

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, MAY 17, 1912

No. 20



For Family Use

are unequalled as combining quality and cheapness. They are growing in popularity every day, and with good sound reason. Made in a factory literally bathed in sunshine, by machinery of the latest type, which minimizes the necessity for handling, **RAMSAY'S SODAS** are the best and last word in creaminess and crispness.

AN IDEAL STOCK

Your biscuit trade will increase if you put in a stock of **RAMSAY'S** rich goods and introduce them to your particular customers. Once tested in the home you can count on them to produce repeats. That's the class of business you want.

HAVE A TALK WITH OUR TRAVELLERS

RAMSAYS LIMITED

330 Nicolet Street

MONTREAL



SUMMER IS COMING

WHEN YOUR CUSTOMERS WILL BE REQUIRING SOMETHING WITH WHICH TO MAKE SANDWICHES FOR PIC-NICS, LUNCHES, ETC.

SUGGEST TO THEM

MacLAREN'S IMPERIAL CHEESE

OR



Nothing Better

MacLAREN'S IMPERIAL PEANUT BUTTER

THEY MAKE THE MOST DELICIOUS SANDWICHES.



Nothing Better

FOR THEIR COLD MEATS AND SALADS

MacLAREN'S IMPERIAL PREPARED MUSTARD

WILL BE FOUND THOROUGHLY SATISFACTORY. IT IS ALREADY PREPARED, AND HAS THAT TASTE, CREATING WANT FOR MORE.

AS A RELISH

MacLAREN'S IMPERIAL OLIVES



Nothing Better



Nothing Better

ARE JUST THE THING. IMPORTED DIRECT AND PACKED BY OURSELVES IN A NEAT AND ATTRACTIVE MANNER IN A LARGE VARIETY OF SIZES AND STYLES OF BOTTLES.

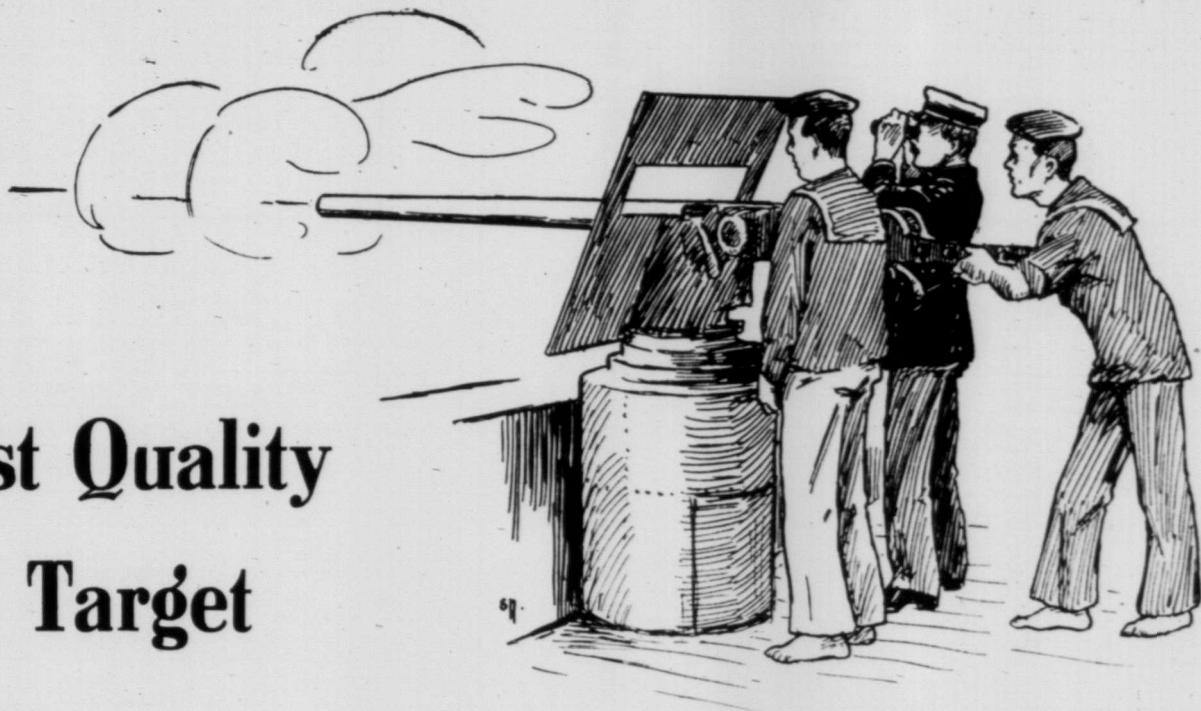
ASK YOUR WHOLESALE GROCER FOR THEM

P.S.—MacLAREN'S CANADA CREAM CHEESE AND PIMENTO CHEESE ARE BY NO MEANS UNPALATABLE—THEY ARE WORTH PUSHING—TRY THEM YOURSELF, THEN RECOMMEND THEM AND LET THE REST ENJOY THEM.



Hig
0

MONTR



OUR AIM IS TRUE

The Packers of "Thistle" Brand of fish aim only to produce the best in canned fish.

CANNED WHERE CAUGHT

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

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



Arthur P. Tippet & Co.

AGENTS

MONTREAL

TORONTO

THE CANADIAN GROCER

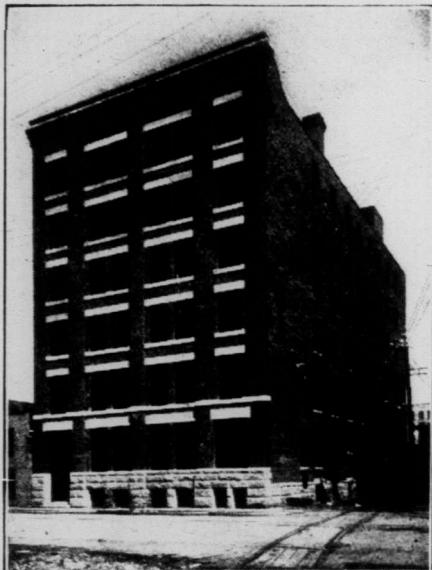
TEES & PERSSE LIMITED

ESTABLISHED 1884

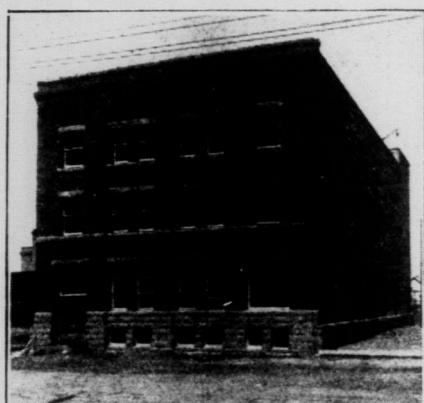
**Manufacturers' Agents
and Warehousemen**

PORT ARTHUR
WINNIPEG
SASKATOON
CALGARY

FORT WILLIAM
REGINA
MOOSE JAW
EDMONTON



WINNIPEG WAREHOUSE



SASKATOON WAREHOUSE



CALGARY WAREHOUSE



REGINA WAREHOUSE



MOOSE JAW WAREHOUSE

Resident Salesmen calling on
**EVERY jobber
EVERY day**

Agencies and Consignments
Solicited.

Solid Brick and Stone Warehouses of approved Mill Construction, located on private spurs, low insurance rates.

Handling and storage facilities
the very best.

**Flats to rent in our new
Moose Jaw and Saskatoon
Warehouses.**

TEES & PERSSE LIMITED
WINNIPEG PORT ARTHUR FORT WILLIAM
REGINA SASKATOON MOOSE JAW

TEES & PERSSE of ALBERTA, Limited
CALGARY EDMONTON

"From the Great Lakes to
the Rockies."



EDMONTON WAREHOUSE

S1
16
III

2
Bo1

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

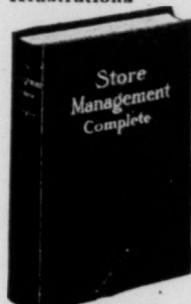
Established 1857

Sales Offices and Agencies:-

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

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy customers.

ABSOLUTELY NEW.

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., Toronto, Canada.

DO YOU WANT TO SELL

YOUR GOODS IN ENGLAND?

DO YOU WANT ENGLISH AGENCIES?

WRITE

Toronto Broker

care of the "Grocer"

(LEAVING FOR ENGLAND JUNE 10TH)

WE
WANT
A
MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

A RECORD

Our sales of 1912 pack Canned Goods, up
to the 1st May, foot up

103,941 Cases

We are still booking orders. Full delivery
guaranteed

Hudon, Hebert & Cie.
Limited
MONTREAL

The most liberally managed Firm in Canada

THE CANADIAN GROCER

INCREASE YOUR PROFITS

BY SELLING

SIMCOE BRAND

BAKED BEANS

Delicious Economical Nutritious

Feature the 3's Family size, the can
with more Beans at a lower price



DOMINION CANNERS LIMITED

HAMILTON, CANADA





5 Cases at \$4.15
with 20 bars Naptha free.
10 Cases at \$4.05
with 40 bars Naptha free.
25 Cases at \$4.05
with 150 bars Naptha free.

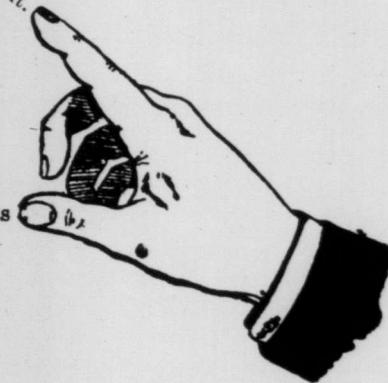
FREIGHT PREPAID

Net 30 days. 1% Cash.
Assorted or otherwise.



The best 5c. line with an extra good margin of profit.

Tell your customers
that "Quick-Naptha"
can be used for every
purpose with cold,
hot or boiling water
as preferred.



A fifty-year old favorite—Quality counts

The extra care, cleanliness and skill given
to the manufacture of

"Canada First"

EVAPORATED MILK and CONDENSED MILK
(Unsweetened) (Sweetened)

insures uniform quality. The sterilizing process renders it superior to fresh milk. CANADA FIRST MILK holds first place for being especially desirable for infants and invalids. Government Bulletin No. 208 certifies to its absolute purity, and high percentage of butter fat. Other brands of equal quality may cost more money, but if you are in business to make money, WHY PAY MORE FOR SOMETHING JUST AS GOOD BUT NO BETTER?



The Aylmer Condensed
Milk Co., Limited

AYLMER

ONTARIO



ners
tha"
very
cold,
water

People Eat Pork And Beans

Because they are a food of great value.



Pork and Beans, considered from any point, are one of the very cheapest foods sold, while no other food can compare with **Pork and Beans** in nutritious qualities.

But in order that you may have a daily increasing demand for **Pork and Beans** you must sell **Pork and Beans** that are recognized from coast to coast as the best in the land.

Clark's Pork and Beans

have that nutty old home flavor, the flavor that in the old days made Sunday morning doubly welcome. **That's the kind of Pork and Beans your customers want.**

IT'S ALL IN THE QUALITY

Clark's Pork and Beans

Chili Sauce

Tomato Sauce

Plain Sauce



W. CLARK MONTREAL

Manufacturer of High Grade Food Delicacies

A SOAP REVELATION

and one that will appeal to and win the popular favor of every housewife—N. P. Bar Soap.

You can get the sales of every woman (who buys soap) for this big, honest bar of pure soap. It lasts longer than the equivalent paid for cake soaps, gives better satisfaction to the user and more than that it pays the grocer much better profit.

Look into it—write for prices now.

David Morton & Sons, Limited

Victor Soap Works **HAMILTON, ONT.**

SANTA CLARA PRUNES

1000 BOXES. 100/over ARMSBY

"HIGHLAND" BRAND

25 lbs. **6 $\frac{3}{4}$ c. lb.**

1000 Cases "Red Sockeye"

SALMON

"Lacrosse" Brand

Tall tins, 4 doz. per case, \$8.50 case.

Don't miss your chance, buy quick.
Terms: Net, ex store, Montreal.

L. CHAPUT, FILS & CIE., LIMITÉE

WHOLESALE GROCERS and WINE MERCHANTS

MONTREAL

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

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S GOLDEN PUFF

PRICES AND SAMPLES ON APPLICATION

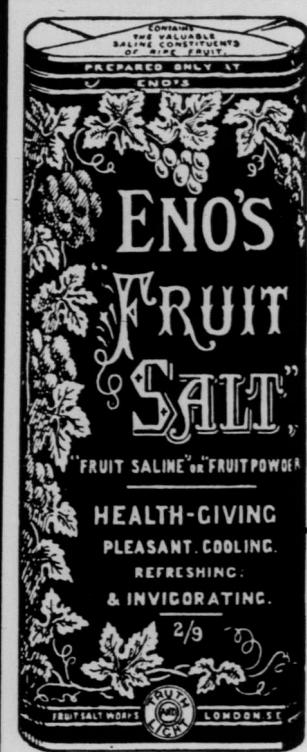


ILLUSTRATED ALBUM ON APPLICATION

"YOU HAVE YOURS WITH JAM AND I'LL HAVE
MINE WITH CHEESE"

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
Quebec—Albert Dunn, Quebec.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

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



There is no simpler, safer, or more agreeable preparation than
ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free from Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

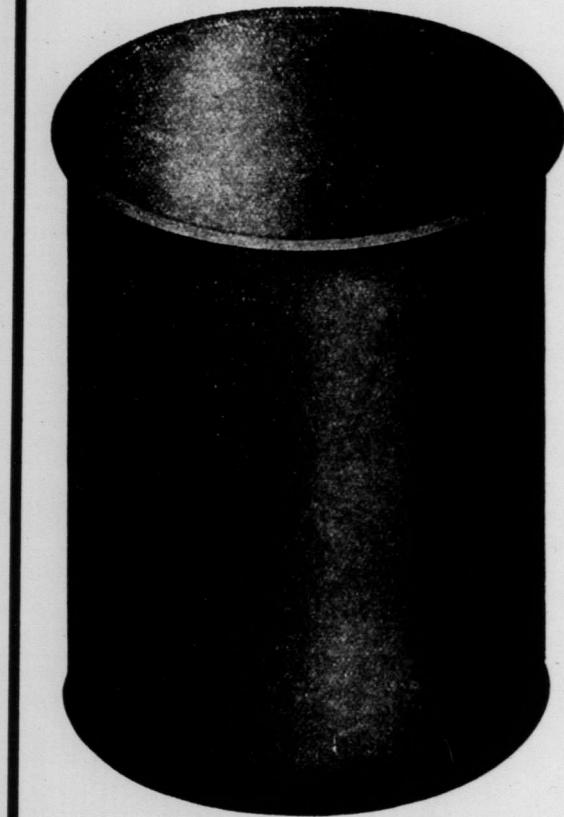
Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.

SANITARY CANS

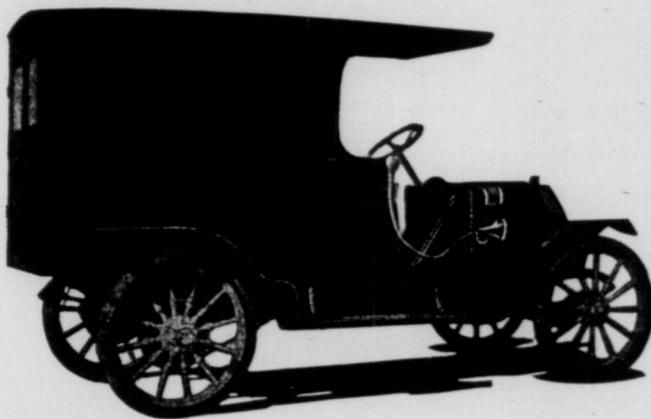
"The Can of Quality"

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



Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.

The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE
WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books
"SAFE EGG DELIVERY" and "SAMPLE ADS." free.

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

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET,

ROCHESTER, N.Y.

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

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and
will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate
Manufacturers Bristol,
England

"COW BRAND" Baking Soda

For satisfaction and profit there is no
line of Baking Soda quite so good as
COW BRAND.

It's invariably pure, of full strength,
and reliable, and is always in demand
by the careful cook !

Order from your jobber



CHURCH and DWIGHT
Manufacturers
MONTREAL

Limited

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You must realize what effect this policy will have in the long run. We are interested, among other things, in supplying you with the finest line of extracts.

