely copied as the Law will permit.

Do you find a poor article copied?? We want you to share our success by giving your customers **McLean's White Moss.**

THE
Canadian Cocoanut Co.
Montreal

While many Brands of Maple Syrup, so-called, are being foisted on the market

Diamond Brand Maple Syrup

maintains that high standard achieved—known for years—giving entire satisfaction to the trade. Do not be misled in purchasing your stock. Many makes are being sold “just as good as”—but you know what that means. So insist on having the famous, old reliable, backed-by-a-reputation

Diamond Brand Maple Syrup

Sugars & Cannery, Limited,
Montreal

THE LARGEST SAUCE FACTORY IN THE WORLD

HOLBROOK'S

Worcestershire
SAUCE

Punch Sauce

Pure Malt
Vinegar

Pure Pickles



Local Agents

Quebec: J. R. Renaud & Co.

Montreal: F. L. Benedict & Co.

Winnipeg: J. D. Brack & Co.

Regina: Campbell Bros. & Wilson

Calgary: Campbell, Wilson & Horne

Vancouver: Kelly, Douglas & Co.

Victoria: Wilson Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott Street, Toronto, Canada

DO YOU WANT

to buy or sell anything, to engage a clerk or secure a situation? Try a Condensed Ad. in The Canadian Grocer, it will bring results. Two cents per word for first insertion, one cent per word for each subsequent insertion. See page 181 for yearly rates

Adams
Albert
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Allison
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Anders
Asento
Aylmer

Balfour
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Bickle,
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Borden
Bowen,
Bowser
Brack J
Brand
Bristol,

Boston
Campb
Canada
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Canada
Canada
Canton
Clare &
Clark,
Clewao
Compu
Cunoor
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Dunlop

Fresh Tea Is All Important

—it is the life of your trade. Any tea kept in stock six months loses one cent per pound in value, after one year two cents, after two years it is positively unfit for sale.

Tea is at its best the day it is fired in the gardens, and although in sealed metal packages, it keeps very much better than in bulk, still it loses flavor. We do our utmost to have "SALADA" reach the consumer in all its garden freshness and fine flavor, and ask the co-operation of every retailer in our efforts to serve the public with FRESH tea. Our advice is to buy not more than three months' supply at a time. Eighteen years' experience proves to us that this is vitally important.

If any retailer—anywhere—at any time, has any "SALADA" in stock that is over six months old, ship it back to us (freight collect) and we will refund the full purchase price. We back up our belief in the paramount importance of FRESH tea by this sweeping guarantee.

The "SALADA" Tea Co.

Toronto and Montreal

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cal Agents

J. R. Renaud & Co.

F. L. Benedict & Co.

J. D. Brack & Co.

Campbell Bros. & Wilson

Campbell, Wilson & Horne

Kelly, Douglas & Co.

Wilson Bros.

Branch Canada

secure

Canadian

in word

y rates

New Business in Selling Butter Scientifically

The Grocer Who Did Some Solid Thinking Made \$208 Profit More than a Competitor Who Was Careless in His Methods—He Also Increased His Business Because He Did Business on the Modern Plan — What Selling Poor Butter Will do to a Merchant's Trade.

That careless and unscientific methods in selling butter react against the entire business is shown by the experience of a one-time influential grocer in a large Canadian town.

This town was located in the midst of a good farming district, but as usual with farming communities the farmers' wives did not all make the same quality of butter.

It even happened that on some occasions the same farmer's wife made poorer butter than at other times.

The grocer, however, did not discriminate in buying butter; he had one price each Wednesday and Saturday for every pound of butter that was offered him.

In order, as he figured, to secure as much of the country trade as he could he took all the butter off the hands of the farmers and their wives. For this butter he paid on an average during a whole year of 21 cents.

A hundred customers purchased butter from him, each one representing a household averaging five persons.

To each customer he sold an average of 4 lbs. of butter per week; that made 400 lbs. altogether during each week.

In the year of 52 weeks 20,800 lbs. of butter went to the 100 customers.

At 21 cents per pound, the butter cost the grocer \$4,368.

The average selling price of this butter during the year was 24 cents; therefore the grocer received \$4,992.

This left a gross margin of profit of \$624, which is a little more than 14 p.c. of the total cost.

It cost him about 12 p.c. to do business in that town, so that his net profit was pretty small.

Apart from the cost and profit on the butter sold, this grocer had considerable difficulty in retaining the interest of the 100 customers in his store.

Each week he invariably got several pounds of poor butter from the country as well as some of better quality.

The result was some of his best customers were sold inferior butter—butter which the family disliked and wouldn't use it on the table.

Housewives became disgusted, used the butter for baking purposes, and "spoke" to the grocer for sending it.

He promised to do better in future—to give them better butter—but again in a few weeks' time, the same customers would receive another lot of a poor quality, tainted and not fit for table use.

No more dependence was placed on this unscientific grocer; several of the hundred customers refused to buy butter from him and a number of others left his store altogether.

He forgot that consumers wanted good butter—more particularly probably than anything else they used—and that they would not hesitate to pay 4 or 5 cents extra if they were positive that good quality was being secured.

Discussing the butter problem at afternoon teas and evening social functions, women told of the poor butter they had received once or twice from that grocer. This had the effect of ensuring the butter trade of the others present for his competitors.

Butter can be sold at a fairly good profit and also have a tendency to attract new business if the grocer exercises sufficient care in buying and selling; in other words scientific methods in handling butter are money makers.

This was exemplified by another grocer in that same town—he gave his butter trade attention and satisfied his customers because he did business on the scientific plan.

His own family always wanted butter of good quality and refused to eat any other kind.

This caused him to treat his customers in the same manner, so he made it a point to see that they were sold good butter only—butter that he could safely recommend.

As this was a town surrounded by a good farming district, he had several customers from the country; these occasionally brought him butter.

He judiciously pointed out to them that he would pay a good price for real good dairy butter, but that he couldn't take tainted butter on account of the poor demand for it.

What he accepted was not nearly enough to supply his customers, 100 of whom bought butter from him; he secured the remainder from the wholesale provision houses, purchasing a good creamery brand.

Each of his customers represented an average household of five members and bought on an average of 4 pounds per week at the beginning of the year.

This made 400 lbs. per week or 20,800 lbs. during the year.

For the butter he bought, he paid an average of 24 cents per lb., making a total of \$4,992 for the year, which was what the other grocer received.

Because he kept nothing but good butter on hand at all times, he was able to sell it at a good price—he received an average of 28 cents per pound.

That made a total of \$5,824—a gross profit of \$832, or about 17 p.c. on the cost.

But this did not represent all his profits. Because he sold first-class butter at all times, many of the families to whom he sold it began to eat more and towards the end of the year he was selling an average of 4½ lbs. per week to each customer.

As all grocers know, the women of the households discuss the merits of the food they buy and tell each other where they get it.

The grocer observed this and made sure that when any of his customers talked about butter his store would be favorably mentioned.

The result was while he lost one or two customers from the country because he would not accept all their butter, he secured many new town customers through having the good quality.

He kept a fine refrigerator in his store and in placing his butter in it he made sure that no other foodstuffs were there that would tend to taint it—he knew that butter readily absorbed other flavors.

Because he exercised care in buying, handling, and selling butter, he not only made a fair profit, but brought new business to his store.

He made in money at least \$208 more out of butter during the year than the other grocer.

Why

Handling in present favor of Britain, shown recently mentioned week's by the There v tion fr Lloyd promote Brantfo Millan, and Bu F. C. I J. A. ilton Gi man, a the De sociatio vineed should ting th clause, jections ing tha that ne for. panies guards legitim that th privileg passing give th sonal I portuni and w the det He a pany practic tive Co Govern caused in the p was de and we sent hi not de ferred manded The smooth pear o into it smooth danger volumi ten pa of the gave th of for

Why the Co-operative Bill Should Not Be Passed

Hamilton and Brantford Retail Grocers' Associations Hold Joint Meeting to Hear Address Against the Bill—How it Will Give Special Privileges to a Few—Resolution Against it.

Hamilton, Feb. 1.—That a strong feeling in opposition to the bill about to be presented to the House of Commons in favor of Co-operative Societies of Great Britain, has grown up in Ontario, was shown by the meeting held in Hamilton recently, called by the retail grocers, mention of which was made in last week's issue. It was largely attended by them and other retail merchants. There was also present a large deputation from Brantford, the home city of Lloyd Harris, M.P., one of the chief promoters of the measure. Among the Brantford merchants present were Mr. Millan, president of Brantford Grocers' and Butchers' Association, Jas. Burns, F. C. Harp, R. L. Foulds, and others.

J. A. McIntosh, president of the Hamilton Grocers' Association acted as chairman, and introduced E. M. Trowern of the Dominion Retail Merchants' Association. Mr. Trowern thoroughly convinced his audience that timely action should be taken to prevent the Bill getting through. Taking up clause by clause, he pointed out in each what objections the retailers had to it, showing that it was a bit of class legislation that no democratic people should stand for. That the present Joint Stock Companies Act provided sufficient safeguards for those desiring to go into legitimate business was shown, and also that there was no reason why special privileges should be granted to any. The passing of the Co-operative Bill would give the promoters freedom from personal liability, and afford them an opportunity to solicit stock from farmers and workingmen not conversant with the details of a retail business.

He declared that the proposed company which sought legislation was practically the International Co-operative Co., of Great Britain, of which our Governor-General is a director, and accused him of taking an active interest in the promotion of the Monk Bill, which was defeated in the Senate last session, and went so far as to say that he had sent him a letter saying that if he did not desist the matter would be referred to the King and his recall demanded.

Apparently Not Dangerous.

The bill he considered was very smooth, and to the lay mind did not appear dangerous. But going carefully into it, he maintained that its very smoothness contained the element of danger to the community, it being a voluminous affair covering about nineteen pages of closely printed matter. One of the features objected to was that it gave the privilege to six or seven men of forming themselves into a Co-opera-

tive Society, by sending their names to the Secretary of State for registration, and then to go ahead and do business as

The Honorable

The Members of the Senate and House of Commons, Ottawa, Ont.

Hon. Sirs,—

We, the undersigned retail merchants, residents and electors of the Municipality of Hamilton, Ont., have learned with alarm that a Bill known as Bill No. 50 has again been introduced into the House of Commons to grant special privileges to Co-operative Societies, by allowing them to purchase goods as a Society, and escape personal liability, and thus evade not only the payments of the fees that are now paid under the Joint Stock Companies Act, but also the regulations governing the Act.

The object of these Societies, wherever they are established, is to allure the buying public to place money into them by offering an inducement in the form of a dividend on their purchases to be returned at a given time. These dividends act the same as a bribe, and while the public are not served as well, the system does great harm to skilled retail merchants whose profits are so small that they could not afford to make these deceptive offers, even if they felt disposed to do so. The system, therefore, injures legitimate retail merchandising by lessening the value of the business property of cities and towns, and by destroying the value of the great army of employes dependent upon the proper handling and distributing of merchandise, and it introduces into Canada by Government consent a fallacious and unsound system of doing business.

We, therefore, ask you to not grant the passage of this Bill and thus prevent the promoters of this Bill from having the privileges they desire, as it will injure the merchants, manufacturers and farmers of Canada and deceive the consumers.

a "limited" company, without one dollar of expense. Then they were in a position to go out and solicit their sale of stock to farmers and others with the promise of dividends on their money, as well as fancy dividends on their purchases. Another feature was the selection of an auditor from among themselves—instead of a chartered accountant, as required by law. If the company disbanded with an excess of liabilities, the members of it could go their ways, unmolested, and there was no one responsible for the unpaid accounts.

Mr. Trowern next stated that in the Old Country, where Co-operative Societies claimed to benefit the workingmen, their own employes received starvation wages, while the laboring classes supplied the capital on which the concerns were operated. He produced figures showing that last year in the Old Country they did a business of over ninety-eight millions of dollars, twenty-one millions of which was the turnover in groceries alone.

Every retail as well as every wholesale merchant in Canada is urged to see the member from the constituency in which he resides, and explain the facts to him.

Resolution Against the Bill.

Speeches were made by Brantford and Hamilton merchants, after which the following resolution was unanimously carried, moved by John O. Carpenter, seconded by Mr. Millan, that:

"Having gone fully into the detail of the Co-operative Bill, we find that the bill grants special privileges to Co-operative Societies, and that its purpose is to give those who are not familiar with the retail trade an opportunity of securing subscriptions from the public, and that the result will be a great loss to subscribers and an injury to the retail merchants and consumers, and we recommend that the bill be not passed."

A hearty vote of thanks was tendered to the Brantford merchants for their attendance and also to Mr. Trowern for his address.

A public meeting will be called shortly in Brantford, when Lloyd Harris will be invited to give his opinion on the bill to Brantford merchants.

The Howard Mfg Co. has purchased an extra piece of property in the nature of a three-storey house, which has been annexed to their factory in Dartmouth, N.S. This firm has quietly occupied an up-to-date factory, in which modern machinery for the manufacture of numerous grocery sundries will be undertaken. One department of note will be a special chemical laboratory wherein experimental work will be conducted.

Window Card Sold Hundreds of Pounds Raw Sugar

Peterboro Grocer Tells of Value of the Display Card in the Window—Got Other Grocers Interested and Sold to Them—Had to Replenish His Stock.

Grocers are apt sometimes to overlook the value of the window card. To test a display card's value, the proper article should be shown at the proper time. While it often occurs that no apparent results have been obtained, yet on special occasions when direct results are to be expected, the show-card seldom fails. This must be taken as conclusive evidence that it performs its selling work—if proper attention is given

card that had been sent Mr. Donovan with some blue that he had purchased.

In referring to the card, Mr. Donovan writes:

"It has proved its value, and done it well too. Owing to the good results it produced, and having taken the suggestions of its make up from The Grocer, is why I am sending it as its possession will tell you more than I could put on two sheets of paper.



A Simple Window Show Card Which Brought New Business to a Grocer.

it—the same as the window itself or an advertisement in the daily newspaper.

A good example of the value of the window card is given by J. M. Donovan, a Peterboro, Ont., grocer, who closely follows the store hints given in The Canadian Grocer.

Just before Christmas he tested the show card idea by using a small card as shown by the accompanying cut. The card was 10 x 9 inches in dimensions, not an elaborate one, but just a simple

"I had it set into a split peg and then driven down out of sight in the centre of a neatly papered candy drum, heaped up nicely with raw sugar, the card standing nicely on top of the pyramid. Its magnetic powers was simply marvelous. I sold a lot of the raw sugar before Christmas. I was surprised that so few knew what raw sugar was, and so many that never used it before, have since remarked that they would never make their Christmas cake again without it. I

have always made it a point to keep a little around Christmas time.

"Many of my customers told neighbors about it, who do not deal with me. The latter wanted some and told their grocers who did not have it, that they could get it from Mr. Donovan. As a result many grocers called me up by phone to know if I could spare them from 2 to 5 lbs. of raw sugar—a hundred pounds went in a few days, and I had to replenish my stock. The card did its work, and thanks to The Grocer for giving me the idea.

"The card was a — blue adv. I cut off the top and scralled it a little to give it a finish.

"I had two other drums also nicely papered with blue paper and filled with raisins and currants. Many said it was a neat arrangement. I have the same drums filled now with different bulk cereals, which also look neat and catchy."

THE GROCERS IN SOCIETY.

Pleasant Social Function Under Direction of Toronto Retail Grocers' Association.

Toronto, Feb. 2.—The name 'at home' suggests something that most people want to attend. It usually means pleasing music, implies the 'tripping of the light fantastic,' a quiet game of cards and a dainty luncheon. All these were realized at the 30th annual at home of the Toronto Retail Grocers' Association, held on the evening of Wednesday, Jan. 26th, in the Temple Building. There a few pleasant hours were passed away.

The dancing hall presented a handsome appearance. Brilliantly lighted and with the quiet decorations of some pretty ferns, it attracted a good many times the grocers and their friends—and the dances went merrily on. Music was supplied by an eight-piece orchestra, noted for its liberality. The several card tables received considerable attention by many who didn't indulge in the dance and by others who interspersed their dances with a game at cards.

There were some 120 couples in attendance, among whom were many representatives from the wholesale houses. D. McLean, the new president, received the guests, and during the evening Controller Church and Ald. Heyd and Ald. McGuire were in attendance.

The committee of grocers in charge of the function was: R. B. Snow, D. Bell, C. F. Thorne, T. Clark, J. S. Bond, R. Van Loan, W. F. Johnson, W. C. Miller, R. Davies, D. McLean and J. C. Beaumont, secretary.

DEATH OF SIR GEO. A. DRUMMOND.

Sir Geo. A. Drummond, Montreal, president of the Canada Sugar Refining Co., died on Wednesday morning after a lengthy illness. He was known in Canada as a prominent financier and many interests will be affected by his death.

Let His Nephew Fail to Teach Him Lesson in Buying

Story of How an Italian Learned by Experience the Value of Careful Buying—Had Told it to Nephew, But Latter Thought He Knew Better and Failed—No Money to Make Money.

Commerce is a science and some men have an inborn talent for it.

It asserts itself in unexpected quarters, just as we often hear of a child over in a poor district with an inherent talent for music or drawing.

Here is a story told by a man from the credit department of one of the hardware jobbing houses, and which illustrates the point:

"We had extended a rather liberal line of credit to a young man who had opened a retail hardware store in one of the cities further west. He had always bought in large lots, taking advantage of the quantity prices. As time went on he became further and further apart in his settlements, and finally began giving notes. We were not particularly concerned, for our traveler in that territory learned that he was backed by an uncle, a large real estate owner in that city. But failing to meet one of his notes, I thought it time to act, jumped on a train and went out there.

"I found a frank, ambitious young fellow with large ideas, and also a large stock that he had failed to move. He made a clear statement of his condition, that he had urged his uncle to advance the cash to tide him over, but had met with steady refusal, and finally suggested that I see the uncle in his behalf."

"I found the uncle a native born Italian—a little, stocky man, kindly, but unexpressive of emotion.

"I explained my mission.

"'No!' was the only word of response, and I never remembered of hearing a more decisive 'No,' and he made it still more effective by a long silence, which followed under the glare of his steady black eyes. He finally broke silence with these words and a defiant little nod between each:

"'Let him fail.'

"'I tried to make clear to him the frightful cost of bankruptcy, but at the end of each of my statements came the same words, like a minor keyed refrain:

"'Let him fail.'

"Then there was another long silence. I was convinced the nephew was honest—likewise the uncle, and I couldn't quite see his move. The Italian caught the puzzled expression, smiled, dropped his head, fixed his eyes in one spot on the floor, and in a voice with a peculiar lowering inflection at the end of each sentence, which was almost dirge-like in its effect, he explained by telling this story:

"'When I land in New York I have just five dollar. I buy a basket, some fruit, I peddle the fruit, I make little money. I keep this up 'til I have money to buy me little stand. I sell more fruit, I make more money. Then I buy me

peanut roaster and a sack of peanuts. I buy 'em for two dollar a sack. I sell 'em so I make dollar on every sack—I sell sack every week.

"'One day a feller he come along, and he say: 'Tony, you sell lot of peanuts, let me sell 'em to you—I sell 'em cheaper. The feller where you buy 'em, he buy 'em from me—I ship 'em up from the South, I sell 'em to you for dollar and a half a sack, but you can't buy just one sack, you got to buy 50 sack at a time.'

"'Alright,' I say, 'I got the money.' I get the 50 sack and put 'em in my house—I make 50 cent a sack more. Then I have two, three bad day—I don't sell any fruit—it spoil. I have to go to the man where I buy my fruit and ask him for credit. I don't get as good fruit as when I pay cash. I pay up, I sell all the peanut. But I don't make as much money as when I pay two dollar a sack for my peanut. I think about that. The feller he come around for another order for 50 sack, but I don't buy any more that way—I get 'em one sack at a time.'

"At this point the Italian looked up. He felt that I understood.

"'Have you told your nephew that story?' I asked.

"'Yes, but he think he know it all—let him fail. He don't buy just ten keg of nail—he buy whole carloads. He

don't have any money to make money—he can't pay his bills.

"'Let him fail, it cost money to have him fail, but he won't learn any other way—it worth all it cost. After he fail, I start him up again.'"

A YEAR OF PROGRESS.

Toronto, Feb. 2.—At the annual meeting of the Commercial Travelers' Mutual Benefit Society held on Saturday afternoon, the annual report for 1909 was presented by the retiring president, S. R. Wickett, who showed that \$43,000 had been paid out for death claims during the year, the insurance in force being \$2,015,000. The lapses showed a pleasing falling off, being \$72,000, as against \$111,000 in 1908, whilst the membership had materially increased. The officers for 1910 are: President, ex-Mayor Oliver; vice-president, Robert Maxwell; Treasurer, H. Goodman; Secretary, E. M. Rowley; superintendent of agencies, Richard Ivens; trustees, John Burns, John Gibson, S. M. Sterling, E. S. Parsons, S. R. Wickett, A. J. Tipping, R. G. Hector, Robert Forbes and W. S. B. Lawrie.

STILL GATHERING THEM IN.

D. Williams, the special subscription commissioner, who is now touring the West Indies on behalf of MacLean's trade newspapers and magazines, has sent in his second lot of orders. They show that he is maintaining the good average of his first week in Bermuda. If he maintains in other parts of the West Indies the good average he has struck in the Bermudas it certainly looks as if a fresh supply of subscription blanks will have to be forwarded to him before long.

Things That Shouldn't Be



Customer—I would like a pound of your 40c tea.
Grocer—I have a cheaper tea here at 25c; wouldn't you like to try it?

The Canadian Grocer

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STRONG CANNED PEA MARKET.

The situation in canned peas is strong. Although we are five or six months away from the new crop, stocks are already getting into small compass. There is already a keen demand, and although this demand is no doubt to some extent speculative, it does not alter the fact that it is based largely on the condition of the market.

Some of the wholesalers, and particularly those whose stocks are on the light side, are picking up lots here and there, which are netting the sellers extremely good profits. We hear of some transactions in which retailers are selling to wholesalers at prices which are netting much better profits than some of them would be likely to obtain if they sold the goods over their own counter.

Both wholesalers and retailers stand to make money out of the canned peas they have in stock.

While the situation in canned corn and canned tomatoes is not as strong as in peas the market is by no means weak. On the contrary, it is strong, and the fact that the merger of the independent canners and the Canners Limited is now practically consummated, certainly adds strength to the situation.

While there may still be a factory here and there which has not yet fallen into line, the merger is likely, for some time at any rate, to be able to control the situation. If this is so we are scarcely likely to see any disposition on the part of the packers to cut prices. Competi-

tion will not be strong enough to induce them to do this.

SOAP PRICES RISING.

From all appearances the retail trade will soon be requested to pay more for the soap they purchase.

Prices of raw material have advanced so materially that this will apparently be the ultimate result—if higher prices have not already been quoted by the jobber.

The most important advance has been in cocoanut oil, which, manufacturers state, has gone up about 50 per cent. during the past eight months.

Both tallow and resin have advanced about 25 per cent. and, generally speaking, all ingredients are much stronger in price than they recently were.

The moral is plain.

A SILLY THEORY.

The Department of Agriculture at Washington has made an extraordinary discovery. It declares without mental reservation of any kind that the cause of the high price of food products is the excessive number of retailers, and suggests that if there were fewer stores there would be lower prices.

As an investigation has been started by the Government at Washington the extraordinary discovery of the Department of Agriculture and the advice which it gives, will no doubt be carefully considered by the commission. That is, of course, provided that the commission is composed of men of the same mental calibre as the economists in the Department of Agriculture, who propounded the fallacy.

It is to be hoped, however, that before the enquiry is closed it will have been discovered that what was given out as the opinion of the Agricultural Department will be found to be a joke on the part of the office boy. In the meantime, however, those who know anything of business affairs are likely to think there is a screw loose in the mental makeup of the department.

According to latest advices, there is no indication of an epidemic among retailers to increase competition among themselves in order that larger profits may be obtained.

THE PSYCHOLOGICAL MOMENT.

A Toronto department store showed the other day that it recognizes the psychological moment when it arrives for taking advantage of business-getting opportunities.

As everybody knows, the decision arrived at by the working men in the

United States to abstain from the use of meat until the prices are reduced, is being imitated to some extent by their confreres in the leading Canadian cities.

Taking advantage of this the Toronto department store in question came out a few days ago in the daily papers with a well displayed advertisement, intimating that while the price of meat was so high elsewhere in this particular store such was not the case. In proof of this attractive prices were quoted. That the advertisement was effective was evidenced by the interest it created.

It is quite evident that the department store not only knew the psychological moment to take advantage of the prevailing conditions, but they knew how to do so. To have merely fixed attractive prices for their meats would not have been very effective in itself. They knew that they must advertise if the good news of attractive prices was to reach the people.

It is a wise business man who is ever on the alert for the psychological moment to take advantage of which will bring grist to his mill.

ILLEGITIMATE SALESMANSHIP.

In spite of the rigorous provisions of the Secret Commissions Act, which prohibits the giving of secret rebates and commissions, there are still some salesmen who in their desire to get business are resorting to practices which are forbidden by the Act.

Our attention is frequently drawn to flagrant breaches of the Act and one of the most common practices in this regard appears to be the passing from the pocket of the salesman to the palm of the customer a sum of money sufficient to induce the latter to place an order for goods on which there is a fixed selling price.

Aside altogether from the moral aspect of such practices they are proofs of poor rather than good salesmanship. When a salesman resorts to secret rebates and other dishonest practices in order to secure business it is an acknowledgement of his own inefficiency to sell goods in the ordinary way.

The true salesman is he who relies upon the merits of his goods, plus his own personality, to effect sales; not he who is so unwise as to run the risk of incurring severe legal penalties in order to accomplish that which he can not do by legitimate means.

One thing that perhaps can be said in favor of the salesman who is ready to break the law in order to effect a sale is that he is at least courageous in view of the fact that he is running the risk of a maximum penalty of a \$2,500 fine or two years' imprisonment.

Those who have to substitute crookedness for efficiency should either learn

the secret of true salesmanship or embark in some vocation in which dishonesty rules all actions.

Some day somebody will be caught, when there will be wailing and gnashing of teeth.

REVISING PARTNERSHIP STATUTE

Two bills respecting partnerships will be introduced during the present session of the Ontario Legislature by the Attorney-General. They are not new bills, but revisions of old statutes.

Every ten years a commission of judges sits and revises existing statutes, and as well incorporates into one volume all the new acts passed during the previous decade. The commission is at present revising the statistics of 1897 for the volume of 1907. Instead of waiting until the completion of their work for the bringing down of the statistics, each bill as revised is introduced and passed separately.

The revisions in the present bills, Nos. 142 and 143, have simplified the forms only, no radical changes coming into effect. No. 142 (R.S.O. 1897, c. 152) is an act respecting the registration of partnerships.

It provides that persons in a partnership for trading, manufacturing or mining purposes shall file within six months with the registrar a declaration signed by all the members of the partnership, containing the name of the partnership, and when a change takes place in the partnership a new declaration shall be filed within the same space of time under penalty of \$100 being levied on each member of the partnership. An exception is made for the manufacture of cheese and butter, the act not applying to them.

No. 143 is an act respecting limited partnerships (R.S.O. 1897, c. 151). It provides for a limited partnership for the transaction of mercantile, manufacturing or other business (excepting banking, construction and operation of railways, and insurance) being formed of two or more persons. General partners shall be jointly and severally responsible for debts of the partnership, but special partners shall not be liable beyond the amounts contributed by them to the capital, though if their names are used in the title of the firm they shall become thereby general partners. The general partners only, however, may transact business.

All the persons forming such a partnership shall also sign a certificate before a notary public of the business, the duration of the partnership, amount of capital, name of firm, place of business, etc., and this certificate shall be filed with the clerk of the county court. Un-

til this is done no partnership shall be deemed to exist. Every renewal shall also be certified to and filed. Every alteration in the partnership name or in the nature of the business shall be deemed a dissolution of the partnership. In case of insolvency or bankruptcy, a special partner shall not be allowed to rank as a creditor until all other creditors are satisfied, and there can be no dissolution until a notice is filed with the county court clerk that such is contemplated.

A NARROW-MINDED PROPHET.

The Canadian Farm quotes a paragraph from this paper and calls the writer of it a "miserable burglar," says he is "ignorant of the true situation," calls it "lamentable bungling," etc. It referred to the hog situation.

One can readily overlook such brilliant language on account of the youth and inexperience of the paper and therefore attach no significance to it, whatever, but we would like to help the editor of the Canadian Farm to see things from a broader standpoint and then common sense would not appear quite so much of a "bungle" to him.

He is evidently laboring under the impression that the farmers are a class of people who must be guided by some "great mind," and that fair discussion from different viewpoints must be kept away from them. If the Canadian Farm, instead of trying to put a fence around the farmers, and make them suspicious of everybody who is not a farmer, would show them that the consumers engaged in other occupations must also be considered and create a more trustful spirit, he would find that he could do something for the farmers which they would appreciate.

The Canadian Grocer is a commercial paper, but it is not small enough to advocate anything in the interests of trade, unless it is fair to the producer and consumer as well. Instead of stirring up antagonism The Canadian Grocer is constantly trying to bring about a better understanding of the true industrial relations of all classes. Ignorance is a mischief maker and in order to bring about the best results for all classes the people need a better knowledge of the conditions which govern trade and commerce.

Canadian Farm admits that the packers are at their limit, and are working without a margin. The Canadian Grocer claimed that the prices of cured meats were dangerously high. That we were right in our contention has been since demonstrated by the people who pay only to a certain limit for their goods, and who are now rebelling against the high prices of meat. We

foresaw this and in order to assist in avoiding it, we did suggest that it would be in the interests of the farmers to take a little less for their hogs than to interfere with and check the consumption.

If the packers have no margin and the meat is too high for consumption, it is plain to be seen that the hogs are above their value, and surely the farmers ought to be reasonable and intelligent enough to understand this without any danger of being discouraged from raising hogs.

With our own rapidly increasing population, and the smaller exports from the United States to England, farmers should know themselves that they can depend on good prices for their hogs for years to come even if such a prophetic mind as possessed by the editor of Canadian Farm has a belief to the contrary.

LET THE BUSINESS MEN KNOW.

There are bills which come up from time to time in the Dominion Parliament and in the various provincial parliaments which need the expert attention of the business men of the country. Yet these men never see or hear of these bills until they come before the house and then only through meagre newspaper reports.

How simple it would be for the governments to have a list of the boards of trade in Canada and in the respective provinces on file and each time a bill is drawn up to send a copy to each.

Boards of trade are composed of the best business men in the country; they are therefore the most competent men to judge whether a bill is in the best interests of trade or not; they are in a position to suggest changes, omissions, or additions which often make a bill really effective.

A good example of this is to be found in the Secret Commissions Act. If that bill had not fallen into the hands of a business man who understood what it was intended to do, we never would have had the last clause which makes the party knowingly privy to any offence of the act liable to the same penalties as the giver of the secret rebate.

The boards of trade which represent the manufacturing and all business interests of a community should therefore be in touch with the government and should be made acquainted with what is going on in parliament.

A copy of each bill respecting business should be sent to the president or secretary of each board of trade just as soon as it is in type in order to give the business men an opportunity of studying it and offering their opinions.

Practical Methods Used in Retail Grocery Stores

Displaying Dried Fruits in St. John—Plans for Increasing Olive Sales—Toronto Grocer After Cash Trade Without Losing Any Customers—Apprenticing Clerks Discussed by Montreal Merchants—Business Expert to Visit the Trade.

Putting Forward Dried Fruits.

St. John, N.B., February 2.—Now that the stores of home-made preserves and jams are getting low, the grocer should prominently display dried fruits, canned goods and jams. In several of the windows in the stores in St. John displays of dried fruits are being made with price cards attached. One merchant has been utilizing one of his big windows for this purpose only. Two large mounds, one of evaporated peaches and the other of evaporated apricots are shown with a large card announcing two pounds for 25 cents. Prunes might also be given prominent place now. Sales of canned goods and jams have been heavier lately.

Sold Out Window Three Times.

Toronto, February 2.—That the window is a good asset in the grocery business has been proved by H. Tolchard, Yonge St., Toronto. Recently he placed in a breakfast food window which sold itself three or four times over. It was a new breakfast food recently put on the market and Mr. Tolchard displayed it in its various forms, placing a few window cards and price tickets among the boxes and individual packages. Speaking of the results, Mr. Tolchard's son said: "It sold itself three times and after each we filled it up again—the window created a splendid demand." And that was a week or more before the display was taken out.

Protest Against 'Phone Rates.

St. John, N.B., February 2.—Practically all the grocers in one section of St. John have decided to take drastic measures to show the New Brunswick Telephone Company that they will not submit to the increased telephone rates. For some days an agreement has been circulated for signature among the grocers, pledging the signers to remove their telephones if the advanced rates are pressed. Two grocers, whose contracts have expired, have declined to sign at the advanced charge and have allowed their phones to be removed. Others say they will discard their instruments as soon as their present term expires. W. J. Hamm, grocer on Ludlow street, said the agreement among them had been signed by practically all the grocers and many who had house 'phones were also entering into the compact, "It looks," he said, "like a clean sweep of the telephones on the west side."

He added that his own telephone had been taken out and one other grocer

whose term had expired had also given up his instrument.

How to Sell More Olives.

Lindsay, February 2.—The demand for stuffed and unstuffed olives appears to be increasing each winter and large supplies are kept by Lindsay grocers. They are in vogue at afternoon teas, at card parties, and also at the daily meal, and Lindsay people have certainly "acquired that taste." A number of the grocers make special displays of olives and report good returns.

It would be a splendid idea to advertise olives in the regular newspaper advertisement space with a view to selling them for afternoon teas, etc. This makes a good talking point and should attract the feminine eyes.

Cash Trade Without Losing Customers.

Toronto, February 2.—In last week's issue there was an item respecting the change from the credit to cash system of J. S. Adamson, West Toronto. A. L. Anderson, another West Toronto grocer, has also some special ideas on this much talked of question. This man has watched Mr. Adamson's experiment with a great deal of interest and he has formulated a scheme of his own, which he may try in the near future. Mr. Anderson's whim is to do business on a cash basis and still hold all his customers.

In a railway town like West Toronto the monthly payment is the most common form of settlement, states Mr. Anderson, and it is on this basis that he has done his figuring. He believes that if the public can be induced to buy coupons at the first of the month, paying cash, that a grocer could afford to give a liberal discount, probably about 3 per cent. as an inducement. He figures that a customer with a standing, monthly account of \$25 will buy \$25 worth of coupons for next month's business. At the same time that customer is asked to clean up his old account by paying small instalments.

In this way Mr. Anderson thinks he will be able to transfer his business to a cash basis and at the same time lose none of the accounts on his books, nor any of his customers.

Are Worth More Money.

Montreal, February 2.—The apprentice system of training retail salesmen is much admired by Mr. Davidson, manager for Fraser, Viger & Co. He himself was apprenticed in the Old Country for four years and his course had given

him the knowledge of the grocery business which had secured him his present position. Furthermore it had given him so many ideas on store economy that any man making use of such ideas would soon save his salary to the firm he was employed by. College was to a great extent the same to the average man as the apprentice system was to the future grocer. No one expects to go to college and be paid for it. Yet an apprentice is paid, though only very moderately. He considered it would be a fine thing for the grocery trade generally, though probably impossible to start in this country, owing to the general idea prevalent among young men here, that they must begin at once somewhere away from the bottom of the ladder. Personally he would rather pay a graduate of the system \$5 a week more than one who had simply served as a clerk for the same time, owing to the better general economy of the man, and his knowledge of stocks and methods.

Graham and Robertson, two retailers here, corroborated these statements and said they found their best clerks were Old Country boys who had served an apprenticeship. They were worth more money to them and received it.

Advocates a Business Expert.

Toronto, February 2.—J. F. Holloway, 1265 King St., West, has a definite opinion on the education of the retail grocer to better business methods.

"Don't you think," he asked, "that there is need for an expert in the grocery trade in every city and town? I mean a man one could employ for a week or so to come into the store and just tell the grocer where he is doing business in the wrong way. We find a small, inexperienced merchant working day and night but we do not get at the methods the larger and more sensible men are adopting.

"I noticed in a recent issue of The Grocer an article on the 2 for a quarter system. I do not know anyone more to blame than the grocers themselves. A merchant should decide upon his price and stand by it. I know only too well that it is hard to do this but it can be accomplished. There are plenty of women who make it a point to go from store to store and tell merchants they can get certain articles for 2 or 3 for a quarter, etc., from a neighbor. Lacking backbone these merchants say: "Oh, if he is doing it, so will I." This is a byphrase with many. I have had women ask me when I quoted 8 cents per pound if I will make it '3 for a quarter.'"

Outlines Window Display Plans on Paper First

Methods of a Montreal Window Dresser — Changes Displays Every Other Day and Oftener if Possible—An Advertisement That is Worth the Trouble—Every Grocer Can Utilize it.

Montreal, Feb. 2.—As a sample of what may be accomplished at this time of year with fruits and vegetables used as a window display the accompanying cut deserves attention.

A central stand of apples, surrounded at the base by pineapples, cabbages, etc., is the most prominent feature of the display. A circle of celery heads gives a most pleasing effect to the observer. The outside arrangement of fruits and vegetables is in squares, lending variety to the central circular section.

Good things to eat are always popular, particularly when there is some difficulty in obtaining them, and it pays to be the grocer who has the initiative to buy the goods which are somewhat out of season and yet not too expensive for the average consumer. Display these goods. It will be found to draw custom when hardly anything else will, as customers think: "Well, he has the newest things on the market, everything else in the store must be fresh." At least, it has that general effect on their minds. At any rate, judicious window display of

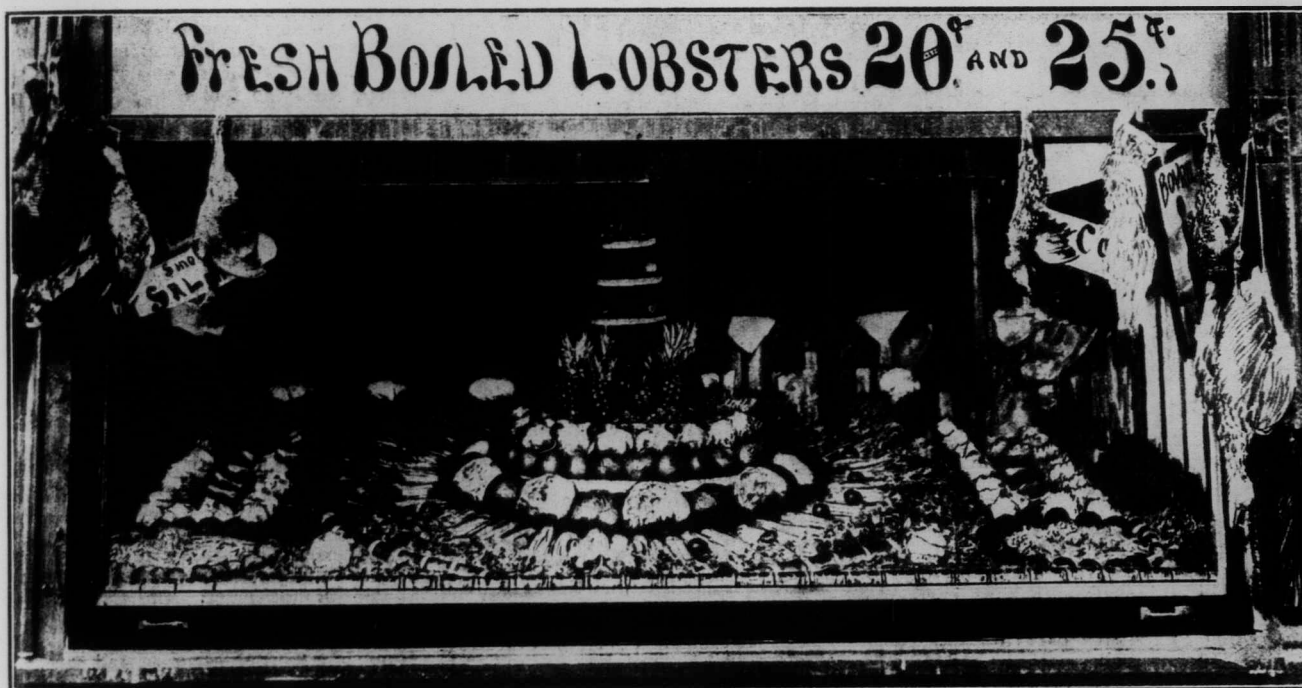
materials in his store for a good window display," said Mr. La Rue. "All it needs is a little ingenuity, persistency and brain work, to produce the effective results."

GROCERS' CLERKS' BALL.

The evening of January 26th was the occasion for an enjoyable euchre and dance at Auditorium Hall, Montreal. The promoters were the associated clerks of local grocers. About four hundred were present, some for the cards only, some for the dancing, and some for both.

Beautiful prizes were provided for the euchre players, in all about fourteen, and the competition for them waxed very keen.

A luncheon was served about midnight



A Vegetable and Fruit Window Dressed by Armand La Rue, a Montreal Grocer Who Plans Before He Begins.

This window was dressed by Armand La Rue, with the Stanford Market, St. Catherine Street, Montreal. Mr. La Rue, in commenting on his window display ideas, said that it is an easy matter to dress a window attractively if a man has the plan outlined on paper before he puts it in the window. So many grocers dress windows in a haphazard way that it is hard to attain results pleasing to the general public, even if one has the necessary materials for a first-class display.

"Have some definite plan in your mind at least, when you set out to dress a window," said Mr. La Rue. "Remember that the people you wish to attract are like yourself in most ways—that is, average people. If your display pleases yourself and your associates in the store it must be about all right. It needs imagination and planning to get satisfactory results."

A judicious display of seasonable goods is one of the best ads. a grocer can have.

seasonable goods will produce the most satisfactory kind of results.

As to how often displays should be changed, Mr. La Rue gave it as his opinion that the oftener the better. He changed his at least every other day, and oftener if there was time.

"Every grocer, however small, has the

BIG WORK FOR LITTLE MONEY.

A. H. Lawson, Stouffville, Ont., in paying his subscription to The Canadian Grocer, writes: "You are no doubt doing a wonderful bit of good for very little money. In reference to the value and help we receive from week to week by reading The Canadian Grocer, am sure that the half has not been told. Grocer or traveler cannot afford to be without it."

"Assuring you of my appreciation, I remain, etc."

and the dance kept up until nearly daylight. Everything went off in a manner which did credit to the gentlemen in charge.

GOOD TRADE WITH THE INDIES.

Halifax, N.S., Feb. 3.—Trade between Canada and the West Indies is evidently on the increase. All the steamers leaving Halifax so far this season for the West Indian Ports have been filled to the hatches with Canadian goods, and they have not been able to carry all the cargo offering. The quantity of freight offering is so heavy that Pickford & Black have been obliged to put on another steamer for an extra trip. The steamer Harlaw was fitted up this week, and it is expected that she will get away early next week with a full cargo. The steamers are also bringing large cargoes on their return trips, principally fruit and sugar. One of the boats recently landed here over four thousand bags of sugar which was sent forward to Montreal. The demand for Canadian products this season is good all round.

Symposium of Opinions on Variety of Assessments

Some Believers in Single Tax Method—The Present Business Assessment in Ontario Finds Opposition—The Method Prevailing in Edmonton, Alta.

IMPROVEMENTS NOT TAXED.

By F. M. C. Crosskill, Edmonton.

The impression seems to have got about that we use the Single Tax System in Edmonton, but it is not so. The system that we use differs from the Single Tax in that we tax business and incomes as well as land. For the last five years we have not been taxing improvements on property. Our method is to assess the land for its full value, that is for what it would likely bring if put up for sale at any time, and not boom prices. A lot with a forty thousand dollar building on it would not be assessed for more than a vacant lot similarly situated. This method of assessing has proved very satisfactory here.

In regard to our business tax, we assess on floor space, so much per square foot at a different rate for different kinds of businesses according to the space required to carry on the business. For instance, businesses carrying bulky goods would not be assessed at as high a rate as a business carrying a more compact kind of goods, and banks and financial offices we assess at a higher rate still. The number of square feet is multiplied by the classification rate and placed on the assessment roll and the same rate applied as for land, income, etc. This manner of assessing businesses appears to be satisfactory to most of our business men. We have amended the rate per foot from year to year until we have a very fair classification of rates.

For incomes, we assess all amounts over one thousand dollars.

WANTS TAX ON LAND VALUES.

By J. T. Petrie, St. Catharines, Ont.

I think the business tax an improvement over the old system in that each business pays its quota. Under the old system, some merchants carrying large stocks and doing a large business, claimed and could show that they had little interest in the stock. They therefore, escaped taxation as also did the wholesale houses that were interested.

I believe that a tax on land values would be a great boom to St. Catharines and no doubt it would be to other places as well. It would make holders of vacant city lots either build or sell. Again it would be an incentive for owners of houses to improve, such as new verandahs, painting, etc., whereas under the present system, many will not make any improvements, fearing the assessors will raise their values as soon as any improvements are made.

A certain amount must be raised yearly by taxes, that is certain, and I would say, "Tax land values and encourage improvements."