More
Than
Ninety
Flavors



More
Than
Ninety
Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

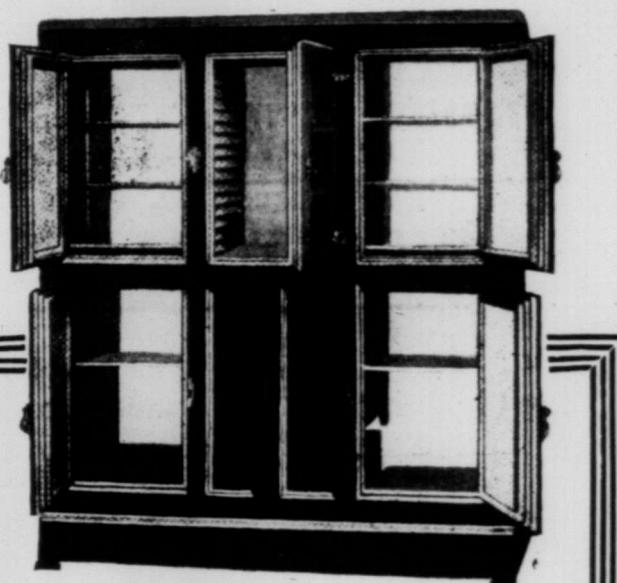
Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a new experience—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON
EACH SALE WITHOUT LOWERING
OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO



Don't Lose Profit In Spoilt Stock

With careful refrigeration the loss by spoils is almost eliminated. Poor refrigeration, such as dampness, corroded metal, etc., are of little or no benefit to the preservation of perishable grocery stock.

THE NORTH STAR REFRIGERATORS

are scientifically constructed to give you the full benefit of the ice, an absolutely dry air circulation—so dry that a match can be lighted on the interior walls at any time—thus preventing wood from rotting and disallowing all odors that would arise, without absolute dryness.

**WRITE NOW FOR PRICES AND CATALOGUE.
SEND FOR ILLUSTRATED BOOKLET TO-DAY.**

**Estate JAMES DAVIDSON
OTTAWA, ONTARIO**

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM
YOUR WHOLESALER**

**White Swan Spices & Cereals,
LIMITED**
Sole Distributors - TORONTO

**Don't Overlook a
Good Quality Trade**



People will deal at your store regularly, provided you can supply their wants. One of them surely is CARR'S BISCUITS, and no better or surer article could you find to clinch their business. Its the quality that is unequalled. Try a stock.

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's Newfoundland.

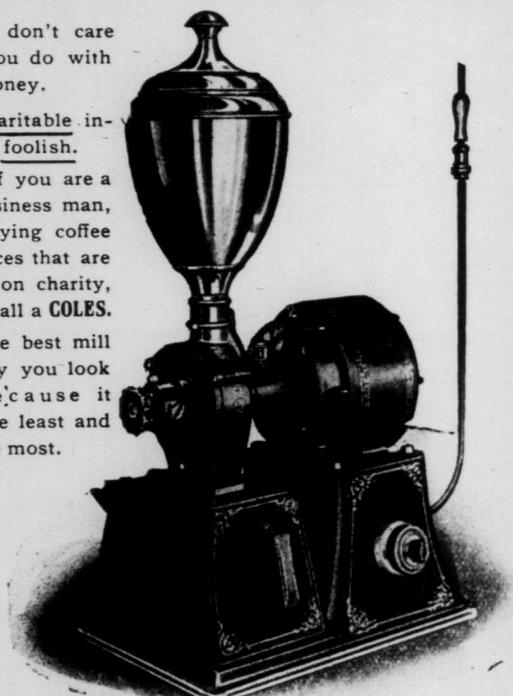
Give It To The Blind Man

if you don't care
what you do with
your money.

Be charitable in-
stead of foolish.

But if you are a
real business man,
stop paying coffee
mill prices that are
based on charity,
and install a COLES.

It's the best mill
any way you look
at it, b'cause it
costs the least and
does the most.



COLES MFG. CO., Philadelphia, Pa.

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

By Royal Letters Patent

**NELSON'S
Powdered
GELATINE**

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

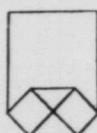
**G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.**

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)



Labelling

Wrapping

Etc., Etc.

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

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

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.



[M.E.]

Be Sure You Get the New REDPATH WINDOW PENNANTS

To help you "cash in" on the splendid selling features of the new 5-Pound Carton of Redpath Extra Granulated Sugar, and the vigorous advertising which we are doing for it, we are preparing a special Window Trim for you.

This consists of very attractive "Pennants" to be gummed to the inside of your window in pairs, two or three on each side. The Pennants are handsomely printed in colors, and they show the new Redpath Package in striking relief. Each Pennant is about two feet long, and as they taper toward the centre of the window, four, or even six, Pennants can be shown without blocking the view of the goods you are displaying. In fact, their bright colors catch the eyes of passers-by and set off the other goods, while they proclaim that you handle "Canada's finest sugar—at its best."

If you want your full share of the big Redpath Sugar trade you need these Pennants in your window. The supply is limited—fill in the coupon and mail it to-day, to

Canada Sugar Refining Co., Ltd., Montreal

Please send me enough Redpath Window Pennants to trim windows, each about Feet by Feet.

Name.....

Address.....

**The Canada Sugar Refining Co., Limited
MONTREAL**



You can please ALL of your customers ALL the time with TARTAN BRAND.

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

Every package or tin fully guaranteed by

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

Our mail order service is just what you need. 'PHONES 3595, 3596, 3597 3598, 748, 462 (free to buyers)

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer SHOULD KNOW ABOUT "Walker Bin" Fixtures

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

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

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

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

**Walker Bin & Store Fixture Co.
LIMITED**

REPRESENTATIVES,

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

Berlin, Ontario



Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

**Gorman, Eckert & Co.
LIMITED**

LONDON, Ont.

WINNIPEG, Man.

St. Lawrence

Granulated

The Merchant who handles the best quality always gives the best satisfaction to his customers. St. Lawrence Granulated Sugar is the best made in Canada.

SYMINGTON'S COFFEE ESSENCE



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

Thos. Symington & Co., Edinburgh and London

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



Shoe 2 IN 1 Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

The F. F. Dalley Company, Limited

HAMILTON, ONT.
BUFFALO, N.Y.



Everybody says

H-O AMMONIA POWDER

is the best and does its work better than any other.

JOBBERS

Before purchasing EARLY PICKED JAPAN TEAS see FURUYA & NISHIMURA'S samples through their agents.

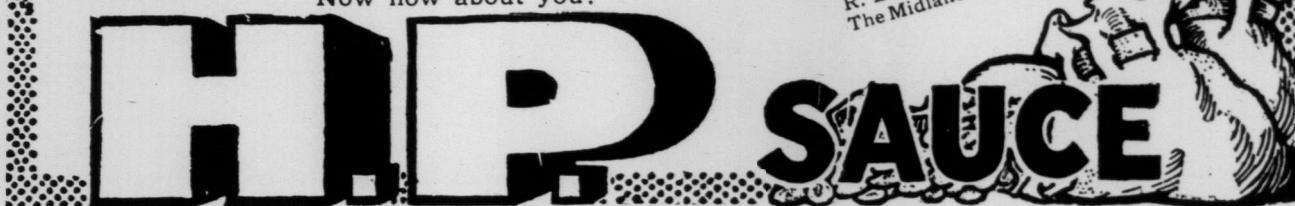
ADVANCE—OR RETIRE

There's no standing still in business.

It's lines like H. P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE.

Now how about you?



HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal,"

"National,"

"Laurentia,"

"Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited
MONTREAL

If All The Grocers in Canada



WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

J. F. EBY,
PresidentHUGH BLAIN,
Vice-President

EBY-BLAIN, LIMITED

CONTEMPLATE!—ACTUATE!! But on NO account PROCRASTINATE, for there is money for you in this Advertisement.

FOR STOREKEEPERS desirous of increasing their sales and profits on Tea, **retaining** their customers' Patronage, and at the same time make GOOD MONEY for themselves, there is ONLY ONE WAY to do business, and that is by **supplying** them with absolutely reliable STANDARD BLENDS, viz., Teas that are perfectly blended and **always** uniform.

IN THESE DAYS **no business** can be **built** up and retained by **buying** and selling straight Teas, as one day your customers get one flavor, and the next an entirely different one—Result, DISSATISFACTION.

IN THE STANDARD BLENDS mentioned below, which are made up and retained by first-class Tea Experts, we offer you Blends unequalled in the Trade for **Quality**, **Richness** and **Flavor**, which show you a **first-class** margin of Profit and which you and your customers can **always** rely on.

		COST GROCER	SELL RETAIL
	2 STAR	Fine liquor, good regular leaf. Black or Mixed	19c. per lb. 25c. per lb.
	3 STAR	Choice flavoury rich liquor. Handsome leaf. Black or Mixed	22c. " 30c. "
	5 STAR	Choice growths of India and Ceylon, splendid liquor. Fine appearance. Black or Mixed	27c. " 40c. "
	2 STAR GREEN	This tea shows grand value, both for leaf and liquor	19c. " 25c. "
	3 STAR GREEN	Golden color. Piquant liquor. Good leaf	22c. " 30c. "
	4 STAR	English Breakfast Tea. A powerful blend of choice Indian and Ceylon Teas, having quality and flavour	27c. " 40c. "

Send us along a trial order for a package of each of these blends. You take no risk. We guarantee to please your customers, or take back the goods at our expense.

EBY-BLAIN, LIMITED
Importers and Manufacturers TORONTO, ONTARIO, CANADA

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY
BROKERS, COMMISSION MER-
CHANTS and MANUFACTURERS'
AGENTS

Offices at

WINNIPEG and REGINA

covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
220 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER

757 Henry Ave., WINNIPEG.

THE TURNBULL Company

DIRECT IMPORTERS OF
GROCER SPECIALTIES

Open for additional first class lines.

179 Bannatyne Ave. East, Winnipeg

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

G. C. WARREN

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

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99
EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

TORONTO

Our Specialties,

WHITE BEANS
EVAPORATED APPLES
CURRENTS AND CANNED GOODS

Soliciting inquiries.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.

Limited
AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Secure our prices for
Fine FILIATRA CURRENTS, Greek
cleaned, in half cases,
before purchasing.

LIND BROKERAGE CO.

49 Wellington St East - TORONTO

LONDON

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

MARITIME PROVINCES

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

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

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

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

J. A. TILTON

WHOLESALE GROCERY BROKER
ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

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

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS

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

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

Your card in our MANUFACTURERS' AGENTS AND BROKERS'
DIRECTORY pages will keep you
in touch with every manufacturer at
home and abroad, who is looking for
agents to represent him in Canada.

Many of the best British and for-
eign agencies in Canada have been
secured through the cards on these
pages.

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
**Fruit Pulp Manufacturers and
Confectioners' Sundriesmen.**
Correspondence Invited.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission
Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried
Evaporated and Canned
Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

SUCHARD'S COCOA

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

Write us for New Price List of
WINDSOR SALT

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



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

All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each employer tells others about same. Write for prices.



The BROWN is the only
convenient Bag Holder

Occupies no counter space.
The bags are held in position by gravity—no perforation of bags necessary. Handy, Saves Time. Will last a lifetime.
For sale by jobbers everywhere. Ask your jobber or write

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

QUEBEC

L. EMILE GABOURY
Manufacturers' Agent and Commission Merchant
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

OTTAWA

**L. H. MAJOR and
J. SOUBLIERE, Limited**
Wholesale Brokers and
Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

Make the Credit Customer Your
BEST Customer

Hold him down—and yet
keep him PLEASED. You
can do it with

ALLISON COUPON BOOKS

They make credit business
practically same as cash.

HERE'S HOW THEY WORK:-



For Sale Everywhere by Jobbers.

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

MCDougall

Insist upon having them
D. McDougall & Co. Ltd., Glasgow, Scotland

CLAY PIPES

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

**Irish Grocer, Drug, Provision
and General Trades' Journal**
10 Garfield Chambers, Belfast, Ireland

FOR —

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

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,
LIMITED**
ST. JOHN, - - N.B.

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

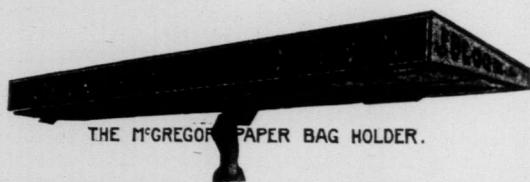
"GLEANER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

The
Condensed Ad.

page
will interest you



THE McGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE McGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

KILGOUR BROS.
21-23 Wellington St. West, TORONTO

Ask
your
whole-
saler
for

The Best



You'll
get
McLean's
White
Moss

TEA LEAD

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

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

For
Table
and
Dairy

SALT

The
purest
and
best

For prices etc., address
THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND



will double your sales on green vegetables and double your profits on those sales.

Each tray revolves individually. The wire mesh in the shelves insures perfect ventilation and prevents decaying. The mist machine throws a fine spray which keeps the vegetables fresh and clean, giving them an inviting appearance.

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

Let us show you how this stand is working for hundreds of dealers.

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

BUY
Star Brand
Cotton Clothes Lines
AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom."

"He must know before he begins it that he must spend money—lots of it."

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game."

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'



FLAVORED WITH
RIPE FRUIT JUICES

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, [every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents:

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

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

The Way to Satisfy Customers

There are several ways to attract people to your store, but there is only one way to make regular customers of them, and that is by selling them only satisfaction-giving goods.

MEAKINS' SANITARY WASHBOARDS

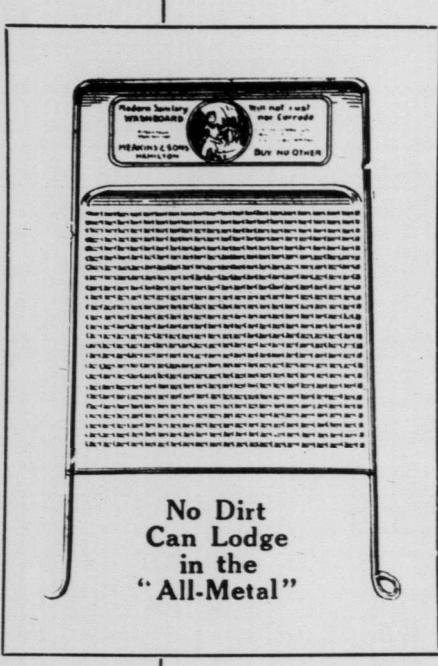
are the masterpieces of washboard making. Made of one piece, of all metal and have no joints or wooden parts in which to hold the dirt to breed disease, therefore they are sanitary. Meakins Sanitary Washboards

will appeal to every woman on their merit alone.

Get prices to-day.

MEAKINS & SONS,

HAMILTON,
ONTARIO



CENTURY

If you handle
Century Salt—the satis-
faction giving salt—you are
handling a product which pleases.
Century Salt is the salt that people
ask for by name. It has stood the
test and has become the pride of the
table and dairy.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT



QUEEN QUALITY PICKLES

there is also the satisfaction of knowing that the quality is everything that is claimed by the makers. Put up in 10 and 20 oz. bottles.

Write for quotations and list of our other high-grade products.

Taylor & Pringle Co.
Owen Sound, - Ont.



"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

Stevens-Hepner Co., Limited

Fixtures That Get Business

Modern methods of store equipment point decidedly to the Arctic Silent Salesman design as the most artistic and the biggest business getter of all refrigerators.



THE
ARCTIC
SILENT
SALESMAN
REFRIGERATOR

is the only device for the stocking of perishables—it keeps them fresh and gives them an attractive appearance that invites sales. It

pays you two ways, Mr. Grocer, as a refrigerator and as a salesman. That's economy.

If you are contemplating any class of refrigerators for your store—consult us first.

1912 CATALOGUE SENT ON REQUEST

John Hillock & Co., Limited
Toronto, Ontario

Representatives in the West—Donnelly, Watson & Brown,
Calgary, Alberta.

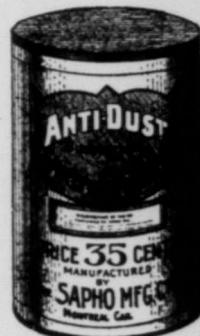
BEGINNING TO FEEL IT WARM?

Just as soon as you notice the approach of the warm weather such is the time for you to look to supplies of thirst quenchers. The demand is a surety.

COLD SPRINGS LEMONADE

makes the repeats a surety. When you have demand and repeats assured, what more do you want? Nothing but a good profit, and that's yours too. We have seen to that.

S. H. EWING & SONS
MONTREAL.



ANTI-DUST
ANTI-DUST
ANTI-DUST

Anti-Dust as a microbe and dirt-chaser has proven a complete success, the very best proof of its popularity amongst housewives being the frequent repeat orders we receive from leading dealers.

There's a cause, and that's what we want to drive home to you. Anti-Dust is different. It is not a preparation similar to others you are asked to handle, put up in more attractive tins. No, Anti-Dust stands out as the leader because it has qualities all its own.

ANTI-DUST IN THE GREEN AND WHITE TIN.

ASK YOUR WHOLESALER.

The Sapho Mfg. Co., LIMITED
MONTREAL



The
Sign
of
Quality—

"ANCHOR" Brand FLY FELTS

The best value on the market

A 10c. pad to retail at

5 cents

KILLS THE FLIES
SATISFIES YOUR CUSTOMERS
PAYS YOU A BIG PROFIT

Boxes - 50 packages - \$1.20 box

THIS WEEK—

We are offering some exceptional values in

RICE—

The primary markets of all grades have advanced considerably—we are quoting under the present cost to-day.

CANNED PLUMS, 90c. doz.

These are an exceptionally fine lot. The quality is away ahead of the average pack.

"BOAR" Brand Worcester Sauce

Put up in the usual $\frac{1}{2}$ pint bottle, but the quality is such that you will have no trouble to get an extra 5c. per bottle profit. Can retail at 10c.

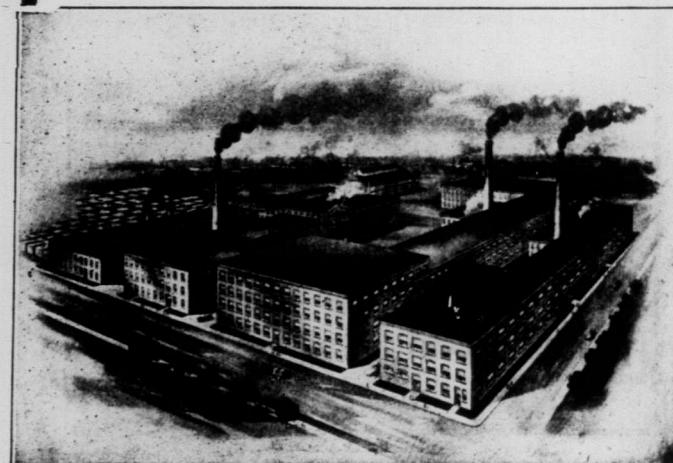
EBY-BLAIN, LIMITED Wholesale Grocers
TORONTO

PUT AN END TO ACCOUNTING TROUBLES

The Ullman Account Register

IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.



The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work of incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.

HAMILTON :: ONTARIO

Don't Experiment With Your Tea Trade

"Trying out" new teas (package or bulk) of unknown merit is an expensive and losing game. The shrewd, practical grocer knowing this, picks out the tea that has ALREADY shown the kind of results he is after. He chooses

"SALADA"

The tea of unsurpassed quality. The tea with the largest sale.

Consequently the leader;

We had to show results to get and hold our trade.

We can get the same results for YOU.

Canadian Offices: - - - Toronto and Montreal

THE DOMINION MATCH

Notice the name and bear in mind that they are making themselves an essential part of every household. The kind that give a light with every strike, with a substantial stem and a head that does not fly off. Such qualities appeal to the buyer, assuring you good profits.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.
J. B. Renaud & Co., Quebec, Que.

J. A. Tilton, St. John, N.B. J. W. Gorham & Co., Halifax, N.S.



A Big Seller

since the first introduction of Laurentia Milk it has proven a phenomenal seller in all branches of the grocery and dairy trade.

Laurentia Milk and Cream

is the milk that will keep in perfect condition indefinitely, in any temperature but frost. No chemical ingredients are added—it is PURE MILK that has passed through the mechanical process of homogenization.

LAURENTIA MILK CO., LTD.

371 Queen Street West
TORONTO





For Years in the Lead —Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality
In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., MONTREAL
Toronto Office, 30 Church St.



Every Woman in Canada Knows **BENSON'S PREPARED CORN**

The purest and finest corn starch obtainable.
They know what delicious and satisfying des-
serts it makes.

They know what snap and piquancy it gives
to sauces and gravies.

They know how indispensable it is in baking
and pastry making.

Therefore let your women customers know that
you have it

Display it on your counter and shelves.
Quick sales will follow.

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

Ontario R.G.A. Formulate Their Policy

First Executive Meeting Held at Brantford When Various Planks of Platform Were Laid—Many Legislative Reforms to be Gone After—Cost of Doing Business Will be Studied—To Work for Fairer Profits.

Staff Correspondence.

Brantford, Ont., May 16.—The first executive meeting of the Ontario Retail Grocers' Association was held in this city on Wednesday night of last week. There was a good offering of practical suggestions put forward by every member present for the welfare of the grocery trade throughout the province.

What is considered to be a strong platform, embodying the aims and ideas of the association was drawn up, each plank being accorded careful discussion.

Work to be Attempted.

A stand against wholesalers selling direct to consumers, an attempt to amend the present debtors' law with regard to the garnishment of wages, as well as that whereby merchants have to bear the cost of inspection of scales are some of the headliners in the formulated platform.

The grocers also want an agreement with wholesalers whereby retailers will receive 1 per cent. discount for accounts paid by 15th of following month, and they believe manufacturers should allow a profit to the grocer of at least 20 per cent. of a popular selling price. Encouragement of home trading, more careful study of cost of doing business and greater co-operation among members of the trade are other things advocated.

President D. W. Clark called the meeting to order shortly after eight o'clock, pointing out that they were there to formulate the policy of the association. The need of a good strong one, as well as the co-operation of every member in carrying out the policy adopted, was emphasized.

Suggestions and discussion on "what we stand for" were next taken up, resulting in the adoption of a policy. The platform will be printed and distributed to the trade throughout the province with a letter urging dealers in different centres to form associations and affiliate with the provincial body, so that they may be strong enough to be of weight in matters taken up with manufacturers, wholesalers and legislative bodies.

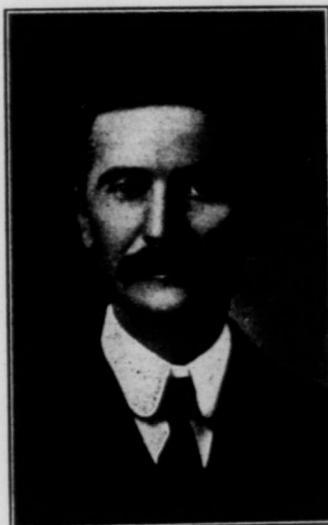
'What We Stand For.'

The following was the policy formulated:

"We believe that all groceries and general merchandise should be distributed to the consumer through the channels of the retail merchant who maintains a store and carries a stock of goods, and

that a strong association of retailers will impress the manufacturers and wholesalers with the advisability of refusing to sell to hotels, restaurants and other consumers.

"We believe that peddlers and transient tradesmen should pay a liberal license for the privilege of competing with established merchants who are bearing their share of the taxes of the community, and that local organizations should be most zealous in having local by-laws enacted and enforced to this end.



JNO. DIPROSE, London, Ont.

Who Becomes First Vice-President of the Ontario R. G. A. to succeed E. J. Ryan Who Has Resigned to Go Into Manufacturing Business.

Opposed to Parcels Post.

"We believe in encouraging the development of home-trading and in opposing in every legitimate way, the mail order houses, particularly are we opposed to extending the parcels post privileges.

"We believe the retail grocers should co-operate for the purpose of adopting more uniform rules of credit and establishing better facilities for obtaining information as to reliability of debtors.

Uniform Early Closing.

"We believe in adopting uniform early closing hours and better observation of public holidays, so that merchants may have more time for enjoyment and recreation.

"We believe that an agreement should be entered into with wholesalers, whereby

retail grocers will receive 1 per cent. discount for accounts paid by the 15th of following month.

Study Cost of Doing Business.

"We believe in encouraging retail grocers to give more careful study to the matter of cost of doing business, so that they may see the folly of selling goods on too close a margin over invoice price.

"We believe that whereas the inspection of weights and measures is for the protection and benefit of the public, that the costs of inspection should be borne by the Government and not by the merchants, as at present.

"We believe that the existing debtors' law with regards to the powers of garnishment of wages should be amended in the interest of the merchants.

Want 20 Per Cent. Gross Profit.

"We believe that manufacturers of goods of proprietary brands should see that the price of these goods to retailers will allow of a profit to the grocer of at least 20 per cent. of the popular selling price.

"We believe that through the medium of association work retail grocers can derive great educational benefits. By coming in contact with other grocers, each is enabled to secure the benefit of the experience of fellow dealers and profit by their ideas on trade problems of mutual interest.

"We believe that when strongly organized, the retail grocers can exert a powerful influence in local, provincial and Dominion affairs to the improvement of the conditions under which their business is carried on.

In Application for Charter.

Added to this are the following purposes and objects as set forth by the application which the association is making for a provincial charter:

(a) Promotion of the industrial and commercial interests of retail grocers of Ontario.

(b) The collection and publication of information and statistics relating to or concerning such interests.

(c) The procuring and furnishing to its members of information as to the solvency of persons who deal with any of its members.

(d) The arbitration and settlement of trade disputes arising between any of its members.

(Continued on page 35)

Fifty Years' Business in the One Store

Story of How a Country Merchant Built Up a Profitable Trade in Cross Road Establishment—A Reputation for Honesty—Methods Followed to Attract Business—How Mail Order Catalogues Were Handled — What Taking Discounts Meant.

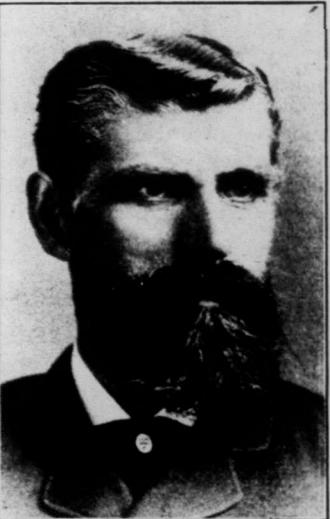
"When I bought this business from D. G. Case I paid him \$2,000 cash for the stock. There was no inventory taken; none was necessary. As a customer I dealt with him all my life, and my father before me dealt with him, and no one ever knew of a dishonest act he has ever done."

Although D. G. Case, of Glanford, Wentworth County, Ontario, does not say so himself, yet it is quite apparent from the above words of his successor, Jas. T. Marr, that this matter of honesty has had much to do with the success he has made in the retail business during the past fifty years. Mr. Marr admits that if the usual strict methods in business dealings had taken their course, he would have seen the value of the stock tabulated, piece by piece, but Mr. Case had told him \$2,000 was a fair price—in fact the fairness leaned a little the buyer's way—and that was enough. The man's word was as good as his bond.

Fifty Years in One Place.

Fifty years in business? Yes, that is the time Mr. Case has been an active general merchant; and, moreover, this

Now climbing up in years towards the octogenarian mark, this man has seen many changes in business methods come and go, as well as changes ordinarily expected among the inhabitants of his township made by the ravages of time. He was born in Wentworth Coun-



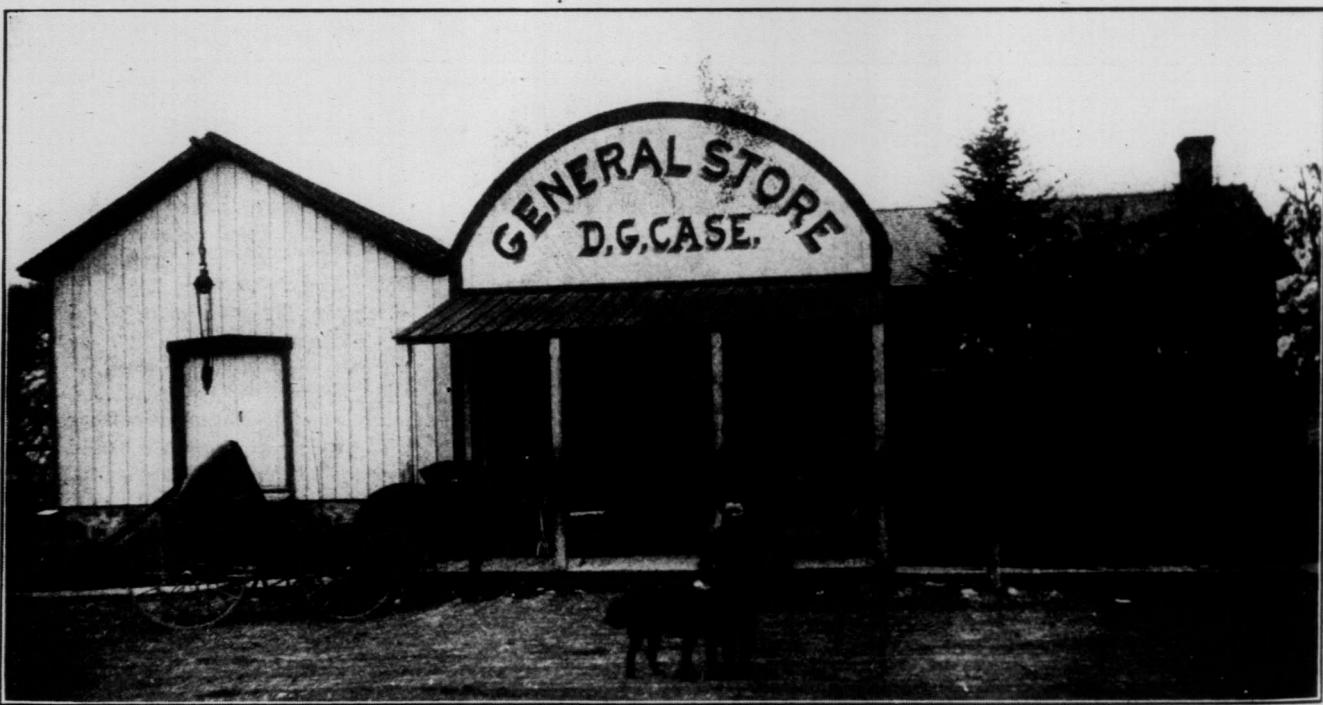
D. G. CASE, Glanford, Ont.
This picture was taken some years ago.

run by a man named McLean, the father of W. F. McLean, M.P. Things began to prosper from the beginning, and soon he bought the location from his uncle. Since that time, year in and year out, for fifty years, he made it his endeavor to build up the business on fair, honest, sound principles. He retired on May 1st, and to-day his neighbors say his holdings can be estimated somewhere in the six figure column. The original investment was a very modest few hundred.

The Business Foundation Stones.

Mr. Case ascribes "close attention to business," "stocking good goods," "selling at reasonable prices," and "holding small stock, but a good assortment," as the principal reasons for his success. It must, of course, not be supposed that what he is worth at the present time are the bank deposits from the cash register. As the money came in it was wisely invested, chiefly in mortgages.

One of the biggest competitors Mr. Case has had to deal with have been the mail order houses. With his place of business so close to Hamilton, and



A typical country general store. This is where D. G. Case did business for half a century.

half-century was spent in the one spot—the little village of Glanford, some seven or eight miles from Hamilton, on the Caledonian Road.

ty, and it was in 1862, when in his early twenties, that his uncle persuaded him to open the store he was destined to operate so long. It had been previously

with Toronto mail order concerns sending their catalogues into the district regularly, he naturally had to study the problem. By attending to the business

THE CANADIAN GROCER

closely, studying the wants and likes of the community, and buying carefully, he was able to supply his customers with the goods he knew they should have. Always careful in the selection of his stock, he kept a good assortment, and arranged goods in the store so that they could be easily seen.

Studied the Catalogues Himself.

While the farmers looked over mail order catalogues, they also studied his goods and prices, and found the goods he carried in the grocery, dry goods, hardware, and boot and shoe departments to be on the whole cheaper than they could purchase elsewhere. Once a customer was convinced of this he always remained one. Then again no mail order house could give the attention and personal service that Mr. Case could. He acted in an advisory capacity, and as he had long since got the name of acting on the square, his selections and advice were weighed with care. He, too, studied the catalogues and knew all about the prices and goods of the mail order houses.

Undoubtedly, in a larger community, Mr. Case's progress, based on his business ability, would have been more rapid. With a stock running at various times all the way from \$3,500 to \$5,000, this was turned over quarterly. Considering the small size of the place and the fact that Glanford is just a cross-road village surrounded by a farming community, this must be taken as a good showing.