ACCORDING TO BUSINESS DONE.

By Joseph Walsh, Stratford, Ont.

I do not think that the business tax as it stands to-day is a fair way of assessing retail business. I am a large holder of land as well as shop buildings so am not prejudiced on account of having the one only. It appears to me that a person doing business in premises that are up to date, well-equipped and a credit to the municipality in which they are situated should not be subjected to

a greater tax than adjoining buildings, which, although of a ram-shackled nature, are still in such a condition that it is possible to do business in.

I think that the fair way of assessing any business is to assess it according to the quantity of business done, that is, if it is necessary to make an assessment for business tax only. If not, I thoroughly believe in the principle that all frontages within the same area should be taxed at the same rate.

I am very pleased to see that you are taking this matter up and can assure you that to the best of my knowledge it will have the support of everyone connected with the trade.

PROPOSES TAX ON FLOOR SPACE.

By J. P. Eagen, St. Thomas, Ont.

The present method of business assessment is very unfair. The old act was bad but the present system is worse. As an example I know of a merchant paying taxes on an assessment of \$1,350. Another doing an equal amount pays on \$210. As a further illustration there is a jewelry store here paying on \$750 with a stock worth possibly \$50,000. A Chinese laundry near by pays on \$750, each paying about \$15 annually.

I would suggest that the assessment for business tax be levied on the actual floor space occupied by the business. The area of a store 20 x 100 feet would be 2,000 square feet. Now take say 60 per cent. of that and the amount of the assessment would be \$1,200 and if the rate were 20 mills on the dollar the grocer would pay \$24 business taxes.

I believe in assessing the land occupied by the building for its full value plus the revenue derived therefrom annually. The rich are not assessed for their capital invested but for the interest on the principal. Why should the poor man be made to pay on his capital invested in his home, and if he improves it to make him pay more.

Let the government appoint business men on the assessment committee and probably they may get up a fairer basis of assessment and one not quite so ridiculous as the last.

FAVORS A TAX ON LAND.

By J. F. Holloway, Toronto.

I am fully convinced that the land tax is the only fair way of taxation. Land values is one thing that cannot be hidden and to place taxation on land is the only just way to return to the people the values they create. And as population is the only thing that makes land valuable, I think most people outside of land owners would agree that the people should have the values they create.

When buildings are taxed, labor is taxed. Labor builds houses but labor cannot make land—that is a gift to the people, but alas, few of us get it. I think the English people see this. What good would a tariff do them? Tax imports and factories would open up; wages would go up and just as soon as wages advance the landlords will raise the rent.

Who gets the real benefit of the tariff?

PRESENT BUSINESS TAX UNDESIRABLE.

By Jas. Vair, Barrie, Ont.

I do not consider a business tax a desirable way to raise money to carry on municipal affairs. Overtaxing industries and merchants—both employers of labor—tends to hinder progress and enterprise, and influences the owners of land to hold same for speculation. A petition from many towns and cities is sent to the Legislature asking for the optional right of municipalities to tax the land at one rate and the improvement and buildings at another rate. If the rate were 20 mills on the dollar, on an assessment of three millions, make the rate on land 30 mills, and the rate on improvement 15 mills.

The assessment in 90 per cent. of our towns is not equal. On three millions assessment it is usually two millions on improvements and one million on land. It should be the reverse, and when this is not so, and very little chance of it being carried out, the two rates on which to collect taxes will overcome the difficulty and will reduce the business tax, as it is governed by the improvements and value of the buildings one occupies.



The Grocery Staff of Robinson & Co., Winnipeg, Man., Who Were Entertained at a Banquet at the Home of the Manager, Chas. W. Waring, Who Stands at the Head of the Table—As a Method for Creating a Good Feeling, Nothing is More Effective.

Sugar Dug Out by Crowbar by Old Time Grocer

Obstacles That Merchants Had to Overcome a Half Century Ago—Currants Came in Barrels and Had all to be Washed Before Being Sold—Small Salaries for Clerks — Some Differences Between Then and To-day.

The article in a recent issue of The Canadian Grocer showing the difference in the cost of goods forty-five years ago and at the present time, caused considerable interest and comment from readers. It is a natural thing, meeting with our difficulties as we do from day to day, to forget that others who preceded us had the same troubles and in many cases far greater difficulties to contend with than we have now.

To be reminded of these facts therefore as they existed years ago ought to have an encouraging effect, and instead of grumbling about things in general, we will find that we have every reason to be grateful.

The purpose of this article is to show the customs, habits, work and salaries of 50 years ago.

Let us begin with the boy who entered upon his apprenticeship for a term of three years at \$50 for the first, \$80 for the second, and \$100 for the third year, and his board. The store had to be opened in the morning at 6 o'clock in the summer and at daylight in the winter, while closing time averaged about 9 o'clock all the year round. The first thing that had to be done in the morning in the winter time, was to light the fire. There was nothing but wood heating in those days. The fire was always out in the morning and the store was freezing cold. Package goods were almost entirely unknown. Wrapping paper was all in sheets of different sizes and weights, to be used as the nature of the goods required. Bags if used at all, were made by the clerks when time permitted. No bags were bought ready made. Currants used to come in barrels, packed so tightly that they had to be broken with the axe, and the lumps loosened and cleaned by hand. Currants were not cleaned by machinery in those days as they are now. Raisins also required a great deal of time in cleaning.

Crowbar Had to be Used.

Sugar came in hogsheads of about a ton in weight. This often had to be dug out with a crowbar and shovel. In many cases the top was as hard as stone and the bottom in the shape of molasses. This all had to be taken up, mixed and worked through a sugar grinder to get it into a salable condition.

Flour and all cereals were bought by the barrel or bag and sold by the pound. No butter was done up in one pound prints, but all had to be cut from large rolls or dug out of tubs.

Eggs came in boxes, barrels, etc., packed in chaff or straw. Sometimes when they arrived, they were in one end of the barrel and the chaff in the other. This usually was a fine piece of work to assort, wash and count for the junior clerks. With all this heavy work, old grocers state that the profits were no better than they are to-day, and yet some of those merchants made money and are in splendid circumstances to-day.

The principal difference between now and then, is in the expense of doing business. Rents and help were much cheaper, but in having a great many of

the goods done up in packages and having other conveniences, one clerk now should easily do fully double the amount of selling one did in those days. Another great advantage is the telephone. Instead of having every customer call at the store to order goods and all whom had to be waited on promptly, a great many orders come in by phone which can be done up when waiting customers are not pressing.

Opportunities To-day.

On the whole, comparing everything, it would appear that the chances of doing a successful grocery business now are fully as promising as in the past.

The only disadvantage one can see is the fact that too many undertake to do business without serving the necessary apprenticeship, and therefore lack the training necessary to do a successful business.

THE GROCER'S ENCYCLOPAEDIA.

The Manufacture of Peanut Oil and Its Uses—Compared With Other Oils.

Although the majority of people recognize the peanut only as it appears for sale in the shell, hulled and salted, as peanut candy, or in the form of peanut butter, many new lines of consumption have been found for it in the past few years, says the Popular Mechanics Magazine. In addition to these uses, it is an ingredient of peanut and vegetable meats, peanut meal and salad oils.

In the preparation of vegetarian meats a portion of the oil is pressed from the ground peanuts, other ingredients, including vegetable substances, are added and the whole is crushed and pressed into tins ready for use. Peanut meal, made from finely ground blanched peanuts, is used in confections, such as almond macaroons and small cakes, to which it imparts the desired almond flavor. Peanut oil is used in the same manner as olive oil; also for mixing with cotton seed oil in order to improve

the quality of the seed oil for salad purposes.

Peanut oil is of somewhat lower value than first-class olive oil, and is sometimes mixed with it for the production of an oil that can be sold at a lower price than pure olive oil. On the other hand, it is of a higher grade than cotton seed oil.

With a coming shortage of cotton seed from which to manufacture oil in this country, there is a great possibility of building up a peanut oil industry throughout the cotton belt that will keep the oil mills flourishing.

A bushel of first-class peanuts, weighing 28 pounds, will produce about one gallon of oil, worth 15c, and 20 pounds of oil cake and hulls, which, when ground and mixed together, is worth approximately 25c. Such peanuts must be obtainable at prices not exceeding 40c a bushel to make the oil industry profitable.

By-products of the peanut are used in the manufacture of feeds for farm stock and dairy cows, and the plant is being largely utilized as forage and as a soil renovator. In large cleaning factories the shells are generally used for fuel, and the ash resulting therefrom is valuable as a fertilizer. The thin brown covering of the peas or nuts has a feeding value almost equal to that of wheat bran.

TRADE NOTES.

Howard Wentzell, of Wentzell's, Ltd., Halifax, N.S., was in Montreal last week.

Julien Falcon, of Falcon & Duquette, cor. Park Ave. and Prince Arthur Sts., Montreal, died last week of heart failure.

J. L. Wyckoff, who has been managing one of the T. A. Rowat & Co.'s stores, London, Ont., has accepted the position of manager of Peters' Confectionery, London.

Geo. Maben, grocer, Elora, Ont., is making preparations to enlarge his store premises to make room for spring stock.

The Wheat Nut Cereal Co., has been incorporated with an Ontario charter to manufacture and deal in cereals and agricultural products, etc. The share capital is \$40,000, the head office being in Toronto. The provisional directors are Wm. Graham, Jno. E. Morden, F. L. Aikman, and others.

Says High Cost of Living Due to Gold

Declaring that the public clamor for reduced prices of meat is being made without the support of facts, Professor Joseph French Johnson, of New York University, in a recent address, asserted that beef is cheaper to-day than it was ten years ago.

"The trouble is not that the price of meat has advanced outrageously," Professor Johnson said. "It is simply that money has declined in its purchasing power. Instead of attempting to regulate the price of beef by Government investigation, there should be a regulation of the output of gold."

"Twenty-five years ago the gold output was \$125,000,000. Last year

it was \$450,000,000. It is coined into money. The surplus is loaned and wheat is boomed, cotton is boomed by speculators, and the price goes up. Yet the value of money continues to diminish. It is inevitable that the price of commodities will continue to advance for the next ten years. But this continued advance must bring with it increased wages. While the general advance of prices in the last twelve years has been forty per cent., meat has advanced only twenty per cent. Yet the value of money has not advanced and the purchasing power of the money received as wages is appreciably less."

Markets—Sugar Demand Good with Upward Trend

Sales of Molasses in Quebec Increasing — Bean Market Still High — Green Apples Taking the Place of 'Vaps—Strong Market in Canned Goods.

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

QUEBEC MARKETS

Montreal, Feb. 3, 1910.

The past week has been one of the quietest for some months past. Trade in all lines has slumped, with the exception of sugar and molasses. There are a few small exceptions to this statement, but they are hardly sufficient to temper it. Fruit men in particular are complaining, but they are seconded by men in nearly every other line. It is thought carnival week, this present week, will have a strengthening influence on most lines, owing to the visitors in the city and the general increase of trade due to any celebration week.

Undoubtedly the changeable weather of the past ten days has had considerable to do with the slump in buying. From present indications cold weather is here now for a more permanent visit, and trade should pick up as a result.

Sugar—Sugar is firm, with a rising tone in the raw market. No immediate drop in the refined article is looked for. Sales are quite heavy, small individually, but collectively the showing is good.

Granulated, bags	4 80
25-lb. bags	4 90
Imperial	4 55
Beaver	4 55
Paris lump, boxes, 100 lbs.	5 60
50 lbs.	5 70
25 lbs.	5 90
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 50
100 lb. boxes	5 60
50 lb.	5 70
25 lb.	5 90
5 lb. cartons, each	0 37½
Extra ground, bbls.	5 25
50 lb. boxes	5 45
25 lb. boxes	5 65
Powdered, bbls.	5 05
50 lb. boxes	5 25
Phoenix	4 80
Bright coffee	4 75
No. 2	4 65
No. 3 yellow	4 55
No. 2	4 55
No. 1	4 40
No. 1 bags	4 40
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses—Owing to the nearness of Lent, the demand for molasses has materially increased, and dealers are looking forward to a record trade in this commodity after Feb. 9th.

Syrups are quiet, with unchanged prices.

Fancy Barbadoes molasses, puncheons	0 40	0 42
" " " barrels	0 43	0 45
" " " half-barrels	0 45	0 47
Choice Barbadoes molasses, puncheons	0 38	0 41
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03	0 03
" " " 1-bbls.	0 03	0 03
" " " 2-bbls.	0 03	0 03
" " " 3-bbls.	0 03	0 03
" " " 4-bbls.	0 03	0 03
" " " 5-bbls.	0 03	0 03
Cases, 24 lb. tins, 2 doz. per case	2 50	
" 5-lb. " 1 doz. "	2 85	
" 10-lb. " 1 doz. "	2 75	
" 20-lb. " 1 doz. "	2 70	

Tea—On account of the scarcity of cheap Japanese teas, the demand for the cheaper grade of green Chinas is rap-

idly increasing. Other lines are firm, but quiet.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan	0 32	0 37
Fine	0 27	0 30
Medium	0 27	0 30
Good common	0 22	0 25
Common	0 20	0 22
Ceylon	0 21	0 40
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India	0 20	0 25
Young Hysons	0 19	0 02
Ceylon greens	0 20	0 22
Gunpowders	0 19	0 22
China greens	0 14	0 18
Pingsuey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee—No change is apparent in coffees. They remain firm and in fair demand at former quotations.

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

Spices—The spice market is exceptionally quiet this week, and for no particular reason, as far as can be learned. However, prices continue firm at former quotations and prospects are good for future business.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20
ground	0 15	0 19	Mace	0 75	
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 22
Cream of tartar	0 23	0 32	white	0 22	0 29

Dried Fruits—Malaga table raisins are in strong demand. There has been some inquiry for California seeded in cartons.

Currants show a slight weakness, but nothing to affect the retailer. Generally trade is quiet.

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

Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins	0 06	
California, choice seed-d, 1-lb. pkgs.	0 07	
fancy seeded, 1-lb. pkgs.	0 09	
loose muscatels, 3-crown, per lb.	0 07½	0 08
" " " 4-crown, per lb.	0 08½	0 09
sultana, per lb.	0 07½	0 10
Valencia, fine off stalk, per lb.	0 05	
select, per lb.	0 06½	
4-crown layers, per lb.	0 06½	

Nuts—Long Naples fiberts are scarce and the primary market is high, an advance in this line seems a certainty. Bordeaux halves are higher in the primary market, but show no change to the retailer. Other lines are in fair demand at last quotations.

In shell—		
Filberts, Sicily, per lb.	0 13	
Barcelona, per lb.	0 10½	
Tarragona Almonds, per lb.	0 12	0 13
Walnuts, Grenobles, per lb.	0 12½	0 14
Marbots, per lb.	0 12	
Cornes, per lb.	0 11	

Shelled—		
Almonds, 4-crown selected, per lb.	0 32½	0 35
3-crown " "	0 31½	0 33
2-crown " "	0 30	0 30
(in bags), standard, per lb.	0 26	0 27
Cashews	0 15	0 17

Peanuts		
Spanish, No. 1	0 11	0 12
Virginia, No. 1	0 12	0 14
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	

Walnuts		
Bordeaux halves	0 25	0 27
Brokens	0 22	0 25

Evaporated Apples—Sales still continue exceptionally good for this commod-

ity. Other dried lines are suffering, but people seem to be all laying in stocks of apples.

Evaporated apples, prime 0 09

Beans and Peas—There seems to be a steady but small demand for both lines at last week's prices.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 50

Rice and Tapioca—Tapioca is at present in good demand, and prices are firming somewhat in the primary markets.

Rice sales are small, and none too numerous. Dealers seem to be buying only to fill immediate requirements.

Rice, grade B, bags, 250 pounds	2 95	
" " " 100 "	2 95	
" " " 50 "	2 95	
" " " pockets 25 pounds	3 05	
" " " 1/2 pockets, 12½ pounds	3 15	
" grade c.c., 250 pounds	2 85	
" " " 100 "	2 85	
" " " 50 "	2 85	
" " " pockets, 25 pounds	2 95	
" " " 1/2 pockets, 12½ pounds	3 05	
Tapioca, medium pearl	0 04½	0 04½

CANNED GOODS

MONTREAL—The condition of the canned goods market is practically the same as last week. If anything fruits have an increasing sale, though as yet it is not where it should be. The market is quiet throughout.

Peas, standard, dozen	81 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Beans, dozen	0 85
Corn, dozen	0 80 0 82½
Tomatoes, dozen (Ontario and Quebec)	0 82½ 0 90
Strawberries, dozen	1 37½ 1 40
Raspberries, 2s, dozen	1 75
Peaches, 2s, dozen	1 65
Peaches, 3s, dozen	2 85
Pears, 2s, dozen	1 65
Pears, 3s, dozen	2 30
Plums, Greengage, dozen	1 50 1 55
Plums, Lombard dozen	0 95 1 00
Lawtonberries, 2s, dozen	1 60

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	1 87½
1-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½

Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoos, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00

Compressed corned		Minceed collops, 2s	2 50
beef, 1s	1 50	Corned beef hash, 1s	1 60
Compressed corned		Corned beef hash, 2s	2 80
beef, 2s	2 70	Jellied hocks, 2s	3 50
English brawn, 2s	3 00	Jellied hocks, 6s	10 00
Boneless pigs' feet, 2s	3 00	Paragon ox tongue,	
Ready lunch veal loaf		1½s	7 50
1s	1 20	Paragon ox tongue, 2s	8 50
Ready lunch veal loaf		Paragon ox tongue,	
1s	2 35	2½s	9 50
Roast beef, 1s	1 50	Paragon lunch tongue	4 00
Roast beef, 2s	2 70	Tongue lunch, 1s	3 00
Stewed ox tail, 1s	1 60	Sliced smoked beef, 1s	1 60
Stewed kidney, 1s	1 50	Sliced smoked beef, 1s	2 60
Stewed kidney, 2s	2 65		
Minceed collops, 1s	1 40		

TORONTO—Canned goods in many lines will advance probably 2½c per dozen. This is not as a result of the merger so it is claimed by jobbers but as a usual thing to happen at this time of the year to cover cost of carrying them. The trouble is, 2½c per dozen would mean

THE CANADIAN GROCER

so little on a single tin that the retailer is apt to pay the difference without raising his selling price. Canned corn is liable to be short as the pack was not extra large. Salmon, particularly the good grades, are splendid holdings as prices are likely to rule firm.

Beans.....	0 85	0 90	Red pitted cher-		
Corn.....	0 80	0 85	ries, 2's.....	1 75	
Peas.....	1 10	1 60	Gallon apples.....	2 45	2 75
Pumpkins.....	0 80	0 85	Bartlett pears.....		
Tomatoes, 3's.....	0 80	0 85	Heavysyrups, 2's.....	1 65	
Strawberries, 2's	1 40	1 50	Light " 2's.....	1 15	
Raspberries, 2's	1 60	1 67½	Heavy " 3's.....	2 40	
Peaches, 2's.....	1 65		Light " 3's.....	1 70	
" 3's.....	2 65		Lombard plums,		
Lawtonberries.....	1 65		2's.....	0 80	0 85

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen.....	1 90	Red Spring, doz.....	1 55	1 65
1-lb. flats, dozen.....	1 25	Red Sockeye, dz.....	1 65	1 70
1-lb. flats, dozen.....	2 12½			
Other salmon prices		Lobsters, halves,		
are:		per dozen.....	1 85	2 20
Humpbacks, doz.....	0 95	1 00	Lobsters, quar-	
Cohoos, per doz.....	1 45	1 50	ters, per dozen.....	1 40

ONTARIO MARKETS

Toronto, February 3, 1910.

The wholesale trade is fairly active here and while payments are a little behind, it is nothing unusual for the month of January. Owing to the feeling of good times more money was spent during the holidays than the people could afford and in consequence the grocers were unable to make the collections to meet their bills.

Sugar—The sugar market has taken a decidedly firm turn this week, which however is the result of speculation, more than any condition of the supply. The general feeling is that sugars will rule higher than for some time, although an immediate raise is not looked for.

St. Lawrence "Crystal Diamonds," barrels.....	5 60
" " " " barrels.....	5 70
" " " " 100 lb. boxes.....	5 80
" " " " 50 lb. boxes.....	5 90
" " " " 25 lb. boxes.....	6 10
" " " " cases, 20-5 boxes.....	6 65
" " " " Dominos, cases, 20-5 boxes.....	7 65
Paris lumps, in 100-lb. boxes.....	5 90
" " " " in 50-lb. ".....	5 90
" " " " in 25-lb. ".....	6 10
Red Seal.....	0 55
St. Lawrence granulated, barrels.....	4 95
Beaver granulated, bags only.....	4 65
Redpath extra granulated.....	4 95
Imperial granulated.....	4 65
Acadia granulated (bags and barrels).....	4 85
Wallaceburg.....	4 85
St. Lawrence golden, bbls.....	4 55
Bright coffee.....	4 85
No. 3 yellow.....	4 70
No. 2 ".....	4 61
No. 1 ".....	4 50
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—Business in these lines is said to be dull. Little is doing and prices are not considered, and therefore are all at the old quotations.

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

Tea—Every tea merchant talks about the strong feeling in the tea market, and yet prices remain about the same. The advance is however noticeable in the lower grades, and this may lead to a larger consumption of better tea, which would be to the advantage of seller and buyer.

Coffee—The coffee trade is no doubt suffering to some extent through the more extensive advertising of tea. With so many firms handling nothing but tea, and with all their forces behind it, coffee must lose some ground.

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

Spices—The spice business is taking a rest. Orders are small, and of little importance.

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

Dried Fruit—Dried fruits are firm, but there is no change in prices. Demand is fair, but not what it should be. This may be owing to the fact that green apples, on account of their cheapness, are used instead.

Prunes—		Per lb.	
30 to 40, in 25-lb. boxes.....		0 11½	
40 to 50 " ".....		0 10	
50 to 60 " ".....		0 08	
60 to 70 " ".....		0 07½	
70 to 80 " ".....		0 07	
80 to 90 " ".....		0 06½	
90 to 100 " ".....		0 06	
Same fruit in 50-lb. boxes ¼ cent less.			