Annual Discount Savings.

Expenses in a store so located are not great, and besides every opportunity was taken to save money on buying.

"I have made it a point," states Mr. Case, "to take my discounts ever since I have been able. I paid cash and got the best price going."

He calculates that each year he saved in this way \$500. In ten years that would mean a saving of \$5,000—quite a substantial sum.

Gave the Farmers the Best.

It was a good many years ago that he discovered farmers were more interested in good goods than in the inferior. Since that time it has been his policy to get the quality goods and give his customers the best he could buy. Too many merchants, he maintains, purchase inferior goods, and while they may be able to fool some people sometimes they can't fool everybody always. Once the customer knows he is not getting the best going, he is inclined to give his trade to the catalogue houses.

So far as competitors' prices were concerned, he paid no attention to them. He ran his own business. He bought for the best prices he could, marked the goods at a fair but not extortionate profit, and didn't have to cut prices to beat

out the mail order houses. In a country store like his, operating expenses are low, so that he could figure fairly closely above cost.

Tendency Towards Cash Trade.

Business methods have changed since Mr. Case entered his life's work in 1862. Forty and fifty years ago two-thirds of the business was done on credit. Farmers bought almost everything on time, and settled once or twice a year, usually in the autumn when the harvest was threshed. They exchanged produce for goods. The science of farming has, however, made much progress. Mixed farming is in vogue, and money can be secured more frequently, so that when he retired from business, Mr. Case found that not more than a tenth of his sales were on credit.

Farmers, he says, are going out of the butter-making business. It is some years since cheese factories became a factor in Wentworth County, and then the majority sent their milk there. In more recent times some of the cheese factories have gone out of business, and now

the milk and cream are taken into Hamilton every day to be used there or shipped on to Toronto. The difficulty of getting hired help on the farm—both male and female—has been one reason for the evolution to the present system. Instead of buying butter from the farmers to send on to the city, Mr. Case last winter had to buy it from the city for sale to the farmers.

Dealings With One House.

It is an interesting fact that when Mr. Case gave up active business life the other day, he was dealing with the wholesale house of Balfour, Smye & Co., Hamilton, with whom and whose predecessors, Brown, Gillespie & Co., he has dealt with for the past half century. Every week, as regularly as the seasons revolved, he was accustomed to make his weekly trip to Hamilton, and his friends there will certainly miss his familiar and welcome figure. He has purchased a neat little home less than a stone's throw from the old store, and there will enjoy with ease the fruits of his lengthy labors.

GIVING PROMPT ATTENTION TO CUSTOMERS

A Dealer Who Makes It a Point to Drop Everything Moment Some One Enter Store—Has Trained Clerks in Same Way—The Customer First, He Says.

Dresden, Ont., May 16—(Special).—"The first and most important item in the grocery business," declared a leading grocer the other day, "is the customer. At least, that's my view of it; and I have always aimed to give every customer the promptest possible attention, and to train my clerks to do the same thing.

"I've noticed on going into other stores that clerks, and merchants too, are often dilatory. The trouble seems to run throughout the entire staff of a store, rather than to just crop out in individual clerks. I daresay the clerks imitate the proprietor. Now, I think that if there's anything a customer appreciates, it is a merchant who gets a hustle on the minute the buyer enters the store, and proceeds to transact business without needless delay. Most men and women, even if their time is worth precious little, object to having it dawdled away by the individual behind the counter.

Not a Wise Theory.

"Of course I know that quite a few merchants go by rule. Their rule is to finish one task before they tackle another. If the clerk is arranging some canned goods on a counter, and a customer comes in when the job is half done, the clerk is required to finish the canned goods before waiting on the customer. Now, that's a really beautiful theory—finish one thing before you

tackle another—but it's merely theory, and if it has some advantages in actual practice, it also has a lot more disadvantages.

"My way of doing things is different, and it brings me business, which is the actual test of any method. I have just one rule—it is that the customer comes first. If there are two customers, the first customer comes first. Suppose I'm back here in the office, opening the mail, when a customer comes in, and all the clerks are busy. I drop the mail at once, go to the front, and attend to the customer. Or, if a clerk is brushing off a show case, he drops his brush the minute the customer opens the door. He doesn't wait for the customer to come down to him—he starts at once, and meets the customer half way. And generally it's the chap behind the counter that speaks first, too. I want every person who comes into the store to feel that he's welcome, even if he only comes to use the phone.

Welcomed by Nearest Clerk.

"I have another practice, and that is, if we're all busy and an extra customer enters, the nearest clerk speaks to the newcomer at once, and then goes on to finish waiting upon the customer in hand. Of course, that wouldn't work out in a big store, but my place is small, as you see, and my store people know pretty nearly everyone by name, so it comes natural."

The CANADIAN GROCER

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SELLING MORE GOODS IN SUMMER.

There are certain grocery stores in Montreal which sell more goods in summer than in winter. Rather than discharge some of their employes when the warm weather arrives, they take on more assistants to look after the increased trade.

This is because these firms go after the campers' and cottagers' trade. They have made a deep study of how best to serve the people who patronize some of Quebec's summer resorts and the natural outcome is that they are kept busy.

While it may not be possible for every dealer to do more business in the hot season than during the fall and winter, those favorably situated can secure a great deal of the trade of cottagers, campers and tourists by going after it. On another page of this issue are some suggestions on the goods that can be readily sold and pointers on how to go about it.

The Montreal grocers above referred to go to the trouble of packing and shipping to points of destination. They know just what to do and how to do it, and thus relieve the tourist and traveler from all onus and worry connected with transportation. They get paid, of course, for this service, as well as make a profit on the goods themselves and do a good summer trade.

There is a great deal of this extra business going every summer. It won't come to anybody of its own accord, but is quite susceptible to gentle persuasion if gone after.

MONEY IN THE BY-PRODUCTS.

A good deal of money is being made by some grocers out of the by-products that accrue about the store. J. McParland, of Gananoque, Ont., has a method of making a little extra money out of one of these by-products which perhaps is news to a great many. It is lead paper.

Many of the packages received have lead paper for packing, and this sells to the local junk dealers at from 1½ to 2 cents per pound in the raw state. But Mr. McParland does not sell it in this way. He has a large soap kettle in the back yard, in which he refines the lead paper. There is always a certain amount of wood lying around from broken boxes, etc., and this is the fuel used.

At the same time the back yard is regularly freed from any unnecessary combustible material.

When the lead paper boils the refuse, which rises to the top, is skimmed off and the residue, lead, is sold for four and five cents per pound. Mr. McParland sells in the neighborhood of 200 lbs. in a year.

There are many other methods by which the by-products can be disposed of with profit. A few years ago dealers used to give away soap, biscuit, canned goods, boxes, etc. Now they sell them and make a little extra money, which usually is clear profit.

Waste paper is still another means of getting an extra income. The T. Eaton Co., Toronto, who are continually out after new and economical methods, make probably \$9,000 or \$10,000 a year out of waste paper. They have paper baling presses in a separate room, and all waste paper is promptly baled.

If every advantage is taken to market the by-products in the grocery store, a considerable sized nest egg will be the result at the end of the year.

A VETERAN IN THE TRADE.

Any man who has been in the retail business for half a century and who has remained in the one store for that length of time, must necessarily command attention. When he has made a big success of the business; when by constructive methods he has secured and held trade that has been going to mail order houses and other competitors, his methods are worth close study.

D. G. Case, of Glanford, Wentworth County, Ontario, was such a merchant. On the first of May, when he stepped out of the store he had operated for fifty years, he could look back on a successful and honest business life. His trade was not large, his store being located on the side of a country road. But this makes it all the more interesting that he is now in a position to retire from active business life and enjoy the reward of his work.

The story is told in this issue of methods he used and of the changes in conditions since he first began business. The fact that he has been a general merchant for fifty years in the one spot constitutes pretty nearly a record. The Grocer would be glad to hear of other successful veterans in the trade who have overcome the difficulties that beset the trail of the retail dealer.

STUDYING COMPETITORS' METHODS.

The advantages of a retail dealer getting out among his competitors cannot be questioned. There are some, however, who do not take full benefit from their experiences. They visit other towns and stores, but instead of studying methods, displays, etc., closely, take a superficial view of everything, and return with nothing.

No keen business man can step into another's store without learning something. If he is observant, there will be features about the store interior, the equipment, the attitude of the dealer in serving customers, the display of goods or the store appearance, that will teach him something new. Many a man who cannot see faults in his own methods will readily detect them in other stores and profit thereby.

The writer knows of one dealer who, whenever he is away from home, always makes it a point to call on as many confreres in the trade as possible. He observes the equipment, the display, the character of goods handled and notices the movements of the men behind the counter. He learns from both their commendable methods and

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THE CANADIAN GROCER

their faults, and returns better equipped in knowledge of his own business.

Methods of doing business are more important than simply a history of progress. Readers of this paper will no doubt long since have noticed the value we attach to the methods of men — how they have done this and that to make their business successful — rather than a history of when they began business, how often they have enlarged their stores and how many clerks and delivery men they now employ.

Money makers and time and money savers are what every dealer wants to know about, and he should study these with every available opportunity.



PROFITS MUST BE MADE.

No dealer should be a slot machine. Some undoubtedly are, but the trade is gradually working away from this characteristic. Merchants are realizing that their own interests must be considered if they are to make business successes, and they are getting profits on the goods they sell.

The business dealer now-a-days is selling profitable goods, and good goods, regardless whether or not they are known to the consumer. The reason is, he has the confidence of the people of his community. He is considered an authority on food products by his customers and his advice is taken.

In order to live, the dealer must undoubtedly get a fair profit. Is a business dealer likely, therefore, to oppose his own interests by stocking, displaying, advertising and handing out those goods which do not bear him a just profit, turnover considered? Manufacturers have found this out in many cases to their sorrow. While at first they may make some success and a good margin of profit, there can be no permanent success without the expenditure of huge sums of money in a campaign to "force" the dealer.

The Canadian retailer is as big and broad a class as exists anywhere in the community. Only the weaker section of the trade will conform to the manufacturer's wishes when he tries to force it to sell at a loss. The manufacturer who allows a fair profit to the dealer, who co-operates with him in every way, and who interests his customers in his product, is the one who reaps permanent advantages. When such goods are asked for, the dealer has no right to substitute if their quality is known, but he certainly cannot be supposed to get behind any product the manufacturer of which uses him merely as a tool to hand over the goods when called upon.



EDITORIAL NOTES.

The business men of the country lost a good friend when Judge Mabee died.

• • •

Every dealer and clerk should realize that cost of doing business and profit should be calculated on the same thing.

• • •

The executive of the Ontario Retail Grocers' Association have erected their platform and will now go to the country for endorsement.

Frost and snow on the thirteenth of May in Southern Ontario! Why don't we have a little July weather in January to balance things?

• • •

When people open their summer cottages or go camping they usually have superior appetites. They usually have money, too, and will buy large supplies from the man whose goods impress them most.

• • •

Forcing goods on a customer is like compelling a woman to do something. Persuade both by suggestion and they will probably think they were the originators of the idea.

• • •

The retail grocers in the Ontario Association will study the problem of cost. This is without question the most important topic on the slate, and if worked to good advantage will bring in more members than any other.

• • •

It has been decided by a British law court that "sardine" is but a name applied to any small fish packed in a certain manner, while originally it was the immature pilehard. Thus does custom play an important part in the labeling of foods.

• • •

A barred rock pullet at the Agricultural College, Guelph, Ont., has made a world's record in laying eggs. In a year it deposited 282, with 200 considered as an output above the average. No doubt in the future it will have to start from scratch or be barred from the contest.

• • •

"Wholesalers should do one thing or the other," writes a Kingston, Ont., grocer. "They should cut out retailing to hotels, boarding houses and hospitals, if they wish to be termed wholesalers. There are many who are loyal to us, and we should be loyal to them." This is talking good, common sense.

• • •

In various parts of Canada merchants are again adopting the weekly half holiday. Wherever at all possible this is undoubtedly a wise move. It gives both the dealer and his clerk a recreation time, which everybody needs, and will fit all for better work the remainder of the week.

• • •

It is announced that the Railway Brotherhood Organization, of Toronto, is going to cut down the cost of living. At least it thinks it is by opening retail stores and competing with the retail grocers. When the average small grocer is now making but little profit—what will become of the National Railway Association? The directors include engineers, conductors, yardmen, firemen and car builders.

• • •

The grocer who gets some new goods in and sells them at a certain price, only to receive the delayed invoice a few days after to find he has sold them at a loss, will no doubt have feelings somewhat akin to Mark Twain on one occasion. When Mark Twain was editor of a Nevada newspaper somebody sent him a turkey with no card attached. The editor ate the bird. Next day he received a letter saying: "Can you tell us what the turkey we are sending you, died of? There's a bet on about it."

Beating Competition—Blow Your Own Horn

"Do to the Other Fellow What He Would Do to You, But Do It First"—Advertising Against Price Cutting—Methods Suggested for Dealers in Towns Closely Connected With Each Other.

*By Henry Johnson, Jr.

I am using my title advisedly. I ask you to note it carefully. Too much is said about "meeting competition." You want to beat it. In thinking this out, too, remember the pugilistic "four rules," which run about this way: 1. Hit first. 2. Hit first. 3. Hit first. 4. Keep on hitting. David Harum expressed it in another way, as noted above, and he was just as correct in his suggestion. The man who gets there in any endeavor does not wait to see what the other fellow will do. He sets the pace himself. Now, here is the story:

A grocer in Waterloo, Ont., writes as follows: "Berlin, our neighboring town, soon to be a city, has its share of grocery stores as has Waterloo, also. I am giving you a few statistics, then you can judge for yourself. Berlin has a population of 15,200. It has 26 grocery stores but no general stores handling groceries. Waterloo has a population of 4,500, with 10 grocery stores and 3 general stores handling groceries. Some of the Berlin groceries have special lists for Thursday which they advertise in Wednesday's issue of the two daily papers. Waterloo has a semi-weekly paper, issued on Tuesdays and Fridays. Up to now none of the Waterloo grocers have regular special lists on any particular day, one reason being that the town paper is not issued on Wednesday. I want to be on the right track to be a successful merchant. Can you give me any light on this problem? That certain Waterloo people are buying groceries in Berlin on Thursdays is a well-known fact among the grocers here. I do not want to plunge into cutting prices and then have a cut rate war on groceries in our town, but something should be done to keep Waterloo shoppers from buying groceries in the larger town."

The Existing Conditions.

With this communication comes a big clipping whereon about 175 items are listed as "A Very Interesting List of Specials" for the coming Thursday. All of these seem to be listed at cut prices though I am not familiar with most of the brands.

Thus we have an outline of the actual condition and, as we must face the situation and find a way out, we must analyze a bit to begin with. So let us do

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

what my correspondent does not seem to have done—size up what we have to work with.

* * *

We have one town of 15,200, with 26 grocery distributors. That gives us one store for each 585 of population, which is more people to the store than the general average throughout the country. We have another town of 4,500 with 13 distributors, or 346 to the store. That is much more nearly the general average. But, while all this is true, we are better off than we appear to be, so far as Waterloo is concerned, because these towns are separated only by a bridge. Thus, for mercantile purposes, they are one town. Figuring that way we have a population of 19,700, with 39 distributors; an average of 505 people to each store. That is one point.

Three Newspapers to Consider.

Next, because of this condition, there are actually three newspapers at hand—two dailies and one semi-weekly. These are open to all merchants in both towns. Note that carefully. Do not overlook the fact that, if you plan to use Berlin papers, Berlin merchants can also use Waterloo papers. Thus, you must carefully analyze the character of all those papers and use the one, or two, or all three, depending on the conclusion to which your analysis may lead you. Again, you must study the character of the readers of all papers, because ads suitable for one kind of constituency are not necessarily the most effective with another kind. For instance: Short, snappy offerings are generally best for the morning papers—offerings to be glanced at and gone after promptly. Evening ads. may be more detailed, more talkative, more intimate; because the family circle is thus reached when the day's work is over, and the atmosphere is one of quiet leisure. Evening is the time for "good, easy reading." It is the proper time to tell pleasant little stories about your store.

Necessarily I make these suggestions generally. It must be up to you to study conditions and get the true character of your papers down fine, so you can use them each to its best advantage.

A Resume of the Past.