Apricots—					
Standard.....		0 15			
Choice, 25 lb boxes.....		0 15			
Fancy, ".....		0 17			
Candied and Drained Peels—					
Lemon.....	0 09	0 11	Citron.....	14	17
Orange.....	0 11½	0 12½			
Figs—					
Elemes, per lb.....	0 08	0 10			
Tapnets, ".....	0 03½	0 04			
Bag figs.....	0 03½	0 04			
Dried peaches.....	0 08	0 08½			
Dried apples.....		0 07½			
Currants—					
Fine Filiatras.....	0 06½	0 07	Vostizzas.....	0 08½	0 09
Patras.....	0 08	0 08½			
Uncleaned ¼ cent less.					
Raisins—					
Sultana.....	0 05	0 05½			
" fancy.....	0 06	0 07			
" extra fancy.....	0 08½	0 09			
Valencias, new.....	0 06	0 06½			
Seeded, 1 lb packets, fancy.....		0 08			
" 16 oz packets, choice.....		0 07½			
" 12 oz.....		0 06			
Dates—					
Hallowees.....	0 05	0 05½	Fards choicest.....	0 08½	
Salts.....	0 05				

Nuts—Nobody expects anything interesting in this line at this time of the year. Prices stand firm.

Almonds, Formigetta.....	0 11½	
" Tarragona.....	0 12	
" shelled.....	0 32	0 35
Walnuts, Grenoble.....	0 13½	
" Bordeaux.....	0 11	
" Marbots.....	0 12	
" shelled.....	0 29	0 30
Filberts.....	0 12	0 12½
Pecans.....	0 16	0 18
Brazils.....	0 16	0 15
Peanuts, roasted.....	0 08	0 12

Rice and Tapioca—Rice is an article that seldom varies in price. The difference in prices depends on the various kinds, and qualities. The Standard B has not changed a ½ cent during the last 10 years.

Rice, stand. B.....		Per lb.	
Standard B. from mills, 500 lbs. or over, f.o.b.		0 03½	
Montreal.....		2 85	
Rangoon.....	0 03½	0 03½	
Patna.....	0 05	0 05½	
Japan.....	0 05½	0 06½	
Java.....	0 06	0 07	
Carolina.....	0 10	0 11	
Sago.....	0 05	0 05	
Seed tapioca.....	0 05	0 05	
Tapioca, medium pearl.....	0 04½	0 04½	

Evaporated Apples—Dealers in evaporated apples have to take a back seat, but green apples are plentiful and cheap. The unsatisfactory returns from England for green apples have stopped shipments and the local market is more

than supplied. This affects the sale of evaporated fruit.

Evaporated apples.....	0 07½	0 08
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Beans—Beans are now about 40c a bushel higher than when the new crop came in. Whether this is owing to the greater demand for them, or to the fact that farmers are forcing the price to their liking is not quite clear, but it is safe to say that both have something to do with it. However, beans are a strong, nourishing food and perhaps not much too high after all.

Beans, per bushel.....	2 00	2 10
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MANITOBA MARKETS

Corrected by Wire.

Advances—Walnuts, tapioca, beans, peas.

Weaker—Rolled oats.

Stronger—Canned goods, syrup, coffee, brooms.

Winnipeg, February 3, 1910.

The general trade has taken on its usual briskness after a few weeks of specialty orders following the heavy holiday trade. Merchants have completed their stocktaking and are ordering on their short lines. The continued prospect of advanced markets in many lines has influenced many merchants to buy heavily and as a consequence wholesalers are pressing manufacturers and commission men for large shipments.

At present there are many merchants coming into the city from outside points studying the market conditions in the wholesale houses and laying plans for their spring and summer trade. It is noticeable that only the better class of goods are asked for irrespective of prices and as a result there is destined to be an overstock of some foreign goods which owing to peculiar climatic conditions are not of No. 1 quality. In the future all who are interested in the trade of western Canada will generally find it to their interest to send quality goods, and not worry about prices. The consumer wants them and will have them at any cost. The monetary condition is good and the number of bad debts are rapidly diminishing. Last December, however, some merchants burdened themselves with extreme orders for gift goods and the public spent money freely for goods other than table necessities and as a consequence there is a slight laxity in collections. The condition of the trade, however, warrants the conviction that things will rapidly right themselves in this connection.

Sugar—The advances of the past two weeks have cut off all superfluous buying. Smaller orders are coming in and it seems as if grocers were expecting a decline soon. There is nothing to warrant this, however, and although the Canadian market is getting more independent of the United States market, yet much depend upon the New York

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 agents to effect the distri-
 bution of its products.

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THE CANADIAN GROCER

quotations which just now are holding firm.

Montreal and B.C. granulated, in bbls.....	5 40
" " in sacks.....	5 45
" yellow, in bbls.....	5 00
" " in sacks.....	4 95
Icing sugar, in bbls.....	5 75
" " in boxes.....	5 95
" " in small quantities.....	6 10
Powdered sugar, in bbls.....	5 55
" " in boxes.....	5 75
" " in small quantities.....	6 40
Lump, hard, in bbls.....	6 25
" " in 1/2-bbls.....	6 35
" " in 100-lb. cases.....	6 35

Syrup and Molasses—The reports are that the "American" market went up recently 5 scales, which is about 7 1/2 cents per case. This may mean an advance here if this continue a few days. Should quotations be higher here it will not be unexpected. The molasses trade has been excellent all season and the following prices prevail.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case.....	2 25
" " 5-lb. tins, per 1 ".....	2 75
" " 10-lb. tins, per 1 ".....	2 55
" " 20-lb. tins, per 1 ".....	2 80
" " 1/2 barrel, per lb.....	0 04
" " Sugar Syrup, per lb.....	0 03 1/2
Beehive Brand, 2-lb. tins, per 2 doz. case.....	2 25
" " 5-lb. tins, per 1 ".....	2 75
" " 10-lb. tins, per 1 ".....	2 55
" " 20-lb. tins, per 1 ".....	2 80
Barbadoes molasses in 1/2-bbls., per gal.....	0 50
Gingerbread molasses, 1/2 bbls., per gal.....	0 40
New Orleans molasses, 5-gal. tins, per tin.....	1 95
" Challenger, 6-10-lb. tins, per case.....	2 15

Tapioca and Sago.—The price of tapioca is stiff at 5 cents new. This commodity has been growing stronger for some time and may continue to go up. Sago has a fair market, the demand is better.

Pearl tapioca, per lb.....	0 05
Sago, per lb.....	0 04 1/2

Rolled Oats — The following quotations hold to-day and the market is rather weak.

Rolled oats, 80 lb. sacks, per 80 lbs.....	1 80
" " 40 " " " " ".....	0 95
" " 20 " " " " ".....	0 5 1/2
" " 80 " " (8, 10s).....	2 20

Honey—There are some scarcities reported and prices are firm. The Bee-Keepers Association of Manitoba are arranging to supply honey to the wholesale trade in large quantities next season.

Honey, 2 1/2 lb. tins, per tin.....	0 37 1/2
" " 40 " " " " ".....	0 75
" " 12 oz. jars, per dozen.....	2 10
" " 60-lb. tins, per lb.....	0 12 1/2

Nuts—The market is good on all lines. Walnuts and peanuts are up and almonds may follow. Japan peanuts have come on the market at advanced price and some Virginias have gone up 1 to 1 1/2 cents.

Shelled Walnuts, in boxes, per lb.....	0 27
" " small lots, per lb.....	0 28
" " Almonds, in boxes, per lb.....	0 25
" " small lots, per lb.....	0 36
Peanuts, per lb.....	0 12 0 15

Cornmeal—The trade is getting better, and buyers everywhere are active. These quotations may go higher very soon.

Cornmeal, per sack.....	2 05
" " per 1/2 sack.....	1 05
" " per bale (10, 10's).....	2 30

Barley—Goods are moving slowly and although the quality is good and prices are low the demand is unaccountably dull. Lower prices cannot be expected however.

Pot barley, per bag, 100 lbs.....	2 40
Pearl barley, per bag, 100 lbs.....	3 50

Beans—The active and local export trade has sent prices up 10 cents. This

has been looked for during the past three weeks, when it was reported that a European buyer was purchasing everything in sight.

3-lb. picker, per bushel.....	2 30
Hand picked, per bushel.....	2 40

Fresh Fruits and Vegetables—The local demand is excellent and the vegetable market is closing in rapidly. The apple and cranberry market has been unsurpassed in the history of the trade.

Carrots, per lb.....	0 02
Potatoes, per bushel.....	0 50
Cal. cauliflower, per crate.....	3 75
Native cabbage, per lb.....	0 02
Native onions, per bushel.....	0 30
Native onions, per doz.....	0 40
Oranges.....	3 25 3 50
Lemons.....	5 00
Apples, Ontario, per bbl.....	3 75 5 00
Grape Fruit, per crate.....	5 00
Grapes, per keg.....	5 00
Bananas, per lb.....	0 06
Cranberries, per bbl.....	9 00 10 00

Rice—The \$3.75 price is low, although this is an advance of 25 cents over the quotations of the past few weeks. Some houses are still selling at \$3.50, but the higher prices are being gradually taken up. This is an indication of the sluggish market.

Coffee—The arrival of new goods has not tended to lower prices in the least. Green Rios are wholesaling at 10 to 10 1/2 cents. An advance of about 1 cent next week would not be a surprise.

Evaporated Apples—We are forced to hold these at 8 1/2 to 9 1/2 cents per 50-lb. box this week. Last week they were 1/2 cent lower.

Canned Goods—The recent merger is stated to have already affected the western market and higher prices are confidently expected. No two houses have the same quotations just now, but a comprehensive figure will be quoted soon.

Veal, beef and pork, 1-lb. tins.....	2 25
" " 1/2-lb. tins.....	1 30
Mutton, boiled, 1-lb.....	2 10
" " 2-lb.....	3 45
" " roast, 1-lb.....	2 10
" " 2-lb.....	3 45
Ox tongue, 1 1/2-lb.....	2 60
" " 2-lb.....	8 60
Pigs feet, 1-lb. boneless.....	1 60
" " 2-lb.....	2 75
Sausage, Cambridge, 1-lb.....	2 30
" " 2-lb.....	4 25
" " Genova, 1-lb.....	2 30
" " 2-lb.....	4 25
Tongue, lunch, 1-lb.....	3 10
" " potted, 1-lb.....	0 55
" " 1-lb.....	0 05
Turkey, boneless, 1-lb.....	2 50
Loaf beef, 1-lb. tins.....	2 25
" " 1/2-lb. tins.....	1 30
Loaf chicken, 1-lb. tins.....	3 00
" " 1/2-lb. tins.....	1 75
Loaf cottage, 1-lb. tins.....	2 25
" " 1/2-lb. tins.....	1 30
Loaf ham, 1-lb. tins.....	2 25
" " 1/2-lb. tins.....	1 30

CHARLOTTETOWN MARKETS.

Corrected by Wire.

Sugar, standard granulated.....	4 90 5 00
Sugar, yellow.....	4 40 4 50
Flour, Manitoba.....	6 40 6 50
Flour, Ontario.....	5 50 5 70
Cornmeal, bags.....	1 75 1 85
Raisins, Val.....	0 06 0 06 1/2
Raisins, California, seeded.....	0 07 1/2 0 08
Currants.....	0 07 0 07 1/2
Rice.....	0 03 0 03 1/2
Beans, new, bus.....	2 00 2 10
Cheese.....	0 12 0 12 1/2
Lard, pure.....	0 16 1/2 0 16 1/2
Molasses, fancy Barbadoes, gal.....	0 35 0 36
Oatmeal, 100 lbs.....	3 00 3 25
Rolled oats, per bag 90 lbs.....	2 70 2 80
Butter, creamery per lb.....	0 25 0 26
Butter, dairy, fresh, per lb.....	0 22 0 24
Butter, dairy, tubs, per lb.....	0 20 0 22
Eggs, per doz.....	0 22 0 23
Potatoes, per bus.....	0 22 0 25
Turnips, per bus.....	0 12 0 15
Beets and carrots, per bus.....	0 40 0 50
Parsnips, per bus.....	0 50 0 60
Cabbage, dozen.....	0 25 0 50
Cranberries, lb.....	0 04 1/2 0 05 1/2
Oats, bus.....	0 38 0 40
Hay, per ton.....	9 00 10 00
Straw, per ton.....	5 00 6 00
Poultry—Geese, per lb.....	0 11 0 12
Ducks, per lb.....	0 11 0 12
Chickens, per lb.....	0 10 0 11
Fowl, per lb.....	0 09 0 10
Pork, medium lb.....	0 09
Pork, heavy, lb.....	0 08 1/2 0 08

NEW BRUNSWICK MARKETS.

Corrected by Wire.

St. John, N.B., Feb. 3, 1910.

No material changes have taken place in the market prices since last week. Business has been rather dull on account of the unusually mild weather but it is expected to pick up with the advent of cold weather again. Meat and produce prices still remain high, beef offering at 9 and 10 cents, wholesale. Oranges are plentiful, Valencias selling at \$3 to \$3.50; California navels, \$3 to \$3.50; Bahamas, \$2.50 to \$3, and Floridas, \$2.50 to \$3, per box. Lemons are quoted at \$3, and Almeria grapes, \$5 to \$6 per keg.

Sugar—Standard gran.....	4 95 5 05
Austrian.....	4 85 4 95
Yellows.....	4 45 4 85
Flour, Manitoba.....	6 55 6 65
" Ontario.....	5 85 6 15
Cornmeal, bags.....	1 57 1 60
Rolled oats, bbls.....	5 35 5 40
Buckwheat.....	2 90 3 00
Val. raisins, lb.....	0 05 1/2 0 06 1/2
Cal. raisins, seed.....	0 07 1/2 0 08 1/2
Currants, lb.....	0 07 0 07 1/2
Prunes, lb.....	0 05 1/2 0 09
Rice, lb.....	0 03 1/2 0 03 1/2
Beans, hand picked, bus.....	2 25 2 30
Beans, yellow eye, bus.....	3 60 3 75
Cheese, lb.....	0 13 0 13 1/2
Lard, compound lb.....	0 14 0 14 1/2
Lard, pure, lb.....	0 17 1/2 0 17 1/2
Pork, domestic mess.....	28 50 29 00
Pork, American clear.....	28 00 28 50
Pork, clear backs.....	28 50 31 50
Beef, Austri.....	17 00 18 00
Beef, Canadian plate.....	16 75 17 00
Molasses, fcy.....	0 34 0 35
Butter, dairy, lb.....	0 25 0 28
Butter, creamery, lb.....	0 26 0 29
Eggs, doz.....	0 30 0 35
Eggs, new laid.....	0 35 0 45
Potatoes, bbl.....	1 25 1 50
Canned goods—Peas, doz.....	1 10 1 50
Corn, doz.....	0 85 0 90
Tomatoes, dz.....	0 95 1 00
Raspberries, dozen.....	1 85 1 90
Strawberries, dozen.....	1 55 1 60
Salmon, case.....	6 50 6 75
Red spring.....	6 00 6 25
Cohoos.....	6 00 6 25
Peaches, 2's, dozen.....	1 70 1 80
" 3's, dozen.....	2 70 2 80
Baked beans, dozen.....	1 15 1 25
Fish—Cod, dry.....	2 75 4 25
Herring, salt, half bbls.....	2 30 2 60
Herring, smoked, box.....	0 11 0 12

NOVA SCOTIA MARKETS.

Corrected by Wire.

Halifax, Feb. 3, 1910.

Wholesale dealers say that the weather for the past week or more has been bad for business and coupled with the loss of the snow, will doubtless curtail the consumption of groceries. Sugar remains unchanged in price since the last advance, but outside markets are showing considerable strength and the advice of the best informed sugar people is not to go short on this article, as further advances are likely to be recorded at any time. The drop of 37 1/2 c. on pork per bbl. and of 1/2 cent per lb. on lard, are the most important price changes this week, both these articles having been so high for months that customers have been watching anxiously for their return to reasonable figures.

One of our principal wholesalers, with a twinkle in his eye, stated that some of the lumbering firms have been feeding their crews on turkeys, because at present prices, they were found to be cheaper than pork.

Holders of stocks of beans in Ontario are asking full prices now, and when the present stocks are exhausted in the Maritime Provinces, it is evident that higher prices will be asked.

Dry codfish is quoted at \$6 per qtl.

THE CANADIAN GROCER

and is scarce and difficult to obtain even at that price.

Corrected by Wire.

Creamery prints	per lb.	0 26	0 27	Beef, American	plate per bbl. 16 50	17 50
Creamery solids	per lb.	0 27	0 28	Beef, Canadian	per bbl.	16 50
Dairy, tubs, lb.	0 23	0 24	Hams smoked	0 16	1/2
Fresh eggs, doz.	0 32	Pork, fresh	0 10	0 11 1/2
Case eggs	0 54	Codfish, quintal	5 50	
Sugars		Herring, pickled	5 00	
Extra Standard,	granulated	Apples, per bbl.	1 50	3 00	
United Empire	4 85	Potatoes, P. E.	1 25	
Austrian, bags,	granulated	Island, bag	1 25	
Bright yellow	4 75	Onions, Spanish	ber lb.	0 02 1/2	
No. 1 yellow	4 60	Onions, American,	per lb.	0 02 1/2	
Flour h. wheat	per bbl.	6 40	Onions, Canadian,	per bag	1 60	1 75
Flour, Ontario	blends, bbl.	5 75	Molasses, fancy	0 38	
Barbados, bbl.	1 70	Barbados, pun	32 00	35 00	
Cornmeal, bag	0 54	0 55	Beans, bushel	2 25
Oats	28 00	0 28	0 31 00	31 00	
Pork, American	per bbl.	30 00	0 31 00	0 31 00	31 00	
Pork, clear bbl	30 00	0 31 00	0 31 00	31 00	

ALBERTA MARKETS.

Corrected by Wire.

Sugars		Dry salt bacon,	smoked	0 16
B.C. granulated	5 74	Eggs, fresh, case	30 dozen	9 50
Raymond	5 64	Butter	0 30	
Peels	0 12	Alberta cream-	ery bricks	0 30
Lemon	0 13	Alta. creamery	solids	0 29
Orange	0 13	Alta. dairy	0 26	
Citron	0 20	Alta. tubs	0 25	
Dried fruits	0 16	Cheese	0 15	
Apricots, choice	stand-	Ontario, large	0 15 1/2	
ard	0 15	" twins	0 17 1/2	
Peaches, choice	stand-	" Stiltons	0 17	
ard	0 09 1/2	Beans	0 12	
Pears, choice	0 12	Ontario, hand-	picked, bushel	2 40
Pitted plums	0 08 1/2	California limas,	per lb.	0 06 1/2
Prunes, 40-50	0 07 1/2	Canned fish	7 50	
" 50-60	0 07	B.C. salmon,	sockeye, 48-1's	6 25
" 60-70	0 06 1/2	B.C. cohoes,	48-1's	4 00
" 70-80	0 06	48-1's	4 25	
" 80-90	0 05 1/2	B.C. pinks, 48-1's	4 25	
" 90-100	0 05 1/2	Sardines, domes-	tic, 100-4	4 00
Evap. apples, 50's	0 11	Lobster, 48-1's	17 00	
Produce		" 96-2's	18 50	
Sugar cured ham	10-12 average	0 15	Fin. haddie, 48-1	5 65
10-12 average	0 18 1/2	0 15			
Sugar cured ham	picnic	0 16			
B. bacon bellies	0 21	0 20			
" back	0 20	0 15			
Dry salt bacon	0 15				

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Feb. 3, 1910.

Last week saw a plentiful supply of eggs, which will keep the prices down. A couple of weeks ago the wholesalers and commission men were preparing to quote a 35-cent price by February 1st, but their plans did not materialize. The reason is a large supply of ranch eggs is coming in, not only from around Vancouver and the lower mainland, but also from Vancouver Island. It is earlier than usual, but the retailer welcomes them nevertheless, for people are shy of buying when the price is five or six cents each. Choice eastern selected are quoted at 32 and 33 cents, while the fresh ranch are from 40 to 45 cents. Many of the dealers cling to the eastern selected, as they generally know just what they are selling, and can assure the customer on the point, that while the eggs may not be the best, they certainly are not the worst. Few chances are being run. Not so with "fresh ranch eggs." More than one dealer has bought them on the assurance that they were strictly fresh, but later it was found out when a customer complained that some of the eggs were weeks old. Local dealers have fairly heavy stocks of eggs on hand, and commission men would have pulled down good profits had the price gone to 35 cents. As it is, an ef-

fort is being made to clear, and a rebate is offered if several cases are taken.

Ashcroft potatoes are quoted at \$35, which is a high figure, while other qualities are \$25.

Early tomatoes from California show signs of frost, but those from Florida have come through untouched. Cucumbers are here from Illinois and California. Generally, Victoria cucumbers are among the first to arrive, but the hot houses of the capital are late this year.

Corrected by Wire.

Sugar, standard	granulated	5 60	Butter, local	creamery	0 40
Val. raisins, lb.	0 05 1/2	0 07	Butter, Western	0 22	0 25
Cal.	0 07	0 07 1/2	Eggs, Eastern	0 30	0 33
Prunes	0 05 1/2	0 07 1/2	Eggs, local, fresh	0 40	0 45
Currants	0 06 1/2	0 07 1/2	Cheese, per lb.	0 14 1/2	0 15 1/2
Dried apricots	0 11	0 13	Bacon, premier	0 29	
Flour, Standard,	6 90	6 90	Lard, pure	0 18 1/2	0 19
Flour, Standard,	6 90	6 90	Lard, compound	0 17 1/2	
Cornmeal, p. 100	2 60	2 60	Potatoes	35 00	
Beans, per lb.	0 03 1/2	0 04 1/2	Ashcrofts, ton	20 00	
Rice, per ton	68 00	76 00	Local, ton	20 00	
Tapioa, per lb.	0 03 1/2	0 03 1/2	Canned Goods		
Evaporated	0 08 1/2	0 08 1/2	Peas	1 30	
apples	0 08 1/2	0 08 1/2	Tomatoes	1 27 1/2	
Butter, Eastern	dairy in tubs	0 25	Corn	1 00	1 10
Butter, Eastern	dairy, choice	0 30	Apples	3 42 1/2	
				Strawberries	2 15	
				Raspberries	1 65	

NO FORMALITIES THERE.

Guelph Merchants Mean Business—President to Outline His Platform.

Guelph, Ont., Feb. 1.—The new officers of the Guelph Retail Merchants' Association elected at the annual meeting last week were:

- President—H. Oecomore.
- 1st Vice-President—W. H. Fielding (grocer).
- 2nd Vice-President—J. C. Kelener.
- Secretary—Chas. Reid.
- Treasurer—L. E. Rowen.
- Executive Committee—G. A. Richardson, Alex. Stewart, G. D. Pringle and R. E. Nelson.

There were no formalities indulged in by the members, even if it were their annual meeting. They did not call upon the retiring officers for remarks, nor did any of the new officers take up any of the time of the meeting by replying to any congratulatory resolutions that might have been passed. H. Oecomore, the president-elect, merely thanked his colleagues for the honor conferred upon him in his election to the presidency, and stated that at the next meeting of the association he would outline his policy for the coming year.