Now, go back a bit. I imagine that there was a time when the Berlin merchants did not advertise weekly bargains. Then they began to do it. In

the beginning there was little permanent effect. That is, goods were sold on those offerings, but it was sometime before any habit was formed which led people to plan to purchase specially on those bargain days—to save up their wants for Thursday. During that time, I take it, Waterloo grocers paid little attention to what was going on. Gradually the effect was apparent, and Waterloo awakened to the condition which presently obtains.

Advice on Taking the Lead.

Now note: Conditions are of comparatively slow growth, and they are always the result of growth and development. Those Berlin men kept their plan going, persistently, until now they seem to have Waterloo "going" in another way. What to do? Follow the lead? By no means. Make a lead of your own. Have the patience and persistence to dig until you hit the right lead. Then have the same kind of patience and perseverance to follow that lead steadily until you hit the "pay dirt." After that, continue to keep just ahead of the other fellow, hunting new leads all the time.

Again, Berlin adopted the very obvious, easiest and therefore most vulnerable policy of price-appeal. All through the list submitted I find emphasized just one thing—price, cheapness, cheapness, price. I say this after careful scrutiny and notwithstanding that I find here and there the usual, stereotyped reference to quality, because such references are wrong, if they have to purchase goods like the rest of us. For instance we see:—"Finest quality sardines, regular 15c; special, per tin, 10c." We all know that the finest quality of sardines cost more than 15c per tin, and if any profit at all is to be made this statement is wrong; and any statement that is wrong is a chicken that will surely be plucked and come home to roost minus all its pin-feathers on some sad day. Again; "Mince meat, extra high quality, nothing better, special per pound, 10c." Any comment called for on that? Another: "Finest quality citron peel grown, per pound 18c." Does not the really finest citron cost more than 18c? And thus it goes all through this list.

What Would a Customer Do?

To arrive at what you shall do, first put yourself in the position of your customers in Waterloo. You will observe first, that you find a good deal being said by the Berlin men while you get no information whatever from Waterloo merchants. Therefore, you are apt to conclude that Waterloo has nothing to say, and you naturally look toward Berlin.

Jump back into your own shoes again, after having taken that glance into the psychology of your customers, and your

first thought throw off your articulate—you what you have a moment then your customer nearly as a greater variety best you have Berlin man is at 7c, probably best." You you do not consider them the cheapest your 15c prunes of their quality prunes got the average, to that 30-40 real division. Recommend it really cheap description lists their respects start at the right v is the right v

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Work along stock, listing prices, being statements absolutely true. to feel the e no great "rush" very much. I steady growth desirable cus duck. She is richer egg. B it. The hen she persistent she has done credit, while t second. Be a some other fel be sure that y advertising you

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Moorehead, North Dakota, with only a river the pleasure of when in the West of those towns oysters, from the same size and added a moderate old price of, Moorehead man he got it, for 6

THE CANADIAN GROCER

first thought will be that you must throw off your dumbness and become articulate—you must tell your friends what you have to sell. But do not for a moment think of cutting prices. No: your customers will not respond to that nearly as quickly as to offerings of greater varieties, including always the best you have. Say it is prunes. The Berlin man makes a point about prunes at 7c, probably calling them "the best." You have 7c prunes also, but you do not call them the best—you call them the cheapest you have. So offer your 15c prunes, with a neat description of their quality. Explain how 30-40 prunes got their description—so many average, to the pound. Explain further that 30-40 represents the most economical division between fruit and pits. Recommend these as the very best and really cheapest to use. Below this description list your others as "best of their respective sizes." Note that I start at the top and work down. That is the right way to list all your goods.

Will Mean Steady Growth.

Work along this line all through your stock, listing up-to-date goods at fair prices, being careful to make your statements accurate and always absolutely true. Very soon you will begin to feel the effect—no hurrah about it; no great "rush" of trade, but something very much better than that—a good, steady growth in your circle of reliable, desirable customers. Remember the duck. She lays the larger, sweeter, richer egg. But she says nothing about it. The hen lays the smaller egg, but she persistently advertises—tells what she has done. Hence the hen gets full credit, while the duck comes in a slow second. Be a hen in your business. Let some other fellow play the duck. Only, be sure that your egg is worth all the advertising you give it.

It is not possible for me to more than skim over these suggestions within the limits of this article. If I have not helped enough, ask me again. But, as the parable teaches by analogy, I am going to try to hint through another story how you may work things out.

Sold the Better Oyster.

Moorehead, Minnesota, and Fargo, North Dakota, are contiguous towns with only a river between them. I had the pleasure of visiting them one time when in the West. A merchant in each of those towns bought the same kind of oysters, from the same grower, of the same size and quality. The Fargo man added a moderate quantity of water to his stock and continued to sell at the old price of, say, 40c a quart. The Moorhead man sold his stock just as he got it, for 60c a quart. Pretty soon

the Fargo man seemed to be getting the better of the trade. Did the Moorhead man follow his competitor? He did not. He took a certain proportion of his oysters and added water to them—just about the same proportion as the Fargo man. Then he labeled them: "Fargo Style Oysters, 40c Quart," while retaining the old description on his remaining stock. So his best oysters were labelled: "Absolutely Unwatered Oysters, 60c Quart."

Then he noticed what any observing grocer will notice in similar circumstances—that very few buyers wanted to purchase water at 40c a quart; that, having both kinds, he was on a par with his competitor whereas if he had only one kind he would have been a "high-priced man." See? Try this thing out in your own store on eggs, butter, onions, potatoes, anything you like.

ONTARIO R. G. A. FORMULATE THEIR POLICY.

(Continued from page 29)

(e) Generally all such other lawful and similar objects for promoting the trade interests of its members, as may from time to time be determined by the association.

Will Begin Campaign Now.

Toronto was decided on as the head offices of the association, while it was decided to leave the assessment system, on which there was some discussion, as set on at organization meeting. A resolution was passed that matters dealt with in "What we stand for" be taken up at once, and a continuous campaign be maintained to bring about the objects aimed at.

Work of Organization.

Other resolutions passed were:

"That expenses of members of executive to all meetings be paid out of provincial association funds.

"That attendance of some members of the provincial association be tendered free for organization of local associations, and that expenses be paid by provincial association.

"That the secretary write the secretary of Wholesale Grocers' Guild informing that body that the Ontario Retail Grocers' Association has been formed and that it is now prepared to deal with all matters pertaining to the grocery trade.

"That the secretary communicate with Wholesale Grocers' Guild, urging that body to again adopt 1 per cent. discount for payment of accounts by 15th of month. He will also advise each local association to take the matter up with local wholesalers."

First Vice Resigns.

During the evening the resignation of E. J. Ryan, of London, from the first vice-presidency of the association was read. Mr. Ryan is leaving the grocery business to enter into a cigar manufacturing enterprise, and his resignation was received with deep regret by the executive, as he was considered to be an active advocate of the provincial organization.

John Diprose, of London, who is president of the London association, was elected to fill the vacancy. The appointment of a member to executive to fill the vacancy caused by Mr. Diprose's promotion was left over.

Members of the executive in attendance at the meeting were: D. W. Clark and Wm. C. Miller, of Toronto; Thos. Shaw and Jno. Diprose, of London; J. A. McIntosh and Jas. Main, of Hamilton; W. J. Mellen, Jas. Burns and J. E. Church, of Brantford; J. D. Wisdom, Barrie; Jno. Scott, Woodstock, and Chas. McCausland, Paris.

Note and Comment.

Legislation committee under Jno. Forth, of Hamilton, are to look after drawing up of by-laws and constitution.

Members of executive have offered their services in organizing local associations.

All members of association are welcome at executive meetings, whether they are members of executive or not.

Everyone regretted withdrawal of E. J. Ryan, of London, from 1st vice-presidency.

A WELL REASONED ANSWER.

Editor Canadian Grocer.—In regard to your question, For how much must a dealer sell a dozen of preserved fruit that cost him \$2, in order to make 10 per cent., after allowing 15 per cent. for cost of doing business. Selling price always consists of: Cost of goods, cost of doing business and the profit desired, and that this selling price always is a hundred per cent.; therefore if cost of doing business amounts to 15 per cent., and his profit desired shall amount to 10 per cent., there would be only left 75 per cent. for the cost of the dozen of fruit.

Therefore if 75 p.c. is equal to.....\$2.00
Then 1 p.c. would be..... 2.00

75

And 100 p.c. or selling price will be:

\$2.00 \times 100 \$2.666.

Or, answer: The dealer must sell the dozen of fruit for \$2.67.

Saskatoon, Sask.

G. Docktermann.

Lesson 15—Course in Cardwriting

Presenting the Up-and-down Style of Roman Lettering Executed With the Round Writing or Square Pointed Pen—Favored Style of Lettering for Fine Show Card Work and Price Tickets.

J. C. Edwards. Copyrighted, Canada, 1911.

L signs, but not show cards for modern, glaring letters make good advertising. Some stores, of course, want bold, black letters, but the up-to-date store that caters to the better trade does not want such screaming announcements with their display. This is where pen lettering comes in for a goodly share of recognition.

The Pen for Small Work.

For price tickets and for the finer grade of work the round writing or square-pointed pen, in its various sizes, is a prime favorite with up-to-the-minute card writers. There are two different makes, but practically no difference exists between them, so that a cardwriter cannot make any mistake in asking for the square-pointed pen for show card lettering.

It is Not Mechanical.

Pen lettering has not the mechanical appearance that the shading pen, that double-pointed impractical contrivance, has. Like other pens, the lettering pen is steel, but there is not the mechanical, ready-made look about the work that the shading pen work has, whether poorly or well executed.

The Pen and the Sizes.

In style this pen is made much the same as ordinary pens, with a fairly deep hollow of oval shape in the centre which retains the ink. The point of the pen is square, but not square across. It slants a trifle to the right as you hold it in position. This allows for the natural position while writing with the right hand. A left-handed person would find considerable difficulty in learning to operate the pen owing to this fact. The pen is made in about eleven sizes ranging from 1, the broadest, which is about one-eighth inch wide, to No. 6, a pen practically no wider than a narrow stub and of little use to card-writers.

The Best Sizes to Use.

For the larger cards, where a letter stroke is needed about one-eighth inch wide, the No. 1 pen is the best; then I would suggest Nos. 1½, 2½ and 3½, and for very fine work a No. 4; anything smaller than that is little better than an ordinary pen. You will notice in the illustration the sizes of the work done by the different pens. This picture, of course, is greatly reduced, but you can get an idea of the comparative sizes of the strokes each pen makes.

Holding the Pen.

Take the pen holder (any ordinary holder with sufficient grip to insure

against slipping) in your hand as illustrated above without cramping the fingers. Allow the hand to rest lightly on the side of the small finger, between the tip and the first joint. Let the pen rest firmly on the cardboard at the angle suggested by the illustration. Note the stroke and the position of the pen point. The fine line of the stroke is made by the edge of the pen and the wide part by the width. Don't turn the pen to accomplish this. Just practice. Practice a sure, quick stroke and you will get cleaner edges on your lines.

Eccentric Letters Not Practical.

You will notice in the plate that the letters "L" and "X" are eccentric, or are carried beyond their usual face area, either over or under the line. This may be used to some extent, but it is not practical for all styles of show cards. The right hand strokes of "V" and "Y" may also be made the same as the "X."

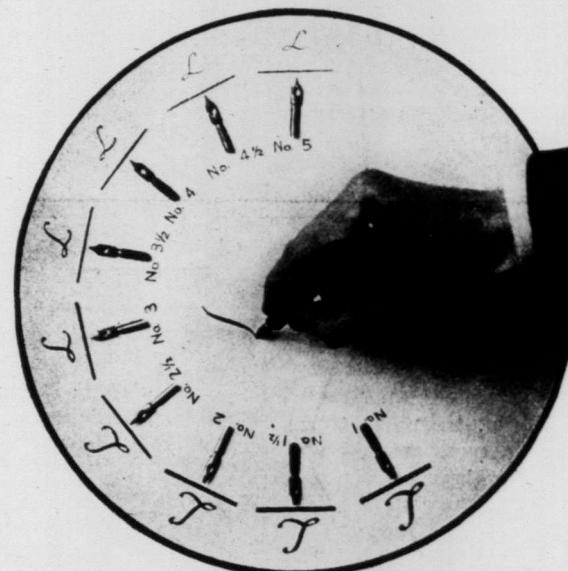
The first or top ticket shows the inscription and the price of equal strength. In this case one is as important as the other and should catch the eye at one time. To do this, it is unwise to have a long catch phrase; something short and crisp is better. The second ticket gives prominence to the price, which stands out larger and is the first to attract one's attention. The lower ticket, while it quotes the price, does not tend to bring it out as the main feature, but

rather invites your attention to style or quality of the article. A ticket like this is quite in keeping with the first style showing.

Many and varied are the styles and sizes of price tickets attached to articles on display, but the regulation ticket is made according to a scale. A full size sheet of cardboard measures 22 inches by 28 inches, a half sheet measures 14 inches by 22 inches, the longest way being divided in each case; the quarter size is 11 by 14 inches, eighth size is 7 by 11 inches, and the sixth, as shown above, is 5½ inches by 7 inches. The last named is the best size for ticket for large articles such as clothing. Every card writer should use his best judgment in selecting tickets for the various articles and it is often advisable to vary them by way of relieving monotony.

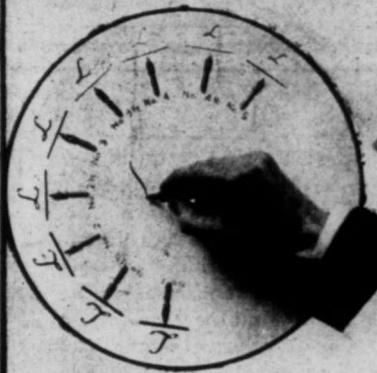
Always carry out one idea throughout an alphabet. When you commence to make one style of letter such as ending the first stroke of the lower case "a" with a spur, always carry this point out in such letters as "h," "d," "k," and so on; but if you make it rounding, do the same with the rest of the letters where a letter ends with a complete stop for it is one of the card writer's best friends.

Try this lettering with the square-pointed pen as shown above and practise it diligently until it is mastered, as the above mentioned.



The pens here shown with the size of each marked and the comparative width of work done by them. The proper position of the pen in the hand while lettering is demonstrated.

Plate N° 15. Straight Pen Lettering
Capitals, Lower Case, Numerals



Aa A A A a a a. Bb B B b b. Cc C C C c d D D d Ee E E E e. Ff F F F F F F. Gg G G G G G G. Hh H H H H H H. Ii I I I I I I. Jj J J J J J J. Kk K K K K K K. Ll L L L L L L. Mm M M M M M M. Nn N N N N N N. Oo O O O O O O. Pp P P P P P P. Qq Q Q Q Q Q Q. Rr R R R R R R. Ss S S S S S S. Tt T T T T T T. Uu U U U U U U. Vv V V V V V V. Ww W W W W W W. Xx X X X X X X. Yy Y Y Y Y Y Y. Zz Z Z Z Z Z Z.

1234567890\$¢
22222331441555
CC6-759899CO½

A practical useful letter for pen work is described in this cut. Note particularly sizes of pens to use for different grades of work.

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Current News of the Week

Quebec and Maritime Provinces.

A. B. Dupuis, Limited, wholesale grocers, Montreal, have been incorporated at \$50,000.

Hudson, Hebert & Co., Limited, Montreal, have found it necessary to add to their premises, and have secured additional space.

The remains of F. W. Thompson, late 1st vice-president and managing director of Ogilvie Flour Mills, Limited, are expected in Montreal on Sunday next. It is also expected that the funeral will take place on the following day.

The Canada Gazette announces the incorporation of the St. Lawrence Sugar Refineries, Limited, with a capital stock of \$10,000,000. A. Baumgarten, the president of the St. Lawrence Company, will not leave the business, as was stated some time ago by some. He has been connected with it for more than 30 years—since its inception in 1879.

The matter of early closing in St. John, N. B., for the summer months is again being considered. A meeting was held last week at which the promoters of the early closing policy expressed themselves as being hopeful of seeing all stores in the city with few exceptions closed after 7 p.m. every day except Saturday and during the period of activity about Christmas time. At the recent session of the local legislature an amendment to the early closing enactment which last summer by the police magistrate was declared ultra vires, was made by which it is thought there will be a more definite understanding and more general sympathy with the movement than was the case last year. The smaller groceries, the corner shops, so-called, are provided for in the enactment, and special provision is made regarding them.

On Thursday, May 16th, Montreal had an opportunity of inspecting the "Made in Canada" train, while at Ottawa today the Rt. Hon. R. L. Borden is expected to inspect it. The "Made in Canada Train" is truly Canadian right from the front of engine to last car, having been constructed at the C.P.R. Angus shops, and the exhibits it will carry will all be of Canadian make and will be furnished by manufacturers from the various provinces. One car will be furnished as a home, the car having been divided into a parlor, living room, dining room, bedroom and kitchen.

The object lesson of this is that a home can be thoroughly furnished from "Made in Canada" goods. Montreal exhibitors catering to the grocery and allied trade are:—The Edwardsburg Starch Co., the Walter M. Lowney Co., and the Smart Bag Co.

Ontario.

Thomas Vance has been appointed manager of newly organized Toronto Fruit Auction Co., Herbert England is auctioneer.

The Drummers' Snack Club executive are holding a meeting to-day (May 17) at Georgetown, Ont., to talk over their annual outing in July.

T. E. Ryerson & Co., fruiters, Brantford, are adding groceries. Harry Weeks will have charge of the grocery department.

R. J. E. McCrea, of J. A. McCrea & Son, Guelph, Ont., accompanied by his wife is on a holiday trip to Winnipeg.

H. J. Colwill, general merchant, Arthur, Ont., is a great horse fancier. At four different horse shows at which he has exhibited his horses he has carried off three firsts and one second prize. He also has some excellent prize winning Jersey cattle.

The Dominion Abattoir, Limited, a newly organized company, will erect a \$75,000 building at Pottersburg, near London, Ont., on the site of the Canadian Packing Co., wiped out several years ago by fire. The company is headed by E. Rechnitzer, formerly manager of the Canadian Packing Co.

The grocers in London, Ont., decided on a half-holiday on Wednesday afternoon during June, July and August. When they began to circulate the petition many were in favor of closing during May as well, so that this month was also included and is being observed by all those except in very central portion of the city. There is also considerable talk of extending it to include September, the grocers in South London having already decided on this.

Western Canada.

Cecil Poach, grocer, Winnipeg, has sold to McKenzie & Reeve.

G. S. McNaughton has taken over the grocery store of A. G. Todd, Ardoch, Sask., and is remodelling the premises.

F. R. Collins, general merchant, Radisson, Sask., has sold to J. B. Sample.

Bay & Katz have succeeded A. Bay, general merchant, Pelly, Sask.

Tees & Persse, Ltd., wholesale commission merchants, sustained a loss by fire at their Winnipeg branch.

Two grain elevators of the Maple Leaf Milling Co. were destroyed by fire at Brandon, Man. One just recently erected cost \$60,000. Both were covered by insurance.

The Western Canada Cold Storage and Packing Company, Limited, has been incorporated at \$550,000. The head office is in Winnipeg. They are to acquire the plant of the Central Canada Meat Packing Co. (in liquidation) situated at Medicine Hat, Alta.

The Merchants' Association of Chilliwack, B. C. have again this year decided on the weekly half holiday. They began with the first Thursday in May, and every store in the town, including four groceries, five dry goods and millinery, two tailors, three men's furnishings, four jewelers, three hardware, Ashwell's Departmental Store, two flour and feed stores, and all the real estate offices. The afternoon was pleasantly spent in games and other recreations, several going to New Westminster on the electric tram.

DEATH OF JOSEPH IRVING.

Was 10 Years With Wm. H. Dunn as
Toronto Manager—Known As
Great Athlete.

Toronto, May 16.—Death after two weeks' illness has removed a well known figure from among the Toronto grocery trade, in the person of Jos. Irving.

During the past 10 years Mr. Irving has been connected with the Borden Condensed Milk Co. as Toronto manager of Wm. H. Dunn Co., the Canadian agents, and during that time periodicaly covered Canada from coast to coast.

He was 48 years of age, and in his youth enjoyed great success on the athletic field. He is still remembered as the star fielder of the Toronto Lacrosse Club of 1885, when this old organization was an all-star aggregation.

He was also a crack sprinter, curler and bowler—in fact, he was always among the leaders in whatever game he turned his attention to.

The late Mr. Irving's funeral took place in Toronto on Saturday, the 11th inst., and was largely attended by his many friends, a large number of whom were from among the local grocery trade.

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Goods to Be Shown to Get Camping Trade

Every Dealer Who Has Any Opportunities in This Direction Should Plan Early—Prepared Foods the Variety That Can be Readily Sold—A List of Those to Display—A Few Show Cards in the Window Will Help.

Already in summer resort districts people are beginning to open up and renovate their summer homes in preparation for the warm weather. Soon, too, the exodus from the big cities will take place for the lakes and streams. All of which has a bearing on the trade of the retail grocer, since it means there will be big opportunities to sell prepared foods.

The time to plan for this business is now. Every dealer who expects to get

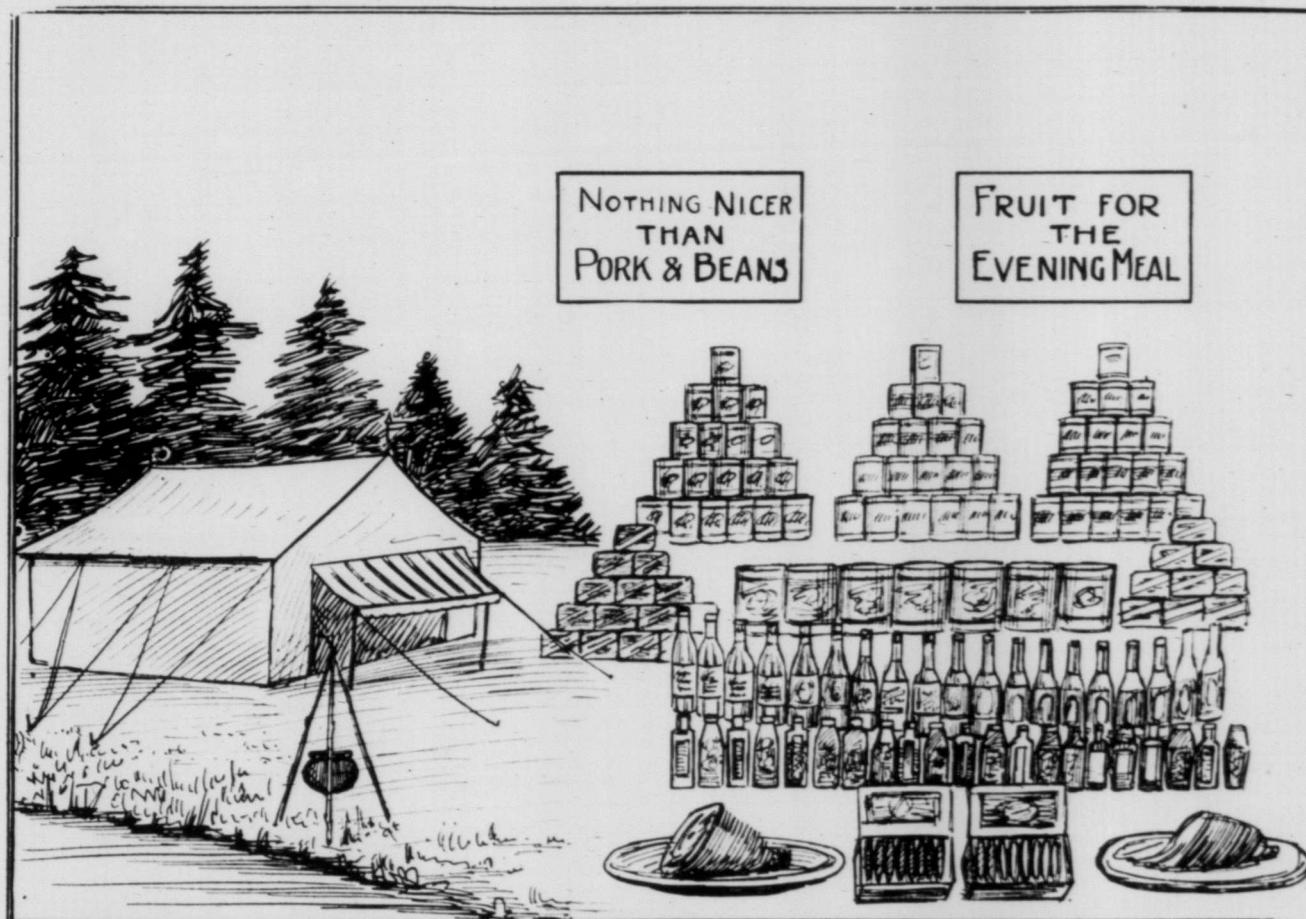
camp. It takes too long a time and too much fire to prepare them.

From now on window displays should be made regularly, at least once in May and twice in June, July and August. One does not have to look far afield to determine on the goods to show. Canned foods immediately suggest themselves. With little care and attention they keep a long time and are always preferable to fresh fruits and vegetables on an outing trip.

Not so many years ago campers had to go without milk in their tea and coffee except where they happened to be in the vicinity of some farm house. Condensed and evaporated milk have now overcome this. They are always included in larder outfit and should have a prominent place in every window display. They solve the problem of taking a chance on getting milk while on the trail and have been invaluable to prospectors, forest rangers, construction camps and cottagers.

The Dessert Problem.

A passing reference to the importance of canned, preserved fruits, jams and marmalade is all that is necessary here. That they are a necessity to the morning and evening meals goes without argument. They frequently are used for



Suggestion for a Camp Goods Window Display. Accompanying article gives list of goods that can be readily sold.

any of this business should make his arrangements early. Adopt a definite plan of campaign in window dressing and advertising, and beyond a doubt, if progressive methods are used, new and profitable business will be the result.

Class of Goods Required.

When people go off to their summer cottages or camps, by the river, they want foods that can be made ready for the table with the greatest despatch. Slow dishes find little or no favor in the

Canned Foods Popular.

Pork and beans always are a part of the summer larder. They are practically indispensable, being so easily prepared for a meal. Canned tomatoes, corn, peas, beets, etc., are other lines that should not be neglected. The same applies to canned and concentrated soups which have gained so much favor in the homes in recent years in view of the rapidity with which they can be served and the original flavors which the best of them retain.

dinner dessert and for these reasons every camper and cottager should be urged to take liberal supplies.

In canned fish there are sardines, kippered herrings, lobsters, etc., that will sell readily if displayed. There are also some attractive lunches gotten up in glass which should be given prominence. These include potted bloater, turkey, tongue, veal, etc., all of which can be sold. Pickles, catsups, olives, meat sauces, cooked ham, bacon and macaroni

(Continued on page 43.)

Latest Review of the Grocery Markets

Sugar Holds Rather Weak Position—Supplies of White Beans Are Small, and Prices Firm—Firmer Feeling in Salmon at Toronto—Prunes Still Slightly Lower in Montreal—Sugar Down 10c in Winnipeg.

QUEBEC MARKETS.

POINTERS:

Prunes—Varieties 1/2c lower.
Currants—1 lb. packages 1/2c lower.
Sugar—Needs attention.

Montreal, May 16.—With navigation now open the port is beginning to assume its old-time activity, and wholesalers are all reporting quite good business, the volume showing a decided increase.

Some dealers feel that sugar will soon decline, while others state positively that there is nothing to indicate any weakness. It is generally agreed, however, that a decline coming on a pretty bare market would result in many large orders.

Some complaints have been registered about the quality of molasses now on the market. Undoubtedly the sap has not been of as high a quality as last year's, and this may account to some extent for the lack of attention it is receiving in some quarters.

SUGARS.—The market at present is in a thoroughly interesting condition, and needs careful attention, as there are many inclined to state that before very long a drop will take place. The market truly is pretty bare, and a decline would certainly cause more than ordinary activity. It must be remembered, however, that the refiners are holding a large quantity of high-priced sugar, and even though New York is selling considerably below Canada, we must not take this as likely to bring about a reduction here, as not very long ago New York was selling higher than Canada, and still prices dropped here to the extent of fifteen cents. However, on reviewing the New York market of last week we notice a downward trend in both raw and refined. The main cause was the report that the Cuban crop would be much larger than last year, when, it will be remembered, the hot, dry weather caused prices to go up quickly. It is a known fact that Cuba has 200 more centrals grinding cane than two years ago, and at that time the crop reached 1,800,000 tons. In Germany and other Continental beet-growing countries, everything points toward a good harvest, so that refiners will more than likely conclude that they can afford to wait. Be that as it may, the trade will make no mistake in buying in small quantities, as something may develop within the next few days to change the whole aspect.

Granulated, bags	5 35
Granulated, 20-lb. bags	5 45
Granulated, 5-lb. cartons	5 65
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Extra ground, bbls.	7 10
Extra ground, 50-lb. boxes	7 55
Extra ground, 25-lb. boxes	8 95
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbls. granulated and yellow may be had at 5c above bag prices.	

SYRUPS AND MOLASSES.—Syrups still receive good and satisfactory attention, the prices remaining unchanged.

The demand for maple molasses is growing, but it is felt that a still greater volume of business would be done if the quality had been as well up to standard as last year's crop. It might be a good idea for the Government to look into the molasses question, as it seems that considerable mixing is going on. All grades of last year's molasses have been cleaned up, and the new crop is now securing attention, some few sales of the new having been made for first open water.

Fancy Barbados molasses, puncheons	0 36	0 38
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 31	0 33
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03%	
Corn syrups, half-barrels	0 03%	
Corn syrups, quarter-barrels	0 04	
Corn syrups, 3/4-lb. pails	1 90	
Corn syrups, 2-lb. tins, 2 doz. per case	1 35	
Cases, 2-lb. tins, 1 doz. per case	2 90	
Cases, 5-lb. tins, 1 doz. per case	3 25	
Cases, 10-lb. tins, 1/2 doz. per case	3 15	
Cases, 20-lb. tins, 1/2 doz. per case	3 10	

DRIED FRUITS.—Currants in 1 lb. packages have fallen off again, while certain varieties of prunes are also a half cent down. Interest in all Californian fruits is growing, but not to such an extent that attention is given to more than present requirements. If speculation goes on in prunes as it did last year, we may certainly expect a slump, and it is not likely that the trade will forget for some time the shadow which was cast over all lines of dried fruits. However, at present prunes are keeping in the limelight, the small decline mentioned above being due to a surplus in New York.

Future peaches are dull, no heavy business being transacted, but apricot futures are in a little healthier condition.

It would be no harm for the trade to keep their eyes on future raisins, as there seems to be an upward tendency, as a number of growers are said to be holding out for higher prices.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08%	0 09%
Currants, fine filiatras, per lb., cleaned	0 07	0 07½
Currants, 1-lb. pkgs., fine filiatras, cleaned	0 08	0 08½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 06%	
Dates, Halilowee, loose	0 06%	
Fards	0 11	
Figs, 3 crown	0 07%	0 1%
Figs, 4 crown	0 08	0 10%
Figs, 5 crown	0 08%	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz. per box	0 10%	0 11%
Glove boxes, 10-oz., per box	0 07	0 07%
Prunes—		
20-30	0 13	
30-40	0 12	
41-50	0 11	
50-60	0 10	
60-70	0 09½	
70-80	0 09	
80-90	0 08½	
90-100	0 08	
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09	
Choice fancy seeded, 1-lb. pkgs.	0 09	
Choice loose muscatels, 2-crown, per lb.	0 07	
Seedless, new, in packages	0 06	0 07
Select raisins, 7-lb. box, 16c. 20x	0 07	0 08
Sultana raisins, loose, per lb.	0 12	0 12
Sultana raisins, 1-lb. cartons, per lb.	0 12	0 12
Malaga table raisins, clusters, per box	2 50	2 50
Malaga table raisins, clusters, per 1/2 box	0 80	0 80
Valencia, fine off stalk, per lb.	0 08	0 08½
Valencia, select, per lb.	0 08	0 09
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS.—Brazil nuts are about the most reasonable on the market at present, while small orders for almonds are simply bringing about a slow movement. There is not much passing in filberts or any other variety, the general tone of the market being quiet.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10%	0 12
Filberts, Barcelona, per lb.	0 10%	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myrtle Grenadiers, per lb.	0 11	0 15
Walnuts, Marbora, per lb.	0 11	0 12½
Walnuts, Tortes, per lb.	0 11	0 12
Hungarian	2 13½	2 13½

Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 33
Almonds (in bags), standards, per lb.	0 27	0 28
Venezia shelled almonds, new crop	0 35	0 37
Cashews	0 13	0 17

American—		
Japanese roasted	0 06	0 07½
Coon, roasted	0 09	0 10
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 10	0 11
Sun, roasted	0 10	0 11
Spanish, No. 1	0 13	0 15
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 15	0 17
Walnuts—		
Bordeaux halves, bright	0 26	0 28
Brokens	0 27	0 29

TEAS.—The local Japan tea market has remained much about the same since last report. A little more enquiry, however, has been noted for teas around 21 to 23 cents, which are scarce at this period, particularly in first hands. A sample of the earliest picked leaf this season was received by a local firm on the 6th inst., and circulated among the trade throughout Canada, and was gen-

erally excellent for future

Japan—
Chocest
Choice
Fine
Medium
Good com
Common
Yamashino

Ceylon—
Broken O
Pekoes
India—
Pekoe Sou
Ceylon Green
Young Hy
Hyson
Gunpowder
China Greens
Pingsuey
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Santos

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Allspice

Cinnamon, whole

Cinnamon, ground

Batavia cinnamon

Cloves, whole

Cloves, ground

Cream of tartar

Ginger, whole

Ginger, Cochin

Mace

Nutmegs

Peppers, black

Peppers, white

RICE AN
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THE CANADIAN GROCER

erally pronounced upon as being of excellent cup quality. This augurs well for future deliveries.