Retiring President Nelson, in congratulating his successor, spoke briefly of the work done by the association during the past year, and asked that the members be more regular in their attendance this year than they were last year.

The question of the appointment of an official collector to succeed D. A. Scroggie, who has moved to the west, was discussed. The members present at the meeting felt that while the Guelph association was the father of the official collector scheme, other cities and towns that had since taken it up had perfected their systems to a greater degree. Consequently, it was thought that they

should get their system perfected and put on a really first-class business basis. This will be attended to at future meetings.

TRADE NOTES.

H. Hamstra, of H. Hamstra & Co., Grand Rapids, Mich., was in Toronto recently.

The annual dinner of the staff of the Canadian Salt Co., was held at Windsor recently.

W. C. Cross, manager of Hall & Fairweather, wholesale grocers, St. John, N.B., left last week for Montreal and Toronto.

H. W. Wright, of Welland, Ont., has sold his New York restaurant, and will open a new grocery store at Welland in connection with the other grocery stores in Ontario which he controls.

A. Allard, wholesale grocer, Ottawa, was elected by a majority of over 650 to the House of Commons last Saturday. This was to fill the vacancy caused by Sir Wilfrid Laurier's decision to sit for his Quebec constituency.

The Grocer saw an interesting document the other day, in the form of a notification, by the late Queen Victoria, of J. A. Simmers, as German consul at Toronto. It was dated Sept. 14, 1871, and bore the signature "Victoria Regina" as well as the royal seal.

Bovril Ltd., Montreal, have been granted an injunction restraining Metrakos Bros., Montreal, from any further substitution of other fluid beef for Bovril, when the latter was demanded. Metrakos Bros. were also ordered to pay damages to Bovril Ltd., and all of the costs of a judgment against this confectionery firm, as a result of their substituting other products.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

When the "Salada" Tea Co. opened their mail Monday morning, they found orders for six carloads (over seventy thousand pounds) of tea from their United States branches.

The MacLaren Imperial Cheese Co., Ltd., have received a shipment of English Stilton cheese from the best dairies in England. They are matured and in perfect condition. It will interest the best trade to get particulars. The same company receive regular shipments from France, of the finest Camembert cheese. Stocks always in perfect condition and can be shipped promptly. If you want anything in the line of olives from a ten cent bottle to a hogshead, the MacLaren Imperial Cheese Co. have attractive prices.

To enable the grocery trade of Canada to try for themselves the "Dainty Dutch Delicacy," the Holland Rusk Co. are offering to send to every dealer a full-sized package of Holland Rusk entirely free of charge. This is a prelude to a general campaign of advertising now being prepared. The idea is that when this advertising commences and the dealers' customers ask for the "Dainty Dutch Delicacy," that has become so popular in Toronto and many other places, he will already have decided to stock at least enough to meet the initial demand.



It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

All grocers should carry a full stock of Royal Baking Powder.

It gives the greatest satisfaction to customers and pays the grocer a greater profit, pound for pound, than any other baking powder he sells

THE ADULTERATION OF FOODS.

Steps Leading up to Decision to Have Food Standards and Progress of The Work.

In answer to the inquiry of a reader of *The Canadian Grocer*, the following facts regarding the adulteration of food and the proposed food standards are given which will prove of value to all subscribers:

Canada has been looking after the adulteration of food for at least a third of a century. This duty has been allotted to the Inland Revenue Department and especially to its laboratory branch. The head of this branch is a chief analyst with a staff of assistants at Ottawa. There is also a number of official district analysts. Inspectors from time to time visit the towns and villages of their districts, and collect samples of such articles as may be deemed desirable by the department at Ottawa.

The laboratory of the Inland Revenue issues bulletins at frequent intervals showing the result obtained in their examination of the food stuffs. This, of course, acts as a check on the producers of impure or adulterated goods. At times, also, for gross adulteration punishment is meted out. Such has been the case lately in the case of maple sugar and syrup and butter where heavy fines have been inflicted for the manufacture and sale of adulterated goods. One difficulty has been the lack of standards of purity for many items. Recently it has been decided to make out a set of standards. An advisory board has been appointed consisting of A. McGill, Chief Analyst of the Inland Revenue Department, Dr. W. H. Ellis, School of Practical Science, Toronto, and Dr. J. T. Donald, Montreal. All of these have had large experience in dealing with food products.

The chairman of the board, Mr. McGill, has drafted proposed standards which are to some extent based on the standards of the United States. These proposed standards have been submitted by the Inland Revenue Department direct, and also through the medium of the Canadian Manufacturers' Association, to the various manufacturers in the Dominion. These manufacturers have been invited to criticize the proposed standards and to suggest amendments or alterations. The idea of the proposed standards is to produce standards that will protect the consumer and at the same time be fair and just to the manufacturer. The board is engaged on this work of studying the amendments, etc., and gathering further information. It hopes to be able to submit some definite proposal before long, which may form the basis of parliamentary enactment.

BUTTER DECLINE IN NEW YORK.

President of Mercantile Exchange Again Advocates Lessening of Duty on Canadian Butter, Eggs and Cheese.

During the past two weeks the price of butter has dropped some 3 cents per pound on the Mercantile Exchange, New York. This is said to be caused partly by the agitation of the high cost

of food products. Heavy shipments from interior points and the inroads which butter substitutes have made are also given as causes for the decline.

"While I do not handle butterine and my trade does not want it, I am willing to admit that the high price for butter has increased the sale of the substitute," said Julius D. Mahr, president of the New York Mercantile Exchange, in an interview. "Prices have undoubtedly advanced beyond normal and the consuming public have either cut down their purchases or taken the substitute.

"In my inaugural address as the incoming president of the Exchange, I called particular attention to the fact that this locality is calling loudly for butter, eggs and cheese which might be supplied from Canada at prices much less than are current now in case the existing tariff duty is removed.

"There are plenty of dairy products knocking at our door on the Canadian border and under present conditions it looks as though there should be a modification of our tariff laws which will allow them to come here without being compelled to pay what is practically a prohibitive duty."

TO SELL EGGS BY WEIGHT.

And Other Goods as Well—Toledo Merchants Begin New System.

Beginning last Monday the grocers and butchers of Toledo, O., U.S.A., inaugurated a new selling system whereby the measure has been laid by in favor of the scale. They declare that the system of selling by measure has been outgrown by modern business conditions. Fair and equitable dealing in bulk commodities, they say, can be insured only through selling by weight. After several years of discussion and investigation, they have put their sales on a weight basis, and leave it to the fairmindedness of the public to approve of the system. The principal articles heretofore sold by measure, and which will be hereafter sold by weight, are oysters, nuts, beans, apples, berries, potatoes and other fruits and vegetables whose bulk and quality, they claim have lent themselves to dishonest practices.

Eggs will also be sold by weight. Eggs at 40 cents per dozen, the grocers say, is equivalent to 28 cents per pound, as one dozen eggs of marketable size weigh about 1½ pounds. To show the comparison between the measure and weight system, the dealers point out that two pounds of oysters will equal one quart, one pound of sauer kraut will make two quarts, while beans at 7 cents a pound will equal 10 cents a quart. A pound is a pound the world over, they argue, and the grocer knows what he is selling and the housewife knows that she is getting just what she pays for.

If you have a line of goods that is not moving, consult the people from whom you bought them. They have helped others to make their goods sell, and they can help you.

WANTS RECOGNIZED MARKET DAY

Editor *Canadian Grocer*,—It has often occurred to the writer that the time has come for the wholesale provision and produce merchants and the jobbers of Front Street to have a stipulated market day. I believe this would work for the mutual benefit of the wholesale and retail trade. As most people know, this is done in several of the large centres in England, and as Toronto has grown to be so large a city and is considered the principal centre of distribution for Ontario, I think it would be a great idea to take the lead in this matter.

A good idea would be to arrange for Wednesday, this being a half-holiday in the summer time for the retailers, when they could slip down, say for a couple of hours, and do all they had to do, picking out their own butter, cheese, etc., and also, calling in on the jobbers' salesmen would, no doubt, see several lines that would interest them that a traveler cannot conveniently carry. Then, having seen the goods and bought them, the retailer would have only himself to blame if they did not turn out satisfactorily.

To carry out this idea there is no need to have a market building. The wholesalers could simply keep their city salesmen about the warehouse on the market day to see their retail friends as they walk around Front Street. Then, as the idea grew, the flour and feed men would, no doubt, like to be in the same run, also several of the manufacturers connected with the trade would be glad to display their products. Therefore, what is to hinder their arranging to take the north side of the St. Lawrence market, where during mid-week there is nothing done, and no doubt arrangements could be made to have tables, etc., for displaying their goods. Of course, this is only a suggestion and I should be pleased to hear from some of our friends in the trade in regard to the matter.

W. H. WILSON.

Toronto, Feb. 1, 1910.

BUSINESS LEGAL DECISION.

A legal action of much interest to business men as showing the importance of registering new companies and partnerships was the case of *Croysdill vs. The Crescent Turkish Bath Co.*, Montreal, heard before the Superior Court of Quebec, sitting at Montreal. The plaintiff acting as well in his own name as in the name of His Majesty the King sues the defendant company and claims from them the penalty of \$400 provided for in Article 4750 of the Revised Statutes of Quebec. The charge against the defendants is that they have failed to register their name and business as they were bound to do under the law. In dismissing the case the judge said that the company failed soon after being incorporated, but that had the defendants been sued or action entered after the 60 days allowed to register and before the time of failure the decision might have been different. The company was incorporated in November, 1906, and failed in January, 1907. The present action was not taken until October, 1908.

THE CHANCE OF YOUR LIFETIME!

THE wonderful West, after a season of unequalled prosperity, is calling for just those goods you handle and manufacture. Why not let us help you dispose of them? We have a thorough grasp of Western Trade and its developments, and have large track warehouses at the three strategic business points. Seize this splendid chance of placing your wares to the best advantage! We offer you conscientious, thorough and reasonably-priced service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

CALGARY

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

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VANILLA BEANS

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Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring
Extracts, Pure Jams
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WE WANT YOU to do so.

IT WILL PAY YOU to do so.

YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.

Limited

VANCOUVER, B.C

IF YOUR TRADE DEMANDS A
FANCY CHEESE

for your select customer
try

**Gunns Imported
French Roquefort**

Put up in cases, about fifty
pounds each, or smaller
quantity if you desire.

A trial will convince you that

IT IS A WINNER

ORDER TO-DAY

GUNNS Pork and Beef Packers
LIMITED WEST TORONTO

CHEESE

Demand is improving in Canada,
and offerings from Great Britain
have advanced since the first of
the year.

We think cheese is a good pur-
chase at present prices; it certainly
is the cheapest food on the market
to-day.

We have in stock colored and
white, large and twins, Stilton's
Canadian and English Limburger
and Roquefort.

F.W. Fearman Co.

LIMITED

Hamilton



THE
PUREST
AND
BEST

MR. DEALER

Have you stocked the new **5c.** tin

St. Charles Brand ?

Some of your customers will want it
and any jobber can supply you. It's
a convenient package and only

\$2.00 per case.

Manufactured by



**St. Charles
Condensing Co.**

**INGERSOLL, ONTARIO
CANADA**



MILD CURED

**Breakfast Bacon
Skinned Backs
and Hams**

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

The WM. RYAN CO.

LIMITED

PACKING HOUSE:

FERGUS, - - ONT.

HEAD OFFICE:

70 and 72 Front St. East, TORONTO

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Declines in Both Live and Dressed Hogs this Week

More on the Market Than Usual — Packers Still Have Difficulty in Getting Enough—Egg Market Shows Weakness — Comparatively Mild Weather Increases Receipts of New Laid — Butter Situation Losing Strength.

The provision trade on the whole from our view point is in a fairly healthy condition. There is evidently no surplus of any large quantities of any line on the hands of dealers. Cured meats find a ready sale in our own markets, at prices above the English quotations.

Cheese is in good demand, and holders are expecting an advance. Butter is overly plentiful, but the stocks which are held are not heavy to carry, and are expected to be all wanted before the spring butter comes in.

Eggs are in good shape and are likely to measure out all right at the end of the winter season to make room for the incoming stocks.

The drop in butter on the United States markets has no effect on our prices here. Prices of butter in England are irregular. Danish butter is offered at a reduction, in order to meet the strong competition from Australia and New Zealand. Canadian butter is practically off the market in England at present, and must depend on our home market for its demand.

MONTREAL.

Provisions.—Live and dressed hogs are down, the former to \$8.50 to \$8.75, and the latter to \$12.75. A large influx of hogs is the cause of the drop. No changes have taken place in other lines but may in the near future if conditions do not change.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16 1/2
Cases, tins, each 10 lbs., per lb.	0 16 1/2
" " 5 " " " "	0 16 1/2
" " 3 " " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 17
Pails, tin, 20 lbs. gross, per lb.	0 16 1/2
Tubs, 50 lbs. net, per lb.	0 16 1/2
Tierces, 37 1/2 lbs., per lb.	0 16 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12 1/2
" " 5 " " " "	0 12 1/2
" " 3 " " " "	0 12 1/2
Pails, wood, 20 lbs. net, per lb.	0 12 1/2
Pails, tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12 1/2
Tierces, 37 1/2 lbs., per lb.	0 12
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Heavy clear pork, bbls. 20-35 pieces	28 50
Clear fat backs	33 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
" 200 " "	15 00
" 300 " "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14 1/2
Long clear bacon, heavy, lb.	0 15
Long clear bacon, light, lb.	0 15 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 16 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17 1/2
" " small, 9 to 12 lbs., per lb.	0 18
Breakfast bacon, English, boneless, per lb.	0 17 1/2
Windsor bacon, skinned, backs, per lb.	0 18 1/2
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	8 50
" dressed, per cwt.	12 75

Butter.—Butter continues firm, with a steady sale. The greater part of the transactions are for small quantities. Receipts for the week are about the same as last year, 910 packages as against

970. For the season they are 396,054 packages as against 415,886 packages same season last year.

Fall creamery solids	0 26	0 26 1/2
Fresh creamery solids	0 25	0 25 1/2
Fresh creamery prints	0 25	0 25 1/2
Dairy, tubs, lb.	0 21	0 22 1/2
Fresh dairy rolls	0 22	0 22

Cheese.—It is thought by the best posted dealers that present stocks of cheese in Montreal do not amount to over 20,000 boxes. Receipts are practically nil and as a result prices are up a fraction of a cent.

For the week receipts were 308 boxes as against 548 same week last year. For the season they are 1,968,893 as against 1,957,239 same season last year.

Quebec, large	0 12 1/2
Western, large	0 13
" twins	0 13
" small, 20 lbs.	0 13
Old cheese, large	0 16

Eggs.—Eggs have somewhat fallen off in demand and newlaid are down to 35c. All lines show weakness in spite of the reported shortage in stocks and the practically negligible quantity of receipts. For the week only 4 cases have come in as against 408 cases same week last year. For the season they are 194,934 cases as against 197,056 cases same season last year.

New laid	0 35	
Selects, dozen	0 30	
No. 1, dozen	0 27	
No. 2, dozen nominal	0 25	0 26

Poultry.—Turkeys remain at former quotations. Otherwise all lines are higher by from 1 to 4 cents. There is only a fair demand, but supplies are so short that a rise became a necessity. Ducks show the greatest scarcity and turkeys are the most plentiful.

Chickens, per lb.	0 15	0 19
Hens, per lb.	0 12	0 15
Young ducks, per lb.	0 19	0 20
Turkeys, per lb.	0 19	0 20
Geese, per lb.	0 14	0 15

Honey.—There seems to be an increase in the demand for white clover comb, and as a result prices are up 2 cents for first grade goods. Extracted buckwheat is slightly easier. Demand for all lines is steady, and very good for this time of year.

White clover comb honey (nominal prices)	0 15	0 17
Buckwheat, extracted	0 08	0 08 1/2
Clover, strained, bulk, 30 lb. tins	0 11	0 11 1/2
Buckwheat comb	0 12 1/2	0 13

TORONTO.

Provisions.—The difficulty still remains even in spite of the effort to abstain from eating meat, to get the supplies to meet the demand. Formerly it took the best men to sell the goods but now it takes the best men to get the stuff. The price of hogs however this week is from 10c to 15c., live weight and from 50c to 75c per 100 lbs. dressed, lower than last week. Lard is 1/2c a lb. lower, but all the other lines remain unchanged.

Long clear bacon, per lb.	0 14	0 14 1/2
Smoked breakfast bacon, per lb.	0 13	0 13 1/2
Roll bacon, per lb.	0 14	0 14 1/2
Light hams, per lb.	0 15	0 15 1/2
Medium hams, per lb.	0 15	0 15 1/2
Large hams, per lb.	0 14	0 14 1/2
Shoulder hams, per lb.	0 13	0 13 1/2

Backs, plain, per lb.	0 18	0 18 1/2
" pea meal	0 18 1/2	0 19
Heavy mess pork, per bbl.	27 00	27 50
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 15 1/2	0 16
" tubs	0 15 1/2	0 16
" pails	0 15 1/2	0 16 1/2
" compounds, per lb.	0 15	0 15 1/2
Live hogs, at country points	3 25	3 25
Dressed hogs	12 00	12 00

Butter.—The butter receipts are increasing from week to week and the supply of fresh made butter is exceeding the demand. In consequence of this the market is weakening, and to keep it from accumulating, lower prices are accepted. On the whole, dairy butter may be quoted say 2c a lb. lower this week.

Fresh Creamery Print		
Fresh creamery print	0 25	0 29
Stored creamery solids	0 26	0 26 1/2
Farmers' separator butter	0 23	0 24
Dairy prints, choice	0 20	0 22
Tub butter	0 19	0 20
Ordinary butter	0 18	0 19

Cheese.—The cheese market is in a healthy condition. The stocks are not heavy, and sales are easily made at a slight advance. There is no danger of having to carry a surplus over the year. In consequence of the high price of meat grocers have still a good talking point in pushing the sale of cheese. It is still below its value compared with other foods.

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

Eggs.—The continuous mild weather will certainly have its effect on the egg market. New laid eggs are coming in more freely, but with them are still mixed stock, that has been held by farmers, and which are not equal to cold storage eggs. There is some chance of an excuse when stale eggs come in, in the summer time, but when old eggs come in with what are sold as new laid eggs at this time of the year it is a down-right fraud, and farmers who are guilty should be severely punished.

Cold storage eggs	0 27	0 28
Select eggs	0 28	0 29
Strictly new laid	0 30	0 33

Poultry.—The poultry market, after a short dull spell has again revived. The receipts are liberal, business is brisk and prices are firm.

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

Honey.—There is a regular demand for honey, but the prices remain unchanged.

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

PERSONAL NOTES.

John Arendshorst, of the Holland Rusk Co., Holland, Mich., called at the Toronto office of The Grocer during the week.

Jas. H. Lockhart, a man familiar with the grocery trade in Toronto for many years, died suddenly during the week. For a long time he was with Michie & Co., and later with the Robt. Simpson Company.

Kenneth K. Simpson, for 4 years manager of Gunns Limited, commission house, Front Street, Toronto, and for 9 years in the employ of the company has gone to Winnipeg to enter business in partnership with G. W. Prout. Before leaving he was tendered a banquet by his former associates and was the recipient of a number of gifts. He is succeeded by Harper R. Gray, formerly with Gunn & Langlois, Montreal.



FOR QUALITY
George Kemp, Limited
LONDON. ENGLAND

\$\$\$

in these dainty lines

Do not miss
YOUR
SHARE

STOCK
NOW

BISCUITS

Stars
Rainbow
Cinderella
Cocoanut Fingers
Currant Wafer
Chocolate Shortbread
Highland Shortbread

EXPORT AGENTS:

H. Collings & Co.,
16, Philpot Lane, - London, E.C.
ENGLAND

Nation's Celebrated
CUSTARD POWDER
THE BIG 5c. PACKAGE

Just the thing
WHEN EGGS ARE SCARCE

We stock it. Write.
W. H. ESCOTT
Broker

Winnipeg, - - Man.

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

To Have

your trade will be
our reward after a
trial of ANCHOR
BRAND FLOUR

and

the longer you use
it the more easy
your trade will be

To Hold

**ANCHOR BRAND
FLOUR**



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

The GRAY, YOUNG & SPARLING CO., Limited

**SALT
MANUFACTURERS**

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

WINGHAM ESTABLISHED 1871

SUCHARD'S COCOA

This is the season to push SUCHARD'S CO-
COA. 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.

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

WHITE SWAN
100%
PERFUMED - POWDERED
LYE
BEST PROFIT MAKER FOR YOU
BEST VALUE FOR YOUR
CUSTOMERS

Quality Always Wins!

That "Gillett's Goods" are the best is the general verdict of the housekeepers of Canada. They have stood the test of time—the true test of quality.

Only the purest ingredients are used in the manufacture of

Magic Baking Powder

Gillett's Perfumed Lye

Gillett's Cream Tartar

Royal Yeast Cakes

Etc.



ESTABLISHED 1852.

Food products that are produced in clean factories are best.

Clark's Corned Beef

saves the housekeeper at least 25%
over uncooked Butcher's meat.

Your thrifty customers will thank
you for showing them the advan-
tages of buying CLARK'S MEATS
when butcher's meat is so very dear.

For quality CLARK'S CORNED
BEEF is not excelled.

Wm. Clark Montreal

Manufacturer of high-grade
—Food Specialties—

Canadian made Licorice
Yes BRAND
All Druggists.



Manufactured
by
NATIONAL LICORICE Co.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and
profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

**Send
To-day**

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington
St. E., Toronto
PROVINCE OF QUEBEC and MARITIME
PROVINCES, W. H. Dunn, 394 St.
Paul St., Montreal
MANITOBA, E. W. Ashley, 123 Bannatyne
Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay
& Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse
Calgary and Edmonton

An English Idea of the Canadian Bacon Situation

Provision Dealer in Bradford, England, Understands that Canada Exports to the United States—Advises Canada to Take the Place Vacated by the United States in Supplying the English Demand.

James Isitt, of Geo. Isitt & Sons, provision dealers, Bradford, England, has a few wrong ideas with regard to the hog and bacon situation in Canada. He writes as follows to "Canada":

"It occurs to me that the following information with regard to the bacon supply in England, might interest your Canadian readers, and might also be the means of my gaining some idea of the prospects of the supply from Canada for the coming year.

"You will, no doubt, be aware that there has been practically a famine in pigs in this country, during last year, and prices have ruled higher than they have done for the last forty years. This has been caused, not only by a great shortage of pigs on this side, but more especially by the short supply from the United States, owing to the high price of feeding stuff, maize, etc., and to the fact that the increased population in the United States consumes more bacon. We are given to understand that there will never be the plentiful supply of bacon from the United States that there has been in former years.