Japanes—		
Choicest	0.40	0.50
Choice	0.35	0.37
Fine	0.30	0.35
Medium	0.26	0.30
Good common	0.21	0.24
Common	0.19	0.21
Yamashino	0.75	1.00
Ceylon—		
Broken Orange Pekoe	0.21	0.40
Pekoes	0.20	0.22
Pekoe Souchongs	0.20	0.22
India—		
Pekoe Souchongs	0.19	0.30
Ceylon Greens—		
Ceylon Hysons	0.24	0.25
Hyson	0.24	0.25
Gunpowders	0.19	0.35
China Greens—		
Pingsuey gunpowder, low grade	0.14	0.18
Pingsuey gunpowder, pea leaf	0.20	0.30
Pingsuey gunpowder, pinhead	0.30	0.50

COFFEE.—Prices are high as usual, and we can see no possible decline for some time to come, as there is no available surplus. Of course, if the new crop is an unusually good one, prices may begin to totter, but any prediction in this respect would be fool-hardy at present. Indeed, there are a number of authorities who have no hesitation in stating that coffee may go a few points higher still, arguing that Brazil held up well in spite of heavy receipts. They further claim that large roasters have been buying in Santos freely, and that as a result the situation is healthy. On the other hand, some who are not altogether talking higher prices lay stress on the fact that a fine flowering is likely next fall, as the weather during recent months has been ideal for coffee growth. But is it likely that the market will take notice of such a contingency? We are quite satisfied that a hand-to-mouth business will be the chief feature of trade for balance of season.

Mocha	0.25	0.28
Rio	0.21 $\frac{1}{4}$	0.23 $\frac{1}{4}$
Mexican	0.25	0.28
Santos	0.22	0.24
Maracaibo	0.23	0.26 $\frac{1}{4}$

SPICES.—The markets are still high, and the demand unusually good, due to the rapid growth of the country. Of course, owing to the scattered families in various parts and to the small business done in Canada compared with the U.S.A., there are not many spice mills, and the output is pretty nearly always well taken care of. There is just now no sign of a lowering in prices.

Allspice	0.13	0.18
Cinnamon, whole	0.16	0.18
Cinnamon, ground	0.15	0.19
Batavia cinnamon	0.25	0.30
Cloves, whole	0.25	0.35
Cloves, ground	0.23	0.35
Cream of tartar	0.25	0.32
Ginger, whole	0.17	0.30
Ginger, Cochin	0.17	0.20
Mace	0.35	
Nutmegs	0.25	0.30
Peppers, black	0.16	0.18
Peppers, white	0.22	0.27

RICE AND TAPIOCA.—Prices remain steady, the volume of business passing being fairly satisfactory. The trade is optimistic about the situation. The supply at present is moderate. It is hinted that there may be more rice in primary hands than appears on the surface, but local authorities claim that the situation is legitimately strong.

Rangoons—	
Rice, grade B, bags, 250 lbs.	3.45
Rice, grade B, bags, 100 lbs.	3.45
Rice, grade B, bags, 50 lbs.	3.45
Rice, grade B, $\frac{1}{2}$ pockets, 12 $\frac{1}{2}$ lbs.	3.65
Rice, grade B, pockets, 25 lbs.	3.55
Rice, grade C.C., bags, 250 lbs.	3.35
Rice, grade C.C., bags, 100 lbs.	3.35
Rice, grade C.C., bags, 50 lbs.	3.35
Rice, grade C.C., pockets, 25 lbs.	3.45
Rice, grade C.C., $\frac{1}{2}$ pockets, 12 $\frac{1}{2}$ lbs.	3.55
Fancy Patna—	
Patna, polished	4.00
Pearl	4.40
Imperial Glace	4.70
Sparkle	4.90
Japanes—	
Crystal	4.95
Snow	5.15
Ice Dips	5.40
Caroline Rice	7.00
Brown Sago, lb.	0.06
Tapioca, medium pearl, lb.	0.07
Seed, lb.	0.07

ONTARIO MARKETS.

POINTERS:—

Salmon—Firmer.

Spices—General firmness.

White beans—Higher.

Barley—Firm.

Cloves—Strong.

Twine—Firmer.

Brooms—Some quoting lower prices.

Toronto, May 16.—Compared with this time a month ago, wholesale trade shows considerable improvement. Better roads and opening of navigation have been factors in increasing activity. There is no doubt that an adverse factor is that farmers are busy in the fields, but just now he must frequently come to town to buy seeds and tools, and this helps the sale of general groceries. Reports from country towns indicate that major portion of business is crowded into latter part of day, while there is also generally active business on Saturdays.

Some firms are quoting lower prices on brooms in face of strong broom corn situation. Rumor has it that this is due to competition.

SUGAR.—Refined sugar has shown no price change, remaining at \$5.45 on Toronto market, as compared with \$4.70 a year ago. General situation is easier than at last report. Cuban raws have continued weak, receipts being quite as satisfactory as anticipated, and confirm crop estimates of at least 1,800,000 tons.

Besides this, European beet crop reports are improving, and beet quotations are on a lower level.

There is some difference of opinion as to whether a decline in Canadian refined is probable, but it appears that Canadian refiners have considerable high-priced raws on hand, while holders of British West Indies supplies are firm in their ideas, and as Canadian refiners are restricted to a considerable extent to this sugar, it is a steady factor in the market. On account of uncertainty of market, business is mostly of hand-to-mouth order, but stocks carried are quite small.

Extra granulated, bags	5.45
Extra granulated, 20-lb. bags	5.65
Extra granulated, 5-lb. cartons	5.75
Imperial granulated	5.30
Beaver, granulated	5.30
Yellow, bags	5.05
Barrels of granulated and yellow will be furnished	

at 5 cents above bag prices.	
Extra ground, bbls.	5.85
Extra ground, 50-lb. boxes	6.05
Extra ground, 25-lb. boxes	5.25
Powdered, bbls.	5.65
Powdered, 25-lb. boxes	5.05
Powdered, 50-lb. boxes	5.85
Red Seal, 5-lb. box	5.25
St. Lawrence Crystal Diamonds	7.55
Paris lumps, in 100-lb. boxes	6.20
Paris lumps, in 50-lb. boxes	6.30
Paris lumps, in 25-lb. boxes	6.60

SYRUPS AND MOLASSES.—There is not quite as active a market in maple syrup as when new crop was at its height, but a normal volume is being done. New crop article is quoted locally from \$1 to \$1.25 per gallon. One firm quotes single gallons at \$1.25, and five gallon lots at \$1.10. There is a seasonable trade in corn syrups reported.

There is not a great deal of interest in molasses. New Orleans, in barrels, is quoted at 26 to 30 cents. There was an easier feeling in Barbados on Eastern markets on account of arrival of new crop, but reports from primary market of late indicate firmness.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2.55
5-lb. tins, 1 doz. in case	2.90
10-lb. tins, $\frac{1}{2}$ doz. in case	2.80
20-lb. tins, $\frac{1}{4}$ doz. in case	2.75
Barrels, per lb.	0.03 $\frac{1}{2}$
Half barrels, lb.	0.03 $\frac{1}{2}$
Quarter barrels, lb.	0.04
Pails, 38 $\frac{1}{2}$ lbs. each	1.90
Pails, 25 lbs. each	1.35
Maple Syrup—Compound—	
Gallons, 6 to case	4.00
$\frac{1}{2}$ gal., 12 to case	5.60
$\frac{1}{4}$ gal., 24 to case	5.65
Pints, 36 to case	5.65
Maple Syrup—Pure—	
Gallons, 6 to case	6.60
$\frac{1}{2}$ gallons, 12 to case	7.15
Quarts, 24 to case	7.15
Pints, 48 to case	4.90
Quart bottles, 12 to case	3.50
Molasses, per gallon—	
New Orleans, medium	0.30
New Orleans, barrels	0.26
Barbados, extra fancy	0.50
Porto Rico	0.45
Muscovado	0.30

DRIED FRUITS.—There are no important changes to report in dried fruits. Business is none too brisk, although fair movements are recorded in some lines. Retailers' stock in many lines are getting into small compass, and naturally some business must follow.

There is still quite a range in prices quoted by different firms on certain sizes of prunes, although general situation appears no weaker, nor yet any firmer. While spot dried fruits on the coast continue weak there is a somewhat improved feeling in futures of late.

Currents on primary market show a solid statistical position. "The feeling prevalent is confidence," says one report, "and there appears no prospects for a decline." Local wholesalers are displaying little interest in currants just now, however, as most of them carry sufficient stocks.

Prunes—	
30 to 40, in 25-lb. boxes	0.12 $\frac{1}{2}$
40 to 50, in 25-lb. boxes	0.11 $\frac{1}{2}$
50 to 60, in 25-lb. boxes	0.11
60 to 70, in 25-lb. boxes	0.10 $\frac{1}{2}$
70 to 80, in 25-lb. boxes	0.10
80 to 90, in 25-lb. boxes	0.09
90 to 100, in 25-lb. boxes	0.09
Same fruit in 50-lb. boxes, $\frac{1}{4}$ cent less.	
Bosnia prunes	0.07 $\frac{1}{2}$
Apricots—	
Choice, 25-lb. boxes	0.21
Slabs	0.18 $\frac{1}{2}$
Candied Peels—	
Lemon	0.10
Orange	0.10
Citron	0.15
Tapnets	
0.04 $\frac{1}{2}$	0.04 $\frac{1}{2}$
Figs, 2 to 2 $\frac{1}{2}$ inches, per lb.	0.09
Bag figs	0.05
Evaporated peaches	0.15

THE CANADIAN GROCER

Dried apples	0 09½	0 10
Evaporated apples	0 10½	0 11½
Currants—		
Patras	0 08	0 08½
Fine Filiatras	0 07½	0 08
Vostizas	0 10	0 12
Uncleaned, ¼ c. less.		
Raisins—		
Sultana, choice	0 12	0 14
Sultana, fancy	0 14½	0 15½
Valencias, selected	0 08	0 08½
Seeded, 1 lb. packets, fancy		0 08½
Seeded, 16-oz. packets, choice		0 08½
New Dates—		
Halloween—		
Full boxes		0 06½
Package dates, per 1 lb.	0 07	
Fards, choicest, 12-lb. boxes	0 09½	0 10½
Fards, choicest, 60-lb. boxes	0 06½	0 07

TEA.—Although Japan market has opened and at quite a high figure, there has been little interest as yet displayed in new crop tea. The early crop teas are the finest and command a high price, and as little of finest is used in Canada, opening of market holds little of interest to Canadian dealers. Towards end of June or first of July, when pickings of ordinary qualities begin, there will be more attention given.

Reports from Colombo say that common Ceylon teas have been easier to buy, but mostly of the stalky and undesirable sorts. Quality has shown a decided falling off generally, and quite accounts for lower quotations at recent sales. "The quantity of fine grade is much reduced," says a report, "owing to deterioration in quality of teas from nearly all estates where fine tea is grown. For any teas with really fine quality, there has been keen competition and prices were consequently forced up in some cases many cents. Fine teas bought a month or two back are now worth considerable profits."

COFFEE.—Coffee market has probably recovered all the ground lost during recent depression. Tendency at moment is steady and situation in strong hands. It was the rather indifferent spot demand, coupled with continued liberal Brazilian port receipts which caused the easier turn.

Santos markets continues to rule firm, considerably above prices ruling in consuming markets, which would indicate that holders there are confident of realizing steady prices later on, despite the close approach of the new crop movement. New crop outturn commences on July 1.

Rio, roasted	0 23	0 24
Green, Rio	0 19	0 20
Santos, roasted	0 24	0 25
Mariaibo, roasted	0 24	0 25
Bogotá	0 27	0 28
Mocha, roasted	0 30	0 32
Jara, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemala	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—There is a steady to firm tone to general spice markets, a number of lines having quite a marked steady tone in sympathy with strength in primary market. Cloves is one line mentioned by local dealers as showing strength. While the last crop was fairly good, it came on a bare market, and conditions of supplies now point to higher values. Pepper, both black and white, are also rather firm. Cream tar-

tar, while rather steady at moment has been on easy side, and some dealers consider 25 cents per pound a fair price to retailer.

Trade in spices is reported as good by majority of local houses, demand being pretty well spread over list in general.

	Tins.	1/4-lb. pugs.	1/4-lb. tins doz.
Allspice	15-18	60-9 70	70-9 80
Cinnamon	20-30	85-1 15	95-1 25
Cayenne pepper	23-28	80-1 05	90-1 15
Cloves	23-28	75-0 95	85-1 10
Cream tartar	25-26	90-0 00
Curry powder	25-30	65-0 85	75-0 95
Ginger	25-27	65-0 85	75-0 95
Mace	60-75	0-2 75
Nutmegs	30-32	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	28-34	91-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 15
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-20

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

RICE AND TAPIOCA.—There are no changes in prices on rice or tapioca, and no particularly new features have developed. Fairly steady tone appears to prevail in both lines. Rice situation in producing sections of U. S. is quite firm, floods in Louisiana having interfered materially with planting.

Barley, both pot and pearl, continues steady to firm, with some firms quoting slightly higher prices. Pearl is generally \$1.00 per ewt. above pot, but premium on this variety just now appears to be somewhat larger.

Standard B., from mills, 500 lbs., or over, f.o.b. Montreal	3 45
Rice, standard B., f.o.b. Toronto	3 45
Per lb.	
Rangoon	0 03½ 0 04
Fancy rangoon	0 05
Patna	0 05½ 0 06
Japan	0 05 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 08½ 0 07
Tapioca—	
Bullet, double goat	0 06
Medium pearl	0 06½ 0 07
Flake	0 06
Seed	0 06½ 0 07

NUTS.—Peanuts and Brazils appear to be the two most prominent lines. Consumption of peanuts always increasing during spring and summer while some dealers are making a specialty of Brazils on account of new crop goods now being available, while prices are quite reasonable.

Shelled varieties are doing very well also.

Almonds, Formigetta	0 15	0 15½
Almonds, Tarragona	0 16½	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbot	0 13	0 14
Walnuts, shelled, new	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08½
Peanuts, green, jumbo	0 10

BEANS.—Firm feeling, which we noted in beans last week, and indeed of which we have been referring to for some time back, was well warranted, as is shown by higher prices being asked by most firms. Prunes are ruling around \$2.75 now, and supplies are small.

Stocks are small in compass, but one large local buyer has some Austrian beans due in few weeks, which will sell at lower figure than Canadian.

Prime beans, per bushel	2 75
Hand picked beans, per bushel	2 85
California Lima beans, lb.	0 08

MANITOBA MARKETS.

POINTERS—

Sugar reduced 10 cents.

Coffee—Firm.

Winnipeg, May 13.—Wholesale grocery business continues satisfactory. City trade is very active and country orders show no declines. Collections are also reported to be decidedly better than in March.

Sugar has declined 10 cents. Coffee is reported to be firm and advances would not occasion surprise.

In dried fruits there is nothing special to report but currants are reported as scarce and liable to go higher. California peach crop is said to be in good shape and past all dangers from frost.

As regards the general business outlook, it is good. Labor is a little scarce, but that means that no man need be idle, and as a matter of fact few are. The immigration movement continues heavy, and much money is coming into the country with them. Investors are still placing large amounts in various Western Canada resources, and large industrial corporations are spending vast amounts from which all classes of community reap benefit.