"This means that, if we are to have cheaper bacon, we must look for another source of supply to take the United States place and, to my mind

it all points to Canada. But this year they have failed us badly; instead of increasing their exports they have actually shipped less, and in fact I know of one or two curing houses that have shut down and stopped supplies altogether. So that for the last six months there has been little or no Canadian bacon on the English market.

"We are given to understand that one reason for this is that they have been sending it over to the United States instead of to England. Is this so?

"There is no doubt whatever, that if Canadians would only turn their attention to pig raising they could take the place of United States in the supply for this country, especially if they would adopt the United States lines of cutting the bacon up into: square cut, shoulders, Yorkshire cut, Cumberland cut, sides, ribless bellies, short, and long cut hams.

"The question is, are they alive to the advantages, and will they follow it up on a large scale, for as I have said the prospect is most promising. We can never hope to produce anything like the quantity wanted in this country and the trade is fast passing into the hands of Denmark and Sweden as the butter trade has done."

No Bacon Goes to U. S.

From Mr. Isitt's letter it will be observed that he is not familiar with the situation on this side of the Atlantic.

No doubt there is a great shortage in the supply of hogs in the Old Country and in the United States, but the same applies to Canada. There does not appear to be much consolation in looking to Canada to replace the United States on the English market. The supply of hogs in Canada is not adequate. The result is, the prices to farmers have gone up so greatly during the last year or two, that packers cannot afford to purchase them and compete with the prices of Danish bacon in England. And again they cannot get the hogs because the Canadian farmers are not raising them. These are the reasons why Canada shipped less bacon to the English market in 1909 than she did in 1908 or 1907, as was shown by figures in last week's issue of The Grocer.

The reason given that it is because Canada is sending her bacon to the United States is without foundation. Canada scarcely exports a pound to the United States, while on the other hand government statistics show that a great deal of United States hog products come to Canada—not so much last year as in 1908, however.

Exporters of Canadian bacon to the Old Country do make the cuts referred to in the above letter.

The whole question now rests with the producers. If more hogs are raised, Canada will be in a better position to supply the demand referred to by Mr. Isitt.

DESICCATED COCONUT and COCONUT FAT

FINEST QUALITY MANUFACTURED

J. H. VAVASSEUR & CO., Ltd., CEYLON HOUSE,
15-16 AMERICA SQ., London, Eng.

Factories—Ceylon

Telegrams—Citronella, London

EVER SELL A HORSE OF FLOUR?

Many grocers in different parts of Canada are selling large numbers of these horses—also cows, pigs and other creatures in biscuit form. A very popular line which grocers can sell to all classes. Profit is good.

GET SAMPLES IF YOU HAVE NO STOCK

THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.

Christie reputation is a valuable asset

—TO MANY—
successful grocers

Consider the reputation
of the manufacturer whose
goods you handle!

What does it mean to you—not
theoretically, but in *actual cash*?

Is it good commercial sense to endanger *your*
business supremacy by handling lines your best
customers know to be second-rate?

Few people in Canada will dispute the superiority
of Christie Biscuits—certainly experienced grocers
will not.

Particular housewives all over the Dominion *know*
exactly what *Christie reputation* stands for.

They know it means scrupulous *cleanliness*, abso-
lute *purity*, high-grade and lasting *quality*.

And they *insist* on Christie biscuits because they
know positively that Christie biscuits are *the*
purest of all pure foods.

Why not let Christie reputation work for you in
building up a bigger and better business?

*N. B.—Christie Biscuits sell
more than biscuits.*

CHRISTIE, BROWN & CO., Ltd.

Don't look for trouble!

You, Mr. Grocer, have many little trade worries,
we know, but you will never have any biscuit
trouble with

“WHITE LILY” BRAND People's Fancy Biscuits

They are made of the purest materials, and in-
variably reach the retailer as crisp and as fresh
as they left our ovens. This biscuit retails at
12c., and leaves you a good margin of profit.
Put up in bulk, boxes and tins. Write for prices.

WE ALSO RECOMMEND—

WHITE LILY BRAND Cream Sodas
Havelock Lunch and
Cottage Mixed

J. A. MARVEN, Ltd., Moncton, N.B.

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
Biscuit
retails
3 lbs. for
25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL

Never had a can of milk returned to us yet

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

Write for prices

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

HERE IS A REAL BARGAIN

JUST RECEIVED INTO STORE

3500 BOXES "OREGON PRUNES" "ITALIAN"

40/50.....	25 lb. boxes.....	8c. lb.
50/60.....	" " "	7½c "
60/70.....	" " "	7c. "
70/80.....	" " "	6½c. "
80/90.....	" " "	6c. "
70/80.....	10 " "	75c. box.

These Prices Are Excessively Low. Give us Your Order Now.

Wholesale Grocers **L. CHAPUT, FILS & CIE.** Established in 1842.
2, 4, 6 and 8 De Bresoles St. - - - MONTREAL

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

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

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

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

Likelihood of Cereal Prices Making an Advance

Millers Busy on Small Margins—Flour Prices Firm With no Immediate Chance of a Decline — Wheat Being Purchased More Freely.

The millers are busy and begin to feel that the state of the markets warrant a higher price for flour. They had the idea that wheat would decline and with this expectation they worked on a narrow margin. Now, since they have abandoned the notion of lower wheat prices, they think they are entitled to better profits.

The situation on the whole has a wholesome outlook from a miller's standpoint. It is a settled matter that the exports from Argentine will be con- in export, so millers feel well satisfied a firmer feeling in the markets of the world.

With nothing to look for that can in any way seriously affect the prices until next summer, it is supposed that the market will move smoothly without much change for some time.

MONTREAL.

Flour—Local demand has been good of late, and there has been no decrease in export, so millers feel well satisfied with the market at present prices.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 20
Extra, bbl.....	4 80
Royal Household, bbl.....	5 80
Glenora, bbl.....	5 30
Manitoba spring wheat patents, bbl.....	5 30
" strong bakers, bbl.....	5 30
Five Roses, bbl.....	5 80
Harvest Queen, bbl.....	5 30

Oatmeal—A brisk export demand has been noted this week, and local sales have continued to be good. Prices are firm at last week's quotations, but no one would be surprised to see them higher in the near future.

Fine oatmeal, bags.....	2 62½
Standard oatmeal, bags.....	2 62½
Granulated ".....	2 62½
Golddust cornmeal, 98-lb. bags.....	2 10
Bolted cornmeal, 100-bags.....	1 85
Rolled oats, bags.....	2 40
barrels.....	5 05

TORONTO.

Flour—Millers are of the opinion that flour is up to stay, and are buying their wheat more freely. Even with the constant fluctuation in the wheat market, the local flour market is not likely to vary much for some time.

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

Cereals—The demand for these goods is uncommonly brisk, with prices looking upward. The millers are rushed and have orders for all they can make, and as their margins are small it is quite likely that prices will advance. It looks like sending 'Coal to Newcastle,' but it

is nevertheless a fact that rolled wheat is shipped by Toronto mills as far west as Calgary.

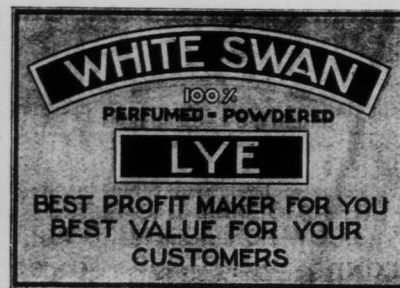
Rolled oats, small lots, 90 lb. sacks.....	2 40
" 25 bags to car lots.....	2 25
Rolled wheat, small lots, 100 lb. brls.....	3 10
" 25 brls. to car lots.....	2 80
Standard and granulated oatmeal, 68 lb. sacks.....	2 65

PARTNERSHIP FORMED.

A partnership has been formed in Montreal, between W. E. Forbes and J. A. Nadeau, who will do business as Forbes & Nadeau, brokers and commission merchants. Mr. Forbes has for several years past been manufacturing Bee Brand grocery specialties, and has been doing a commission business for several large manufacturers in Canada and abroad. Mr. Nadeau was on the staff of Watt, Scott & Goodacre during three years past, latterly as their special representative in Montreal City and Quebec. Before that time he was for nine years with Hudon & Orsali, wholesale grocers, leaving them when he had attained the position of a buyer. It is the intention of the new firm to continue manufacturing, as well as to do a general brokerage and commission business. Their office headquarters will be at 449 St. Paul Street.

CATALOGUES AND BOOKLETS.

The January issue of the Molassine World is a special Works Number, illustrating the immensity and modern construction of the new premises of the Molassine Co., Limited, Greenwich, Eng. The cover presents a view of the new building from the outside, while the inside pages contain numerous good half-tones reproducing photographs of different buildings, departments and arrangements responsible for the economical and expeditious transaction of the affairs of the firm. The usual number of special articles on horses, dogs, poultry and kindred subjects, and several interesting stories, with a humor department, make this number an attractive one. Andrew Watson, who is sole Canadian importer of Molassine meal and Molassine puppy cakes, is in a position to supply copies of the journal to bona fide inquirers.



The Trapping Season is now on!

Why not do a little Trade Trapping on your own account by featuring

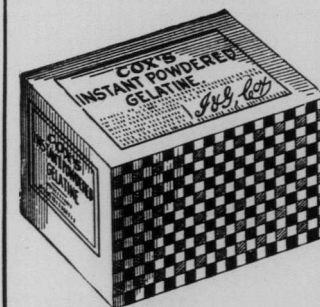
Mooney's "PERFECTION" Cream Crackers

the cracker that is just a little better than all the rest?

Think what it means to handle a cracker which always reaches you in a crisp, fresh condition, and then decide to feature

Mooney's "Perfection!"

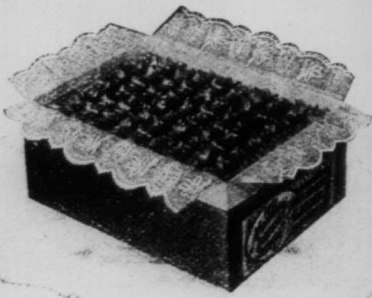
The Mooney Biscuit and Candy Co. LIMITED STRATFORD, CAN.



COX'S, GELATINE
The Leading Gelatine for more than Sixty Years Foremost in Purity and Manufactured by Messrs. Cox as well as PACKED by them.

PURITY GUARANTEED

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



STERLING, ON SILVER, SIGNIFIES SOUND WORTH, MERIT. IT IS THE MAKER'S GUARANTEE TO THE PURCHASER THAT THE PIECE BEARING THE MAGIC WORD IS THE "REAL THING."

In like manner certain well-known brands distinguish quality goods from "Nearly as Good" imitations.

The Sterling Bordeaux Chocolate is the famous

"CHOCOLATE BORDO"

(Registered)

for over 25 years the leader. It is different in that it ever possesses that uniform excellence which gave it reputation early, making it alike the favorite of consumer and dealer.

The Montreal Biscuit Company

Manufacturing Confectioners

MONTREAL

TRUMILK MILKSTOCK

A full-creamed Milk in soluble powder form.

A separated Milk in soluble powder form.

These products are unequalled in quality by any other milk, whether in powder or condensed form. Pure, healthful, digestible, convenient. Guaranteed free from preservatives or adulteration. Dissolve easily in cold water and make perfect liquid milk.

MADE IN CANADA

Canadian Milk Products, Limited

Head Office: TORONTO.

Plant: BROWNSVILLE, ONT.

THE Beverage for ALL Weathers

Epps's Cocoa

A Cup of "Epps's" at breakfast **Warms** and **Sustains** you for hours. As a supper beverage it is perfect.

Grateful

Comforting

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax.

Manitoba: BUCHANAN & CORDON, Winnipeg.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

FEATHERS WANTED

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

WRITE TO

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

Mr. Merchant,

Are you handling

Royal Purple Stock and Poultry Specifics

the largest advertised goods of this nature on the market? If not, write us for price list and our plan of advertising to bring you direct results.

The W. A. Jenkins Mfg. Co.,
LONDON : : : ONT.

SALT

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.

TORONTO SALT WORKS, 128 Adelaide St. E., Toronto
G. J. CLIFF, Manager.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

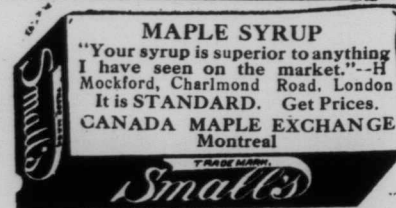
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

MAPLE SYRUP

"Your syrup is superior to anything I have seen on the market."—H. Mockford, Charlmond Road, London
It is STANDARD. Get Prices.

CANADA MAPLE EXCHANGE
Montreal



Seldom See

a big knee like this, but your horse may have a bunch or bruise on his Ankle, Hock, Stifle, Knee or Throat.

ABSORBINE

will clean them off without laying the horse up. No blister, no hair gone. \$2.00 per bottle, deliv'd. Book 8 D free. ABSORBINE, J.R.L., for mankind, \$1. Removes Painful Swellings, Enlarged Glands, Gout, Wens, Bruises, Varicose Veins, Varicosities, Old Sores, Allays Pain. Book free. W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass. LYMAN'S Ltd., Montreal, Canadian Agents.



BETWEEN you and me
and the bedpost,
Brother Grocer, who

really was the Wiseheimer that said:

"*Nothing great was ever done without En-
thusiasm?*" ¶ Introduce me. I want to shake

hands. ¶ I've been thinking about it pretty hard
these days and *re-discovered* that self-same fact *anew*.

¶ But bide a wee, who is it makes *most* sales in YOUR
shop? Isn't it the fellow who's so chuck full of *Enthus-*
iasm that it fairly *oozes* out of his hide? ¶ Enthusiasm, you

know, is just *real Faith*, Belief in what *you* sell. Then it's so
contagious, Brother Grocer. ¶ Customers don't get away from

Thomas until he's through with his spiel, and when *he's* through *so is*
the desire to buy elsewhere. ¶ But take away *his* faith in your goods,

what's left, Brother Grocer? Just Thomas, plain Thomas, and a glum-
looking Thomas is he. Just an "ornery" every-day *order-taker*, NOT a *sales-*
man, goodness no.

FIVE ROSES FLOUR

Plus Quality, what does Thomas find in FIVE ROSES flour? Red hot
Enthusiasm—Faith, Belief. ¶ He'll make *twice* as many sales. With
less labor and time lost. ¶ For, Brother Grocer, every new con-
vert on her *return trip* gives him *new* talking points, new success
hints. He's *forearmed*, re-stocked with *fresh* "ginger" to tackle
Mrs. Next One. ¶ Don't let his enthusiasm grow cold—feed
it with *good* flour—keep it at blood-heat. ¶ For Bigger
Business, Brother Grocer, here's a *tested* recipe: FIVE
ROSES flour *first* of all, of course; a live salesman
not too fresh, salary to suit, add a pinch of the
aforesaid Enthusiasm, stir gently, set in a warm
place to increase sales. When desired volume
is attained, pocket the profits and *invite*
your enemy's customers. ¶ Why, Brother
Grocer, it's an insult to *your* intelli-
gence to point the moral.

—E.M.E.

LAKE OF THE WOODS
MILLING COMPANY

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

The Relation of Advertising to the Traveler

Gives Him a Vantage Ground and Arms Him With Convincing Arguments—Its Operation on the Mind of the Merchant—Advertising Co-operation makes Work of the Traveler Lighter.

By J. Walter Thompson, President of J. Walter Thompson Company, New York.

The easiest way in which to realize the relationship of advertising to the work of the commercial traveler is mentally to eliminate the advertising and decide whether the traveler is a gainer or a loser thereby.

At one stride we go back to the days of the bagman and the bellman; the bagman driving his gig from town to town, and the bellman lugubriously reading at street corner and market cross the announcement of some local merchant.

It is only when we suggest the elimination of advertising that we realize to how great an extent advertising is news, that it is full of human interest, a running record of human progress, a chronicle of the ramifications of civilization. So essential is advertising to the comfort, welfare and progress of the people at large that were it possible that all magazines and periodicals should unite to discontinue the printing of advertisements, it would become absolutely necessary to print magazines that were all advertising, and such magazines would be even more eagerly bought by the general public than the periodicals devoted to pure literature.

It is because people read advertisements and are influenced by them that they bear an important relation to the work of the commercial traveler. The purpose of advertising is to create a demand for the wares advertised. The work of the salesman is to supply the merchant with the wares to meet the demand created. In as far as advertising accomplishes its purpose and creates a demand for advertised articles, in so far will the work of the salesman be anticipated, and his orders increased.

General advertising introduces an article to the public, familiarizes people with its qualities, explains its merits and gradually educates the consumer to a desire for the article advertised. Without this preliminary work the merchant handling the goods would have to do the educating, and as he himself would have to be taught, the work of salesmanship would be vastly increased and the amount of sales greatly lessened.

These conditions are so well understood that many merchants prepare a prospectus of their advertising campaign, have proof-sheets made of the series of advertisements which they intend to use, showing size of space, style of type, character of argument, etc. With this in hand the commercial traveler calls on the retailer and finds it easy to convince him that he can afford to buy a good bill of the goods, which are so effectively advertised in magazines and periodicals that are read by his customers in common with the rest of the reading population.

Take a concrete example of the dependence of salesmanship upon advertising: The Prudential Insurance Company of America has by advertising so familiarized the entire population of the United States with its strength and

reliability that it would be practically impossible to name life insurance without thinking of the Prudential. Suppose all this advertising were withdrawn; suppose that all the influence of past advertising could be wiped out; what would be the effect on the business of the Company's salesmen or agents? It would practically put them out of business. It would close the offices of all the more important agents. It would necessitate a new beginning on an entirely new basis for company and salesmen alike.

In all cases advertising is just as much an essential factor in salesmanship as in the case cited. The relationship may not be so strikingly apparent, but it exists, and the mere discontinuance of advertising in the present, without losing the benefit of the advertising momentum of the past, would be soon apparent in a rapid falling off of sales, no matter how skilled and successful the salesmen employed to push the goods.

There is another phase of this relation of advertising to the commercial traveler—it protects him from what may be termed piratical competition. The advertising of a trade-marked article makes it impossible that a salesman with a similar article, unadvertised, can make a sale for that article on any ordinary plea of quality or price. If he could prove his article to be "just as good," it would be minus the advertising, minus the popularized trade-mark, and therefore minus the patronage already created for the advertised article.

Advertising creates public confidence. Your advertiser has a local habitation and a name, he nails his colors to the mast, you know who he is and where to find him. The American public generally appreciates that big money can't be spent on advertising to catch one sucker to make one sale. Advertising to pay must make partisans, it must make steadfast customers, and to do

that the goods advertised must be in quality and quantity all they are represented or even more than that. This fact roots in the retailer's mind also. He is bound to reflect the mental attitude of the consumer, and that mental attitude recognizes that the man who sells well advertised goods has a claim on his time and attention that does not belong to the salesman who offers goods unadvertised, and leaves the burden of distribution entirely with the merchant who buys the goods.

The relation of advertising to the work of the commercial traveler is therefore most intimate and valuable. It gives him a vantage ground, it arms him with convincing arguments, it operates beforehand on the mind of the merchant which he must influence and convince before he can hope to sell a bill of goods. Without this assistance his work must be increased, and his sales would be inevitably lighter and fewer than they are with advertising co-operation.

Tell Your Customers That :

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

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

CLAY PIPES

A perfect article. Sell it
Insist upon having McDougall's.

D. McDOUGALL & CO., Glasgow, Scot.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



After the Holidays

you may find trade a bit slack!
Why not start a Tobacco Department and
feature the

7-20-4

CIGAR

It is a popular smoke that sells readily
and leaves you a good margin of profit.

Write for prices

—♦—
Sherbrooke Cigar Co.
SHERBROOKE
QUEBEC

Washing Day

loses half its terrors when

CRYSTAL SOAP CHIPS

or

WONDERFUL SOAP

help to lighten the housewife's burden,
and she will have these soaps and no
others when once she has tried them.

They are honest soaps, such as
you like to handle, and they perform
all we say:—

*They whiten clothes and they
save time and labour.*

Are you stocking them? They yield
handsome returns.

Let us send you quotations.

THE GUELPH SOAP COMPANY
GUELPH ONTARIO

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

IF NOT, WHY NOT ?

“Tuckett's Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

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

Trouble Over Auctioning Apples in Montreal

Retailers Losing Trade—Many Apples on the Toronto Market
—New Vegetables Coming on the Market—Firm Fish Prices,
With Good Lenten Demand in Sight.

MONTREAL.

Green Fruits—A large shipment of Messina bitter oranges has arrived, and they show first-class quality. As to apples, dealers say some change will have to be made in the present auction rules. Lots of one to five barrels can be bought, and are bought, direct by consumers, thus cutting off many sales from the dealers. The remedy suggested was increasing the minimum quantity purchasable until it is more than a consumer cares to take. In general the market is dull.

Apples—	Grapes, Almeria,
Baldwins, bbl. 4 00	per keg 5 50
Greenings, bbl. 4 00	Kumquats, qt. 0 25
Russets 4 50	Lemons—
Kings, No. 1 5 00	Verdills, box 3 25
Spics, per bbl. 5 00	Maoria, box 3 25
Fancuse, bbl. 4 00	Limes, per box 1 50
Mackintosh reds. 5 00	Messina bitters. 2 50 3 00
" No. 2 4 50	Oranges—
Tallman Sweets 2 50	Late Valencias. 5 20
Wealthys, 1, bbl. 4 50	Floridas 4 50
" 2, bbl. 4 00	California navels 3 00 3 50
Bananas crated,	Porto Ricos 2 50
bunch 1 50 2 00	Mexicans 2 40
Cranberries, bbl. 7 50 9 50	Jamaica, crate 4 10
Cocanuts, bags. 4 25	Pineapples—
Grape fruit—	Floridas, box 4 00
Florida 4 50	Strawberries 0 70
Jamaica 3 50 4 00	Florida, qt. 0 70
	Tangerines, strap 5 75

Vegetables—Changeable weather has had a lot to do with the present dull state of the market. Dealers admit it is much worse in this respect than last year. Stocks are being allowed to run low. Prices are unchanged, but show signs of weakness.

Beets, bag 0 50 0 60	Spanish, cases
Brussels sprouts,	150 lbs. 2 75
per qt. 0 23	Spanish, 1/2 cases 1 65
Carrots, bag 0 50 0 60	50 lbs. 0 90 1 00
Cabbage, bbl. 1 00 1 25	Potatoes—
Celery	Montreal, bag. 0 65 0 75
Canadian, doz. 0 75 0 90	Sweet, per bbl. 2 50 3 50
California, crate. 5 50	" basket. 2 00
Cauliflowers, doz. 1 50 4 50	Parsley, dozen. 0 40 0 90
Cucumbers—	Parsnips, bag. 0 90 1 00
Boston, doz. 1 00 2 00	Rhubarb, doz. 1 25
Garlic, per lb. 0 17 1/2	Spinach, bbl. 4 00
Green Peppers,	Tomatoes—
basket 0 75	Floridas, crate 5 50
Lettuce—	Cubans, crate 4 00
Curly, box 1 60	Hot-house, lb. 0 35
Boston 1 50 2 00	Turnips, bag. 0 40 0 75
Onions—	" Quebec,
Red, per bag 1 00	per ton. 7 50 9 00

Fish—Trade is active and prices are advancing. The prospect of a movement in sympathy with the United States anti-beef eaters has stimulated the market and put fish in the public eye as a food necessity more than ever. When some lines of good fish can be sold wholesale at 2c and 3c per lb., it is no wonder that the demand should increase considerably. Lent is close at hand, so the market must show substantial advances in all lines. The first car of Newfoundland herring is on the market, and show 55 lbs. per 100 fish. If the weather remains cold Tommy cods will come down from spawning and lower prices in this line will result. There is the usual demand for salt fish at this season, at firm but unchanged prices.

FRESH

Market cod, lb. 0 05	Haddock, lb. 0 06
Steak cod, per lb. 0 06	

FROZEN

Dore, winter caught,	Pike, headless and
per lb. 0 08	dressed. 0 07
Flounders 0 08	Pike, round 0 06
Haddock 0 04 0 05	Steak cod, per lb. 0 05
Halibut, per lb. 0 09 0 10	Salmon, B.C., red, lb 0 10
Herring, per 100. 1 75	Salmon, Gaspe. 0 18
Herring, large. 2 25	Salmon, Qualla, lb. 0 07 1/2
Lake trout. 0 08 1/2	Smelts, 10 lb. boxes. 0 11
Mackerel 0 10	Tom cods, per bbl. 2 50
Market cod 0 04	Whitefish, large, lb. 0 10
	Whitefish small, lb. 0 06

SALTED AND PICKLED

Green cod, No. 1 med-	No. 1 mackerel, brls. 19 00
ium, per brl. 7 00	Salmon, B.C. 1/2 bbls. 8 00
Green cod, small, brl. 5 50	" " bbls., red 15 50
Green cod, large, brl. 7 50	" " " pink. 14 00
Labrador herring, bbl 5 25	" " Labrador, bbl 18 00
" 1/2 bbl 3 00	" " " trcs.,
Labrador sea trout,	300 lb. 25 00
bbls. 12 00	Salt eels, per lb. 0 08
Labrador sea trout,	Salt sardines, 20 lb. pl 1 00
half bbls. 6 50	Sardines, Quebec, bbl 5 50
No. 1 mackerel, pair. 2 25	" " 1/2 bbls. 10 00
" " 1/2 bbls. 10 00	

SMOKED

Bloaters, large, per box. 1 10
Haddies, 15 lb. bxs., per lb. 0 07
Herring, new smoked, per box. 0 13
Herring, boneless, per lb. 0 10
Kipperd herring, per box. 1 20
Kipperd herring, imported. 1 10
Smoked salmon, sugar cured, per lb. 0 25

SHELL FISH

Lobsters, live, per lb. 0 16
Lobsters, cooked. 0 18
Oysters, choice, bulk, Imp. gal. 1 30
" " Sealshipt, standards, Imp. gal. 1 75
" " select 2 00
" shell, per bbl 7 00 10 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5 1/2, 6, 8, 9 & 10c. per lb. 6 00
Dry cod in bundles, per bundle 5 50
Skinless cod, 100 lb. case. 1 80
Shredded cod, per box. 1 80

TORONTO.

Green Fruit—On account of the mild weather and good roads the farmers are driving in long distances with produce of all kinds, and scarcely one arrives without several barrels of apples. This has filled the market, and good winter apples are selling at \$2 a barrel. More frozen oranges are on the market, but this trouble will soon be over.

Apples 1 50 4 00	Oranges—
Bananas 2 00 2 25	California navels 2 00 3 00
Cranberries, bbl 8 00 8 50	Floridas 2 50 2 75
Grapes, Almeria	Mexican 2 00 2 25
per keg. 6 00 6 50	Marmalade 5 00
Grape Fruit. 3 75 4 00	Pears, Canadian
Lemons—	basket. 0 75 1 00
Messina 2 25 2 75	Pineapples, case 3 75 4 00

Vegetables—The vegetable market is quiet. Although almost everything in the vegetable line is representative, there is no special rush in anything. Potatoes have stood at the same mark for some time, with nothing to move them in sight. California celery is plentiful. Hot-house rhubarb looks summer-like. New potatoes at \$8.50 a barrel have the appearance of having made a mistake in coming here at this season of the year to compete with ours at 65c a bag.

Beets, bag 0 70	Valencias, new,
Beets, new, doz. 1 00	crate 2 75 3 00
Cabbage, Cana-	Spanish 2 50 2 75
dian, dozen. 0 35 0 40	Green, per doz. 0 50 0 60
Cabbage, Can.,	Spanish, 1/2 cases. 1 50
per barrel. 1 35	Parsnips, bag. 0 85 0 90
Carrots, bag. 0 65 0 75	Potatoes—
Carrots, new, dz. 1 25	Canadian, bag. 0 60 0 65
Celery, Cana-	Bermuda, new,
dian, dozen. 0 30 0 35	per barrel. 8 50
Celery, Cal., per	" barrel. 1 25 1 50
case. 5 00 5 50	Sweet, hamper. 3 50
Cucumbers, doz. 1 75	Radishes, doz. 0 85 0 40
Lettuce, hamper. 2 50	Rhubarb, doz. 1 50
Lettuce, per doz. 0 30	Spinach, hamper. 1 10
Onions—	Tomatoes, hot
Canadian, bag. 1 00 1 25	house, lb. 0 25
	Turnips, bag. 0 40

California Oranges Florida Oranges Valencia Oranges Marmalade Oranges

Florida and Jamaica Grapefruit, Messina Lemons, California Celery, Cranberries, Almeria Grapes, Nuts, Figs, Dates, etc.

McWILLIAM

Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO

Any Old Time

you start debating with yourself as to why St. Nicholas and Home Guard Lemons cost more than other brands, just look a box of St. Nicholas in the face and you crack the nut—they're worth more, that's why they cost more.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Fish—Just before Lent the fish trade usually falls off, but this year, whether it is owing to the meat abstainers or not, the demand keeps brisk, and prices remain unchanged.

LAKE FISH (FROZEN)	
Goldeyes.....	0 05½
Herring, Lake Erie.....	0 06
" Lake Superior.....	0 05½
" Lake Ontario.....	0 04
Pickrel, blue.....	0 05½
Pickrel yellow.....	0 09
Pike.....	0 06
Trout.....	0 12
Whitefish.....	0 10
OCEAN FISH (FROZEN)	
Steak Cod.....	0 07
Halibut.....	0 10
Haddock.....	0 06½
Herring, per 100.....	3 00
Mackerel, each.....	0 20
Salmon, pink, per lb.....	0 09
" red.....	0 10
" sea dressed.....	0 13
Smelts, No. 1.....	0 11
" extra.....	0 15
Shrimps, per gal.....	1 15
SMOKED, BONELESS AND PICKLED FISH.	
Acadia, per crate.....	2 40
tablets, box.....	1 60
Bloaters, per basket.....	1 00
Codfish, shredded, box.....	1 80
" Bluenose, ".....	1 40
Cod steak, per lb.....	0 07
Cod, Imperial, per lb.....	0 05
Ciscoes, per basket.....	1 25
Haddie, Finnan.....	0 08
Herrings, Labrador, half barrels.....	2 90
Herrings, Digby, bundle.....	0 60
Herrings, Imported.....	
Loch Fyne, per kit.....	1 10
Kippers, per box.....	1 25
Quail on toast, per lb.....	0 05½
Trout, pickled, 100 lb. barrels.....	6 00
SHELL FISH.	
Oysters, standards, per gal.....	1 65
Oysters, selects, per gal.....	1 85
Oysters, extra selects.....	2 00

BIG SALMON CONSUMERS.

British Market Takes a Lot From Western Coast of North America—Imports in Recent Years.

Henry W. Peabody & Co., London, Eng., in their annual report of the salmon market in Great Britain for the year 1909, give some interesting information. The year opened with a carry-over of about 80,000 cases of ½-lb. flats and with a light stock of 1-lb. flats and 1-lb. tall.

A clause in the report reads:—British Columbia packers seem to have lost sight of the fact that if they refused to sell they were in danger of allowing the Puget Sound packers to unload a large quantity of their salmon on this market, and it certainly was unfortunate for British Columbia that, when sales were being made fairly freely at \$5.75 for tall, \$6 for flats, and \$7.35 for ½ flats, the Puget Sound packers should offer a large quantity of their output at prices considerably below the English equivalent to the British Columbia prices. In some cases these prices were not actually lower in currency, but the Puget Sound packers figured on a discount of 1½ per cent., and a commission of 5 per cent., together with a draw-

Lent Begins February 9th

The present boycott on meat means increased fish business.
No cheaper meat food than fish.

Fresh Frozen Sea Herrings, Smelts, Halibut, Salmon, White Fish, Mackerel, Pickrel, Flounders, Tom Cods, Pickled Fish in 1-2 bbls., Herrings, Trout and White Bloaters, Haddies, Kippers, etc.

A FULL STOCK OF HIGHEST-QUALITY GOODS

WHITE & CO., Limited

FRUIT AND FISH DEALERS

Phone Main 6565

Toronto and Hamilton

Fresh Arrivals

THIS WEEK

TWO FANCY NAVELS ALL SIZES

ONE CAR

**Fancy Bananas, Lemons
Cranberries, Almeria Grapes, etc.**

Phone or mail your orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

Regular arrivals of FLORIDA ORANGES are bearing out the statement that they are the finest Oranges. Do not be misled into the belief that Floridas are otherwise. You can without the slightest hesitation recommend them to your customers and your customers will surely ask again for them. They are Heavy—Juicy—Fine Flavor. We are exercising every care in selecting and packing. When ordering Oranges and Grapefruit see that you receive our pack.

FLORIDA CITRUS EXCHANGE

W. B. STRINGER, Toronto

District Manager,

back on tin plate, none of which are calculated in British Columbia. A certain quantity of late run has been packed this year, of which reports as to quality vary considerably. It appears, however, that the quantity packed from the 15th to 20th September was satisfactory in quality, while that which was packed after that date is most undesirable.

The following is a statement showing the imports of salmon into England during the past 14 years:

1896	932,226
1897	1,119,093
1898	1,314,985
1899	926,935
1900	1,032,155
1901	1,003,511
1902	1,734,567
1903	907,076
1904	989,063
1905	792,550
1906	1,233,019
1907	501,506
1908	677,442
1909	823,376

TO DETECT FROSTED ORANGES.

**Frozen on the Tree and Become Puffy—
Cannot Tell From the Rind.**

There is considerable trouble in the orange trade, and the cause of it is interesting. Those who are buying oranges will find a great difference in flavor and richness in the quality, even in the same varieties. This is the result of "frosting fruit," but most people are under the impression that they were damaged by frost during transit, and are looking on the outside to see whether they are free from it. This is, however, not the trouble. This year they had frost where the oranges grow, and this has the effect of driving the juice from the oranges back into the tree, which makes them light, puffy, and undesirable. As the grocers themselves are not able to pick

out all that were touched, some damaged fruit gets mixed more or less with that which is supposed to be uninjured. Wholesale houses, however, are careful, and are doing their best to give the retailers good fruit, and in a short time the trouble will disappear.

TRADE NOTES.

The Montreal Industrial Co-operative Co., Montreal, has assigned to J. McD. Hains.

J. E. Little, who for some time was a salesman in the grocery department of the Wm. Beatty Company's store, Parry Sound, Ont., has been engaged by L. L. Barber, Essex, Ont., to manage his grocery department.

Hagerman & Baird, general merchants, of Hartland, N. B., have dissolved partnership. Frank Hagerman retiring. A new partnership has been formed by Woodford C. Craig and Arthur L. Baird, under the name of Baird & Craig, to carry on the business.

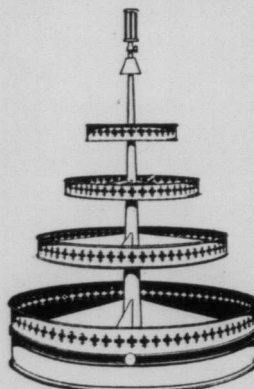
Harold N. Hill, Valleyfield, Que., and D. N. O'Byrne, Rockland, Ont., have gone out on the road for the Dominion Register Co., the former to the Eastern Townships, Quebec, and the latter to western Canada, with headquarters at Moose Jaw.

The last Appraisers' Bulletin, No. 374, issued by the Commissioner of Customs, Ottawa, refers to a tariff decision on "beef tongue, cooked, pressed, in form of blocks, wrapped in paper, and packed in wooden case," fixing the tariff at 17½ per cent. British preferential, and 27½ per cent. general tariff.

Robert Christie, an old country Scotchman, who came to Canada about a year ago with a view to locating a fish-curing factory in a centre where fish are readily procured, has now in operation a factory, wherein Canadian fish are being cured by the Scotch method, which is unique. Although the firm recently suffered considerable loss by fire, they are now in shape again.

Visitors to New Brunswick for some time back, writes the St. John correspondent, have been predicting that the east would experience a boom as a result of the increasing population of the west, inasmuch as the east would be the manufacturing portion of the Dominion, while the west would be the granary. This prediction seems to be working out for factories in New Brunswick and Nova Scotia have been steadily increasing their market in the west, until now the business has grown to respectable proportions.

**Vegetable
Display
Stands**



They keep green truck fresh, crisp and attractive. They prevent waste and increase sales and profits.

They are used by Retail Grocers and in markets where there are city water systems.

If you have no city water write us anyway, we have something interesting to show you.

Galesburg Cornice Works
93 Cox Street
Galesburg - Illinois



**THE NEW FLAVOR
MAPLEINE**

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

Butter Dishes

Oval Butter Dishes are made complete with one stroke of a knife. No seam or wire. They are the neatest thing in their line. Mail this to your dealer and get prices.

Graham Bros. & Co., Kinmount, Ont.

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

Write for Prices

W. A. LEARD

Summerside, P.E.I.

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE, Manager

Lemon Bros.

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

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

Cable Address: "Trestler."

ESTABLISHED 1865.

A. B. C. Code, 4th Ed.

M. TRESTER, Hamburg, Germany.

Old established Commission Agent for the sale of Evaporated Apples, Millfeed, Bran, Tallow, Hide* and all other Canadian Export Products.

CORRESPONDENCE WITH OFFERS F.O.B. SOLICITED.

To the Fruit Trade

One way of increasing your fruit trade and your profits is to keep your stock cleaned up. A dozen oranges left to dry out and spoil in the bottom of a box reduces the profits on a whole case. Fruit that doesn't move in a reasonable time is bound to deteriorate in value and will not do your fruit trade any good. Again, if you can double your sales you double your profits, and your stock is always fresh and clean. Its very appearance is an added incentive to your customers to buy.

Every orange and lemon packed in the "Sunkist" wrappers passes the most rigid inspection ever given fruit. Every piece must be well colored, juicy and full flavored. As we ship entire train

loads of fruit from California, we have the advantage over all traffic lines, thus bringing to you the best fruit of California in prime condition. "Sunkist" brand is fruit you can recommend, fruit your trade will appreciate, and you can build up a fresh fruit business that will make you more clean money than any other line of goods you handle. "Sunkist" on the wrappers of oranges and lemons means quality insurance.

We are taking special care with our Canadian shipments and believe every jobber can supply you with "Sunkist" oranges and lemons. If you have any trouble in having your order filled, we will be glad to hear from you.

CALIFORNIA FRUIT GROWERS' EXCHANGE

————— DISTRIBUTING POINTS: —————

TORONTO WINNIPEG MONTREAL CALGARY



We Have

**THE LARGEST
Fish House**

**THE LARGEST
Cold Storage
Capacity**

**THE LARGEST
Stock and
Variety**

**The Finest
Quality**

in the Dominion of Canada.

LENT COMMENCES

Feb. 9th

**5,000,000 lbs.
of FISH**

on hand for the Lenten trade. Mail, Telegraph or Phone your orders. Write for special quotations.

The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO

THE CANADIAN GROCER

FISH FOR LENT

Ash Wednesday is Only 4 Days Away!

ORDER IMMEDIATELY

FRESH

Cod
Haddock
Pike
Pickeral
Mackerel

FROZEN

Halibut
Salmon
Smelts
Whitefish
Herrings

SMOKED

Haddies
Filletts
Smelts
Kippers
Red Herrings

PREPARED

Boneless Cod
Skinless Cod
Boneless Fish
Green Cod
Dry Cod

PICKLED: Labrador Herring, Labrador Salmon, B.C. Salmon, Sea Trout, Mackerel
Frozen Sea Herrings **Bulk and Sealshipt Oysters**

Our Lenten Price List will interest you. Send for it.

LARGEST FISH AND OYSTER WAREHOUSE IN CANADA

BRANCHES:
Montreal
St. John
Grand River
Gaspé

LEONARD BROS.

20 to 26 Youville Square (Near Customs House) Montreal

P. O. Box 639

4 Long
Distance
Telephones

Nova Scotia Haddies are good
New Brunswick Haddies are good
Portland Haddies are good

We know because we handle them all, but
the best Haddies known are the

Wachusett Haddies

packed by Freeman & Cobb of Boston, Mass.
Why? Because only fat, plump and perfectly
fresh fish are selected before going to the
smoke house; because they are smoked by a
professional; because they are so cleanly and
carefully put up; because they possess a
flavor which always pleases.

We are sole agents for Canada. For prices,
ask for our booklet, last edition.

D. HATTON CO.

Montreal

YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of
every sale.

You also without doubt want to make
more sales to your trade.

And probably you would not mind getting a
nice slice of somebody else's trade.

The question always is, how to get more
good customers without such expense as
will eat up all
the profits.

The answer is: be-
come a SEALSHIPT
AGENT.

Write us to-day
and we will tell you
how it's done.



The Sealshipt
Oyster System,
SOUTH NORWALK, Inc.
Connecticut.

Concerning the Retail Salesman and His Work

Advice of a St. John, N. B., Salesman on Giving the Shelf its Proper Deserts—Old Goods Should be Brought Forward—Keep Shelves Replenished—The Results of Indifference.

By W. E. Hopper.

In conversation with a grocery salesman in a St. John, N.B., store recently, he referred to the importance of keeping the shelves well stocked at all times. "I had that drilled into me more than anything else in the first few years I was in the business," he said. "It would quite often happen that a customer would come in for a tin or a package of something, and the proprietor, on going to get it, would find there was none on the shelves, though we would have plenty in the stockroom.

"You can't expect to sell goods in the cellar or upstairs," he would say. "You must keep them where people can see them." I soon come to see that he was right, and if you look over our shelves any time now you will find them well stocked.

"In opening up new goods we invariably pile them at the back of the shelves so that the older stock will be sold first, and when a tin, package or bottle is taken out, we pull another one from the back so that the shelves always look uniformly neat and full."

This implied advice of the retail salesman is worth while considering. Sales-

men in the store have a hundred and one things to look after, and if they do their duties faithfully they will be successful merchants.

Is a Common Trouble.

Ask a merchant what is the chief complaint he has against his salesmen and he usually refers to their lack of interest in watching the goods on the shelves—seeing that the shelves are well stocked and in placing new goods to the rear in order that the old may be sold off first. Many salesmen have, of course, realized the necessity of attending to this, but there are others—the disinterested sort—who apparently do not seem to try to take the advice. Even some merchants themselves become indifferent, and indifference is certainly contagious. It not only spreads to employes, but when once it masters the merchant or salesman in one thing it soon begins to take effect on other things as well.

Thus, if the salesman neglects the shelf, he will soon neglect the floor, the fittings and the bookkeeping.

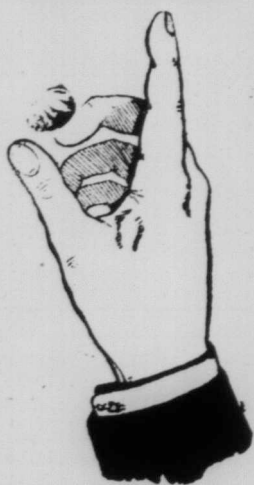
The care of the shelf is important, because it either makes or loses money. If

it is properly attended to, replenished at the proper time, old goods sold first, it is sure to be an asset. On the other hand, if a customer has to wait while a salesman runs down cellar for a can of beans or a bottle of preserves, that customer will not form a favorable impression towards that store. Neither will she, if she purchases a stale package of tea that has been shoved to the back of the shelf every time a new stock was laid in during the six months previous.

Store salesmen should make it a point to see that the shelf gets its deserved attention, for much depends on it—much that possibly cannot be directly traceable to it, but nevertheless exists.

ROBBERS TWO DAYS LATE.

A daring robbery was perpetrated on the five drivers of Rutherford & Marshall, produce wholesalers, at the barns of that company, on Pembroke Street, Toronto, on Thursday morning last. The drivers go down to the barns at intervals of about twenty minutes apart, and as each man entered the barn he was held up by two masked men, armed with revolvers, relieved of his money, bound and tossed into the hay mow. The employes did not usually hand in the firm's money at night, but in the morning, when they came to work. One man lost \$160, and altogether the robbers got \$200—\$50 belonging to the men and \$150 to the company. Had the hold-up taken place on Tuesday morning some \$1,500 would have been obtained.



The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

BRUNSWICK BRAND

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

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

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

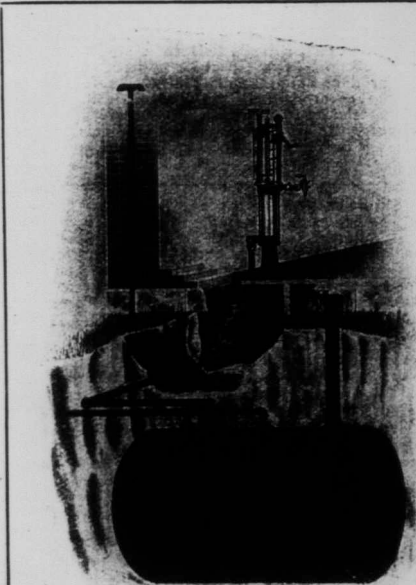


If Interested in Modern Grocery Equipment write for Our Illustrated Catalogue.

The Walker Bin & Store Fixture Co., Ltd.
Berlin, - - Ontario

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WILL IT PAY?

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

ECONOMY.

A device is economical if

- It adds cleanliness.
- It is a convenience.
- It makes labor lighter.
- It makes labor more efficient.
- It reduces the labor item.
- It saves time.
- It adds safety.
- It adds neatness.
- It helps the appearance.

IT SAVES MONEY.

Considered from these standpoints the

BOWSER

Self-Measuring Oil System is the greatest economy.

The question is not "Can I afford it?" because it will pay for itself with money that was before wasted. It's simply up to you to investigate. The merchant who tries to see how much he can really get by adopting modern methods is the one who pulls the largest trade.

WRITE FOR BULLETIN 5.

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

WARNING!

Your profits are in danger, Mr. Grocer, unless your credit customers pay up. And you can't jump on them "rough shod," because that will drive them away entirely. The safe way is to use.

Allison COUPON BOOKS

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

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.
Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.

Classified Advertising

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months.....	17 00
" " " " 3 months.....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months.....	10 00
25 " " " " 1 year.....	10 00

AGENCIES WANTED.

A WHOLESALE FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (9p)

WANTED—To secure connection with a first-class cheese and also creamery butter factory situated in western Ontario. Apply to 309 N. Vickers St., Fort William, Ont.

ADDING MACHINE.

ELLIOTT-FISHER Standard Writing-Adding Machines makes toll easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and Room 314, Stair Building, Toronto.

AGENT WANTED.

AGENTS WANTED IN CANADA by Manchester Manufacturer of Bottled Jams. An attractive line that should sell well. Address—Duerr & Sons, Old Trafford, Manchester. (tf)

BUSINESS OPPORTUNITY.

GROCERY BUSINESS FOR SALE IN TOWN of Berlin. Splendid location. Stock and fixtures \$2,000. Annual business \$12,000. Good reasons for selling. Box 331, CANADIAN GROCER, Toronto. (6)

WANTED—Good established grocery or general business in live city or town in western Ontario. S. G. Read & Son, Limited, Brantford, Ont. (6)

YOUNG MAN, 21 years, with four years' business experience, wants experienced partner to go into the jobbing business. Would invest in and look after office end of business. Box 332, CANADIAN GROCER, Toronto. (8p)

COUNTER CHECK BOOKS.

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

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor Ont. (13p)

SITUATIONS VACANT.

GREAT OPPORTUNITY FOR SALESMAN visiting the drug or grocery trade in and west of Winnipeg. Firm established on eastern market several years wants salesman who can invest \$300. All profits from his territory will be turned over to him until his investment is paid back. Commission and half the profits thereafter. Profits very large. L. C. M. Co., 506 Union Trust Building, Detroit, Mich.

SITUATIONS WANTED.

COMPETENT MALE GROCERY STENOGRAPHER (employed) wants position offering better opportunity for advancement. A worker. "Steno," care H. Hodgson, 11 Hartney Chambers, Vancouver, B.C. (6p)

MISCELLANEOUS.

A BOON TO EVERY GROCER—A perfectly reliable fountain pen is to be found in the Beumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thickness to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Company, Canadian Agents, Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

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.

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

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are Fire Insurance Experts. We can safeguard your interests, and procure the lowest rates. Mitchell & Ryerson, Confederation Life Bldg., Toronto.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Toronto. (tf)

FIREPROOF WINDOWS AND DOORS made strictly to the fire underwriters' requirements reduce your insurance rates and protect your building. We are experts in this line and guarantee you really fireproof goods and the maximum insurance allowance. Let us give you our figure. A. B. Ormsby, Limited, Sheet Metal Workers, Factories—Toronto, Winnipeg.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET the 1910 Canadian Almanac. Information on Customs Tariff; Bank Stocks; Foreign Exchange; Post Offices; Insurance; Assurance; Patents; Weights; Measures; Newspapers; Magazines; Succession Duties. Paper cover 50 cents; Cloth 75 cents. At all dealers or postpaid on receipt of price. Copp, Clark Co., Ltd., Dept. C., 68 Front St. West, Toronto.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

INSURE HEALTH by installing Pullman system of natural ventilation. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto; Board of Trade Building, Montreal. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Emp' res, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

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

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All candlepowers from sixteen up. Prices as low as 50 cents. Better write us TO-DAY. Sterling Electric Supply Co., Ltd., 369 Yonge St., Toronto, Ont.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

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

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writepress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quoin, one key, one oil can and one set of registers. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

REPRESENTATIVE WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

Diamond
1-lb. tins,
1-lb. tins,
1-lb. tins,
Cases
4-doz.....
3-doz.....
1-doz.....
3-doz.....
1-doz.....
3-doz.....



Strawberry
Raspberry
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1-lb. tin
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1-lb.



Occ
Cartoons
No. 1, 1-lb.
No. 1, 1-lb.
No. 2, 5-oz
No. 3, 2-lb
No. 10, 12-c
No. 10, 12-c



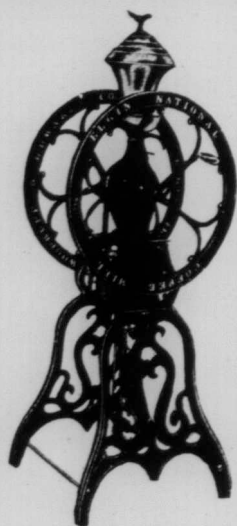
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ALWAYS RIGHT. SUN PASTE

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.



Five Essentials

- Simplicity
- Fast Grinding
- Durability
- Easy Adjustment
- Finish

ELGIN NATIONAL COFFEE MILLS

(40 STYLES)

These are high-grade, attractive looking mills, at a

LOW COST

Ask any of the following Jobbers for our Catalogue:
 WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
 VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
 HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glasco & Co.
 TORONTO—Eby, Blain, Ltd.
 LONDON—Gorman, Eckert & Co.
 ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
 REGINA, SASK.—Campbell Bros. & Wilson
 MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

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

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree.

Order from any wholesale grocer, and don't forget the name **CONCORD**.



LIST OF AGENTS:

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

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS LIMITED,**

BRAND **LIMEHOUSE, LONDON, E., ENG.**

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions. Canadian Agents: **ALFRED B. LAMBE & SON, TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

CURRANTS

We are proprietors of
"AFRODITE" brand, the best AMALIAS
 currant on the market.
"NARCISSUS," fine FILIATRA currants,
"NAUSICAA," fine FILIATRA cleaned
 currants
 and importers and distributors of
 highest grade PATRAS and VOSTIZZA
 currants.

We aim to give the trade the best grades
 of currants obtainable from season to season.
 We solicit the opportunity to quote on
 your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

- LAMBE & MacDOUGAL, London
- H. & A. B. LAMBE, Hamilton
- W. G. A. LAMBE & CO., Toronto
- H. D. MARSHALL, Ottawa
- ARTHUR P. TIPPET & CO., Montreal
- J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

Butter Tubs and Boxes

F.O.B. Factories at Manufacturers'
 Prices

CAR LOTS or SMALLS

Walter Woods & Co.
 Hamilton and Winnipeg

30-lb. wood pails..... Per lb. 0 06 1/2
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.



Assorted Case, Contains 4 dc \$3.60
 Assorted Case, Contains 2 doz. \$1.80
 Lemon (Straight) Contains 2 doz. \$1.80
 Orange (Straight) Contains 2 doz. \$1.80
 Raspberry (Straight) Contains 2 doz. \$1.80
 Strawberry (Straight) Contains 2 doz. \$1.80
 Chocolate (Straight) Contains 2 doz. \$1.80
 Cherry (Straight) Contains 2 doz. \$1.80
 Peach (Straight) Contains 2 doz. \$1.80
 Weight, 8 lbs. to case. Freight, rate, 3rd class

Soap

The GENUINE. Packed 100 Bars to case.



Prices—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more..... 4 25

WHITE SWAN SPICES
 AND CEREALS, LTD.

White Swan, 15
 flavors, 1 doz. in
 handsome counter
 carton, per doz., 90c.



List price.

"Shirriff's" (all
 flavors), per doz.
 Discounts on applica-
 tion.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD
 LARD COMPOUND.

Tierces.... \$0 13
 4-bbls. 0 13 1/2
 Tubs, 60 lbs. 0 13 1/2
 20-lb. Pails. 2 70
 20-lb. tins.. 2 60
 Cases 3-lb.. 0 14
 " 5-lb.. 0 13 1/2
 " 10-lb.. 0 13 1/2



F.O.B. Montreal.



GUNNS
 "EASI-FIRST"
 LARD
 COMPOUND.

Tierces.... 0 12 1/2
 Tubs..... 0 13
 20-lb. pails. 0 13 1/2
 20-lb. tins.. 0 12 1/2
 10-lb. " 0 13
 5-lb. " 0 13 1/2
 3-lb. " 0 13 1/2
 1-lb. cartons 14

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
 "Alome" pellets, 5-lb. cans, per can... 2 00
 Tar licorice and tolu wafers, 8-lb. cans,
 per can..... 2 00

Licorice lozenges, 1-lb. glass jars..... 1 75
 20 5-lb. cans..... 1 50
 "Purity" licorice, 10 sticks..... 1 45
 " " 100 sticks..... 0 73
 Dulc, large cent sticks, 100 in box.....

Lye (Concentrated)

GILLET'S PERFUMED Per case
 1 case of 4 dozen..... \$3 60
 3 cases of 4 dozen..... 3 50
 5 cases or more..... 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case.... per doz \$1 00
 16-oz. glass jars, 2 doz in case " 1 40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
 Pint Sealers (24 oz.), 1 doz in case, per
 dozen..... 2 00



ST. CHARLES CON-
 DENSING CO

PRICES:

St. Charles Cream,
 family size, per case
 \$3.50
 Baby size, per
 case..... 2.00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk..... 4.25
 Good Luck.... 4.00

Mustard

COLMAN'S OR KEEN'S
 D.S.F. 1-lb. tins..... per doz. \$ 1 40
 " 3-lb. tins..... " 2 50
 " 1-lb. tins..... " 5 00
 Durham 4-lb. jar..... per jar 0 75
 " 1-lb. jar..... " 0 25
 F.D. 1-lb. tins..... per doz. 0 85
 " 1-lb. tins..... " 1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90
 Large, cases 1 dozen..... 1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 12's..... \$ 5 75
 " pts. 24's..... 6 50
 " 1-pt. 24's..... 4 25

Sauces

PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda

COW BRAND

Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3.00
 Case of 1-lb. contain-
 ing 120 pkgs. per
 box, \$3.00
 Case of 1-lb and 1-lb.
 containing 30 1-lb.
 and 60 1-lb. pkgs. per
 box \$3.00



MAGIC BRAND

Per case
 No. 1, cases 60 1-lb. packages..... \$ 2 75
 No. 2, " 120 1-lb. " 3 75
 No. 3, " 30 1-lb. " 3 75
 No. 3, " 60 1-lb. " 3 75
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case 2 25
 5 cases 3 75



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen
 cases per doz \$0 95
 Parrot Food, 1-lb. pkts., 1 doz cartons
 Parrot Food, 2-lb. pkts. 1 35
 Bird Cage Sand, about 1 1/2-lb. bags, 1
 gross cases, per doz..... 0 30
 Bird Cage Grit, about 1 1/2-lb. bags, 1
 gross cases, per doz..... 0 30

Mince Meat

Wetley's condensed, per gross, net... \$12 00
 " per case of 3 dozen, net. 3 00



Wood's "Canadian Souvenir" Canister Coffee

Roasted in Bean or Roasted and Ground

Cases of 48 lbs., 1 lb. cans, \$14.40 per case

THIS COFFEE has found a welcome in thousands of homes. If you are not selling it you are missing a pleasure. It is of unequalled quality as a popular, rapid-selling line. THE CANISTER is lithographed on the tin in rich, delicate colouring. It has a permanent usefulness every housekeeper prizes. It sells and it suits! We solicit your orders.

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St.

Montreal

Soap and Washing Powders

A. F. TIPPET & CO., AGENTS
 Maypole soap, colors, per gross \$10 20
 Maypole soap, black, per gross 15 30
 Oriole soap, per gross 10 20
 Gloriola soap, per gross 12 00
 Straw hat polish, per gross 18 20



3 doz. to box \$3 60
 6 doz. to box \$7 20
 30 days.



1 Box Price \$4.00
 5 Box Price \$3.90
 Freight paid on 5 box lot



Or Quick Naptha Soap (100 lbs. to case) \$3.85 each (delivered) The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED
 Laundry Starches Per lb
 No. 1 white or blue, 4 lb. carton \$0 07
 No. 1 white or blue, 2 lb. carton 0 07
 Canada laundry 0 06
 Silver gloss, 6 lb. draw lid boxes 0 08
 Silver gloss, 6 lb. tin canisters 0 08
 Edward's silver gloss, 1 lb. pkg 0 07 1/2
 Kegs silver gloss, large crystal 0 07
 Benson's satin, 1 lb. cartons 0 07 1/2
 No. 1 white, 1 lb. and kegs 0 06 1/2
 Canada white gloss, 1 lb. pkgs 0 06 1/2
 Benson's enamel, per box 1 50 to 3 00
 Culinary Starch
 Benson & Co's. Prepared Corn 0 07 1/2
 Canada Pure Corn 0 06
 Rice Starch
 Edwardsburg No. 1 white, 1 lb. car. 0 10
 Edwardsburg No. 1 white or blue 0

BRANTFORD STARCH WORKS, LIMITED
 Ontario and Quebec.
 Laundry Starch
 Canada Laundry, boxes of 66 lb. \$0 06
 4 case Glass Starch -
 1 lb. cartons boxes of 48 lb. 0 06 1/2
 Finest Quality White Laundry -
 1 lb. Canisters, cases of 48 lb. 07
 Garola, 100 lb. 0 06 1/2
 Kora, 125 lb. 0 06 1/2

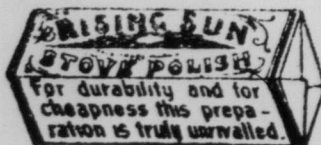
Lit: White Gloss -
 1 lb. fancy cartons, cases 30 lb. 0 07 1/2
 5 lb. toy trucks, 2 in case 0 08
 5 lb. toy drums, with drumsticks
 in case 0 08
 Kegs, 22 crystals, 100 lb 0 07
 Bradford Gloss -
 1 lb. fancy boxes, cases 36 lb. 0 07 1/2
 Canadian Electric Starch -
 Boxes of 60 fancy pkgs., per case \$ 06

Royal Purple Stock and Poultry Specifics

THE W. A. JENKINS MFG. CO.
 London, Ont.
 One case, 30 fifty cent packages (assorted) \$10 00
 Six pails (retail \$1.50) 6 00

Stove Polish

Per gross
 Rising Sun, 6-oz. cakes, 1/2 gross boxes 88 50
 Rising Sun, 3-oz. cakes, gross boxes 4 50
 Sun Paste, 10c. size, 1 gross boxes 10 00
 Sun Paste, 5c. size, 1 gross boxes 5 00



For durability and for cheapness this preparation is truly unrivalled.

JAMES' DOME BLACK LEAD

Per gross
 6a size \$2 40
 2a " 2 50

Syrup

EDWARDSBURG STARCH CO., LTD.
 "Crown" Brand Perfection Syrup.
 Barrels, 700 lbs. 0 03 1/2 per b.
 Half-barrels, 350 lbs. 0 03 1/2
 1/4-barrels, 175 lbs. 0 03 1/2
 Pails 25 lbs. 1 30 each
 " 35 lbs. 1 80
 Plain tins, with label Per case.
 1 lb. tins, 3 doz. in case 2 50
 5 " " " " 2 75
 10 " " " " 2 75
 30 " " " " 2 70
 (5, 10 and 30 lb. tins have wire handles.)



Teas
 THE "SALADA" TEA CO.
 Wholesale Retail
 Brown Label, 1's and 1/2's \$0 25 \$0 30
 Green Label, 1's and 1/2's 0 27 0 35
 Blue Label, 1's, 1/2's and 1/4's 0 30 0 40
 Red Label, 1's and 1/2's 0 34 0 50
 Gold Label, 1's and 1/2's 0 44 0 60
 Red-Gold Label, 1/2's 0 55 0 80



EMPIRE PACKAGE TEA
 Cases 30 and 50 lbs. each -
 Black, Mixed, and Green Ceylon.
 25c 1s, 20c.; 21c.
 30c 1s and 1/2s, 23c.
 40c 1s and 1/2s, 28c.
 50c 1s and 1/2s, 35c.
 75c 1s and 1/2s, Vulcan, 50c.
 100 lb. lots freight paid.



Blue Label, 1's \$1 00

Orange Label, 1's and 1/2's 0 35 0 40
 Blue Label, 1's 0 30 0 35
 Brown Label, 1's and 1/2's 0 38 0 40
 Green Label, 1's 0 40
 Green Label, 1's and 1/2's 0 35 0 40
 Red Label, 1's 0 40 0 50

LAPORTE, MARTIN & OIE, LTD.
 Japan Teas -
 Victoria, hf-c, 90 lbs 0 25
 Princess Louise, hf-c, 80 lbs 0 19
 Ceylon Green Tea - Japan style -
 Lady, cases 60 lbs 0 18
 Duchess, cases 60 lbs 0 19



BLUE RIBBON TEA CO.
 MONTREAL
 Wholesale Retail
 Yellow Label, 1's 0 20 0 25
 " " " " 0 21 0 25
 Green Label, 1's and 1/2's 0 24 0 30
 Blue Label, 1's and 1/2's 0 25 0 35
 Red Label, 1's, 1/2's and 1/4's 0 30 0 40
 White Label, 1's, 1/2's and 1/4's 0 35 0 50
 Gold Label 1's and 1/2's 0 42 0 60
 Purple Label, 1's and 1/2's 0 55 0 80
 Embossed, 1's and 1/2's 0 07 1 00



RAM LAL'S PURE INDIAN TEA
 Wholesale Retail
 Pink Label 1's and 1/2's 30c. 40c.
 Gold Label 1's and 1/2's 35c. 50c.
 Lavender Label 1's and 1/2's 42c. 60c.
 Green Label 1's and 1/2's 50c. 75c.
 Canisters
 Gold Tins, 5's 35c. 1.75 50c. 2.50
 Gold Tins, 3's 35c. 1.05 50c. 1.50
 Gold Tins, 1's 35c. each 50c. each
 Gold Label, 1's 18c ea. 36 lb. 25c ea. 50 lb.
 Red Tins, 1's 35c ea. 70 lb. 50c ea. 100 lb.
 Red Tins, 1/2's 18c ea. 72 lb. 25c ea. 100 lb.



MELAGAMA TEA
 MINTO BROS.,
 45 Front St. East
 Wholesale Retail
 Black, green, mixed, 1's 0 70 1 00
 " " " " 0 55 0 80
 " " " " 0 44 0 60
 " " " " 1 lb. & 1/2. 0 40 0 60
 " " " " 1 lb. & 1/2. 0 38 0 50
 " " " " 1 lb. & 1/2. 0 35 0 50
 " " " " 1 lb. & 1/2. 0 30 0 40
 " " " " 1 lb. & 1/2. 0 23 0 40
 " " " " 1 lb. & 1/2. 0 25 0 30
 " " " " 1 lb. & 1/2. 0 24 0 30

We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.
 Black Label, 1-lb., retail at 25c \$0 20
 Black Label, 1/2-lb., retail at 25c 0 21
 Blue Label, retail at 30c 0 23

Green Label, retail at 40c 0 30
 Red Label, retail at 50c 0 35
 Orange Label, retail at 60c 0 42
 Gold Label, retail at 80c 0 55



Pure Gold Jelly Powder 90 cents
 Pure Gold Salad Dressing Powder } per doz
 Discounts on application.



Wood's Primrose, per lb. wholesale 40c. retail 60c.
 " Golden Rod 0 35 0 60
 " Flour-de-Inds 0 30 0 40
 Pack in 1/2-lb. tins. All grades - either black, green or mixed.

GILLETT'S CREAM TARTAR
 Per doz
 1/2-lb. paper pkgs., 4 doz. in case 0 90
 1/2-lb. paper pkgs., 4 doz. in case 1 80
 Per case
 4 doz. 1/2-lb. paper pkgs. 7 20
 2 doz. 1/2-lb. paper pkgs. } assorted Per doz
 1/2-lb. cans with screw covers, 4 doz. in case 1 95
 1-lb. cans with screw covers, 3 doz. in case 3 75
 Per lb.
 5-lb. sq. canisters, 1/2 doz. in case 0 28 1/2
 10-lb. wooden boxes 0 26 1/2
 25-lb. wooden pails 0 26 1/2
 100-lb. kegs 0 25
 360-lb. barrels 0 24 1/2

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED - EMPIRE BRANCH.
 Chewing - Black Watch, 6s. 44
 Black Watch, 12s. 45
 Bobs, 6s and 12s. 46
 Bully, 6s. 44
 Currency, 6s and 12s. 46
 Stag, 6s. 46
 Old Fox, 12s. 44
 Pay Roll Bars, 7s. 56
 Pay Roll, 7s. 56
 War Horse, 6s. 42
 Plug Smoking - Shamrock, 6s. plug or bar. 45
 Rosebud Bars, 6s. 45
 Empire, 6s and 12s. 44
 Ivy, 7s. 60
 Starlight, 7s. 60
 Out Smoking - Great West Pouches, 8s. 59

Veterinary Remedies
 W. F. YOUNG
 Absorbine, per dozen \$18 00
 Absorbine Jr., per dozen 9 00
 Yeast
 Royal Yeast, 3 doz. 5 cent pkgs. 1 10
 Gillett's Cream Yeast, 3 doz. in case. 1 10

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **"FIBRINE"** Dog Cakes

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd.**, London, Eng. Canadian Branch, 13 St. Therese Street, St. Gabriel's, Montreal.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
 Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.
 Niagara Falls, Ontario

WARNING!

Crescent

Brand



SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

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 HALIFAX

Oakey's

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

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JOHN OAKEY & SONS, Limited
 Manufacturers of Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

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Montreal

0 30
0 35
0 42
0 55



90 cents
powder } per doz.

THOMAS
WOOD & Co.
LTD

Montreal and
Boston

Wholesale
0 40 0 50
0 35 0 50
0 30 0 40
all grades—either

TARTAR Per doz
case..... 0 90
case..... 1 80
Per case
sorted..... 7 20
Per doz
rs, 4 doz. in 1 95
rs, 3 doz. in 3 75
Per lb
n case..... 0 28
..... 0 26
..... 0 26
..... 0 25
..... 0 24

ANY OF CANADA.
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8s., plug or bar. 45
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Pouches, 8s. 59

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\$18 00
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z. in case. 1 10

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For best laid-down-
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VERRET, STEWART & CO.
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WETHEY'S CONDENSED MINCE MEAT

(in Cartons)

Just as staple as sugar

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