SUGAR.—A general reduction of 10 cents is announced following the ease up in eastern prices.

Montreal and B.C. granulated, in bbls.	5 90
Montreal and B.C., in sacks	5 85
Montreal yellow, in bbls.	5 50
Montreal yellow, in sacks	5 45
Icing sugar, in bbls.	5 35
Icing sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 10
Powdered sugar, in boxes	6 10
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 80
Lump, hard, in half-bbls.	6 85
Lump, hard, in 100-lb. cases	6 80

SYRUPS.—Prices still firm, but a reduction may follow falling off in demand on account of easier butter prices. Maple syrup is much in demand.

Syrups—	
24 2-lb. tins, per case	3 55
12 5-lb. tins, per case	2 95
6 10-lb. tins, per case	2 85
3 20-lb. tins, per case	2 87
Half-barrels, per cwt.	4 05
Barbados molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 31
Maple syrup—	
Imperial quarts, 2 doz. case	6 20
½ gals., 1 doz. case	5 85
Gals., ½ doz. case	5 40

DRIED FRUITS.—Situation is unchanged, but currants are known to be scarce at producing centres. Here, stocks on hand are heavy and jobbers generally have a year's supply on hand. Prospects for California peach and prune crop are considered good.

New Prunes—	Per lb.
90-100s, 25s, s.p.	0 08½
90-100s, 10s, s.p.	0 08½
80-90s, 25s, s.p.	0 09½
80-90s, 10s, s.p.	0 09½
70-80s, 25s, s.p.	0 09½
70-80s, 10s, s.p.	0 09½
60-70s, 25s, s.p.	0 10½
50-60s, 25s, s.p.	0 11½
40-50s, 25s, s.p.	0 12½

Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 30
Fine, selected, 28s, s.p., per box	2 35

4-crown la
4-crown la
4-crown la
Ne plus u
Currants—
Dry, clean
Washes, 1
1-lb. pac
2-lb. pack

COFFE

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Roasted Rio

Green Rio, 5

Green Rio, 7

Green Santos

Roasted Sant

BEANS

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Beans, 3-lb. p

Peas, split, 1

NUTS—

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Nuts—

Filberts

Walnuts, 1

Walnuts, 1

Walnuts, 1

Walnuts, 1

Almonds, 1

Almonds, 1

Almonds, 1

Almonds, 1

Peanuts, 1

Peanuts, 1

Peanuts, 1

Peanuts, 1

Pecans, 1

Pecans, 1

Brazils

Nutmegs

.....

4-crown layers, 28s, s.p., per box	2 45
4-crown layers, 14s, s.p., per box	1 30
4-crown layers, 7s, s.p., per box	0 70
No plus ultra, 28s, s.p., per box	2 40

Currants—

Dry, clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08½
2-lb. package	0 17%

COFFEE.—Market is known to be strong, but stocks are heavy and any immediate change not probable.

Roasted Rio, per lb.	0 22
Green Rio, 5s, lb.	0 17½
Green Rio, 7s, per lb.	0 18%
Green Santos	0 19
Roasted Santos	0 24

BEANS.—Situation is unchanged and prices firm.

Beans, 3-lb. picker, per bushel	3 00
Hand picked, per bushel	3 10
Peas, split, 100 lbs.	4 00

NUTS.—With the opening of parks and summer resorts in general, nut trade is decidedly brisker, with good prospects of improvement.

Nuts—	Per lb.
Walnuts, Marbotts	0 11½
Walnuts, Grenoble	0 16
Walnuts, shelled, cases 55 lbs.	0 27½
Walnuts, shelled, in less quantities	0 28
Almonds	0 17
Almonds, shelled, in 28-lb. boxes	0 34
Almonds, shelled, less than 28-lb.	0 35
Peanuts, roasted, choice	0 09½
Peanuts, roasted, extra fancy	0 11
Peanuts, shelled, not roasted	0 09
Peanuts, salted, per ctn. of 20x5c pkts.	0 10
Pecans, medium	0 18
Pecans, large	0 20
Brazils	0 14
Nutmegs	0 20

NOVA SCOTIA.

Halifax, May 6.—Vegetables are scarce in Halifax at present time. Stocks have been cleaned up earlier this season than ever before. Only small quantities of carrots, parsnips and turnips can be obtained. Wholesale dealers have no difficulty in disposing of carrots and parsnips at one dollar per bushel. Stocks of potatoes are light, and they are selling at one dollar per bushel. Dealers predict that they will go higher before new stock arrives.

Stocks of dried fruits and canned goods are running low, but it is thought that there is sufficient of latter on market until new crop arrives. Sugar market is quiet and demand is reported light. Extra standard granulated is quoted at \$5.50, and United Empire at \$4.40.

NEW BRUNSWICK MARKETS.

St. John, May 16.—Flour is steady and market indicates so firm a feeling, that there is every reason to believe there will be other advances following that of twenty-five cents made this week in Ontario patents. Local grocers are a unit in declaring that Manitoba will not be far behind in the jump. Wholesalers' advices are that the heavy floods in the United States have been responsible for much of the condition of wheat market and steady rise for past few weeks, but they say that there has apparently been no consequential damage done in the Canadian West.

Molasses is higher and shows firmness. Feed has a steady upward tendency while both cornmeal and oatmeal are firm as well.

Village Merchants Form an Association

Progressive Spirit Shown by Western Ontario Men—Dealers In It From Radius of Twenty Miles — Representatives of London R. G. A. Attend Meeting and Give Addresses on Organization Work.

London, Ont., May 16—(Special).—The grocers and general merchants of

Harrietsville, Avon, Gladstone, Dorchester, Belmont, Mossley and Evelyn met at the Chittick House, Dorchester, on Wednesday evening of last week for the purpose of talking over trade matters. The merchants at the above places state they have been selling tobacco at a loss for years past.

G. B. Drake, of the London Retail Grocers' Association, in talking the matter over with some of the merchants of Dorchester, advised them to get together and discuss the question with their fellow merchants. The outcome is they have formed an association which extends over a radius of twenty miles. They realize that they should be getting a profit on all goods sold and will work to that end.

W. J. Coates, of Mossley, is president and W. Vollick of Dorchester is secretary. At the invitation of the president and secretary, G. B. Drake, E. J. Ryan, Adam Palmer, J. McFarlane and T. J. Ranahan, of the London Association attended the last meeting of the newly organized association and gave their views on association work. The above gentlemen were all called upon by the president, and they gave their experience along the different lines of organization work and brought out some good points, which their fellow merchants from the country were not slow to grasp. Many questions were asked and answered.

After everybody had partaken of luncheon which was provided for by the new association, the party adjourned to the smoking room, where speeches were made by H. J. Scott, of Gladstone; G. B. Binkley and W. Demary, of Avon; A. Hodden, W. Vollick, and J. Talbot, of Dorchester; J. Mahon, of Evelyn; C. R. Eden and C. B. Adams, of Harrietsville, and also by the London grocers. Songs were sung by E. J. Ryan and chorus. President Coates moved a vote of thanks to the London grocers, and expressed a wish to have them come again. The vote naturally was carried. E. J. Ryan responded for the London grocers and asked the other London merchants to rise and sing "For they are Jolly Good Fellows," which they did with enthusiasm. The gathering then adjourned.

Some of the country merchants certainly enjoy themselves by the look of the autos and fine buggies and horses. And that black team of Gordon Drake's can step some.

Tom Ranahan wants a combined picnic at Dorchester.

J. McFarlane has a fast one, but but Mack says she has no use for the delivery wagon. She detests the working classes.

W. T. Coates, president of the new association, says he would not be without The Canadian Grocer for three times the price. His son, 19 years old, looks forward every week for The Grocer, and for hours after its arrival he is busy "drinking it in." Mr. Coates claims his son has learned more out of The Canadian Grocer about his business than from any other source. He puts many ideas into effect which he gets from the pages of The Grocer.

GOODS TO BE SHOWN TO SECURE CAMP TRADE.

(Continued from page 39.)

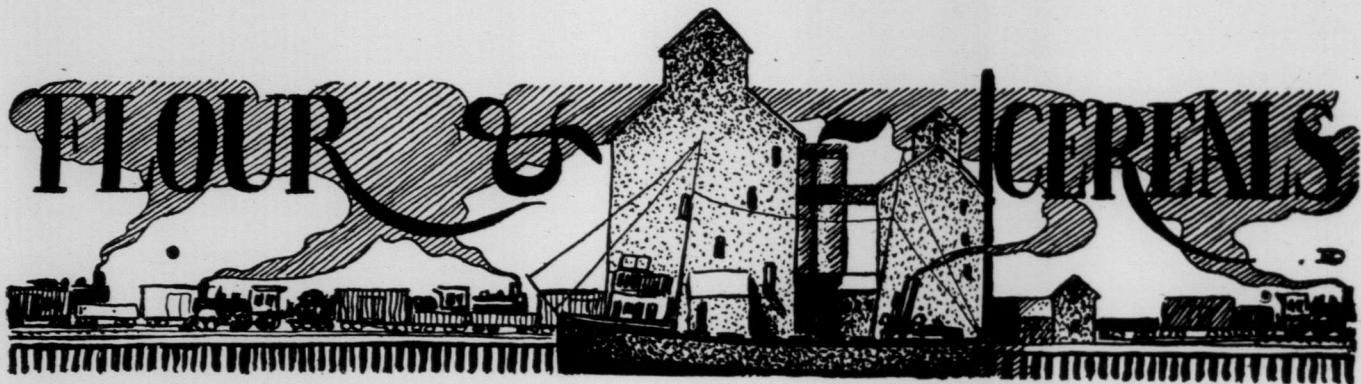
are other easy selling lines, as well as soda and fancy biscuits, chocolates, lemonade powders and liquids, and soft drinks.

Last but not least, remember to suggest to any purchaser of camping food-stuffs that you have some good cigars and tobacco on hand. No smoker departs on his vacation without enough tobacco or cigars to carry him through the trip—and add matches to the suggestion.

In the window shown herewith, besides foodstuffs a camp by the stream is suggested. A small tent can easily be secured and with a few evergreen trees in the background and imitation grass around it, the scene can be made realistic. Water can be suggested by using a mirror on the floor of the window with sand strewn along the edges and grass on the shore.

The probability of a merger of Western Ontario flour millers does not appear so bright as a few weeks ago. A Milverton, Ont. man some time ago secured options on about 50 mills in Western Ontario for English capitalists. However, it is said that at a recent meeting the capitalists made an offer of only 40 per cent. of option price in cash, balance to be taken out in bonds of the new amalgamation. This was not looked on with favor by many of the millers, who did not consider it a satisfactory basis for sale.

Several meetings of those interested have been held but as yet there has been nothing definite done.



Cornmeal Maintains a Firm Position

Ideas of Millers at Several Centres at a Higher Plane Than Heretofore—Raw Material Holds Steady—Mill Feeds Have Shown No Recession—Flour Continues Steady With Fair Demand Generally Reported.

About the only price movement of the week is a slight increase in values on cornmeal and even this advance cannot be said to be general. However, this commodity maintains a firm position in sympathy with trend of raw material and ideas of millers at more than one centre are on a higher plane than formerly. It will be remembered that corn both in United States and Canada made substantial advances for a time, and having held steady at higher figure, cornmeal is regarded as being steady to firm.

There are no general price changes in Manitoba flour to record although west of Winnipeg, following an advance of 10 cents per barrel made a few weeks ago, another 10 cents was later added and has become general in the West. In East, however, there has been no change, although in sympathy with general trend of values on good milling wheat, market is regarded as holding a fairly steady position. There has been some talk that firmness might develop into an advance but that opinion does not appear to be general as yet. "The tone of market is quite firm," said one miller, "but I am not expecting any change unless mill feeds should take a decline in which case greater strength would be thrown on flour."

At the moment mill feeds show no indication of any break, values for both bran and shorts being well maintained. The past season has witnessed rather record prices for these lines, due to general scarcity of feeds throughout the country. It was thought probable that with advent of spring and coming of grass, demand would fall off and recessions in price follow, but pastures have been tardy in growth and demand for feeds has continued large enough to maintain prices. It cannot be said, however, what the future may hold in this regard.

Opening of navigation has augmented supplies of wheat in Eastern Canada but this was quite badly needed. Ontario wheat is quite scarce and prices have ascended to a level that does not fall far short of values on Manitoba. For this reason values on straight roller and blended flours are quite steady to firm. Domestic trade is said to be fair for season but export business is dull.

MONTREAL.

FLOUR.—As in case of rolled oats the market stands strong, prices being same as last week and demand good.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 50	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

CEREALS.—We have nothing new to report on the situation at present, prices being same as last week with the demand also good.

Fine oatmeal, single bag lots	2 90	
Standard oatmeal, single bag lots	2 90	
Granulated oatmeal, single bag lots	2 90	
Bolted Cornmeal, 100 bags	2 25	
Rolled oats, jute bags, 90-lb., single bag lots	2 65	
do., cotton bags, 90-lb., single bag lots	2 70	
Rolled oats, barrels	5 55	
Rolled wheat, bbl.	2 25	

TORONTO.

FLOUR.—Manitoba flour shows no important change in past week but a firm tone is maintained in sympathy with steadiness in raw material.

Ontario wheat maintains a strong front and winter wheat flour is firm in sympathy. There appears to be considerable difference in prices quoted by different mills making it extremely difficult to get an exact line on values. In blends for instance, quotations of different mills may vary because of amount of different wheats used in the blend, although there is not a great deal of difference between Ontario and Manitoba wheat prices at present. Again certain mills will have a better advertised

brand and consider they should get more money for it. Others consider that they turn out a higher grade product than their competitor and therefore ask more money for it.

Quotations are changed this week on straight roller from an export figure to that asked for domestic consumption. At present time for straight roller under manufacturers' brands, around \$4.80 is being asked. Straight rollers and patents are sold for pastry purposes. One firm quotes a fancy patent at \$4.90 and a second patent at \$4.70. Another firm quotes a 40 per cent. patent at \$4.60.

Manitoba Wheat.

1st patent, in car lots	5 70	
2nd patents, in car lots	5 30	
Strong bakers, in car lots	5 10	
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller, domestic consumption	4 80	
Patents, fancy, domestic consumption	4 90	5 10
Patents, 90 p.c. domestic consumption	4 60	4 70
Blended, domestic consumption	5 00	5 40

CEREALS.—There is no change in market situation since a week ago, other than that cornmeal presents a little stronger front, and is noted as firmer with some firms inclined to higher quotations.

Trade in general cereals is on a fair scale for season, lighter lines coming into greater favor with warmer weather.

Rolled oats, 25 bags to car lots	2 55	
Standard and granulated oatmeal, 98-lb. sack	2 80	
Rolled wheat, small lots, 100-lb. bbls.	2 90	
Rolled wheat, 5 barrel to car lots	2 80	
Cornmeal, 100 lb. bags	2 30	
Rolled oats in cotton sacks, 5 cents more		

MILL FEEDS.—Demand still continues quite fair and prices have shown no recessions. Bran is quoted at \$25 per ton and shorts at \$27.

WINNIPEG.

FLOUR AND CEREALS.—Nearly all millers in West have advanced from prices following advance in wheat. Prices are probably steady for a time.

Flour—		
1st patents, cwt.	3 05	
2nd patents, cwt.	2 75	
Strong bakers, cwt.	2 40	

Rolled Oats—		
20 lb. sack	0 65	
40 lb. sack	1 25	
80 lb. sack	2 25	

Corn Meal—		
98 lb. sacks	2 25	
49 lb. sacks	1 15	

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Higher Tendency in the Banana Market

Due to Big Demand at This Season of Year—Red Bananas In Greater Favor—Look for Easier Tendency in Pines—Tomatoes Hold at High Figure—Strawberries Lower and in Good Supply.

There has been a firmer feeling to prices of bananas of late and quotations have been extended at more than one Canadian market. The reason for this is the big demand for this fruit during spring and early summer. At this season of the year, there is not a very extensive list of small fruits, and as pines and strawberries are still rather high, there is a big strain thrown on bananas with accompanying firmer feeling. Opening of fruit stalls and debut of push carts on the streets all work for a larger consumption. There is an increasing demand for red bananas in this country but limited supplies keep prices at firm figures.

Pineapple trade has been hampered somewhat by rather light shipments due to longshoremen's strike in Cuba. For this reason prices have ruled steady but with a settlement of this difficulty it is expected that values will be easier. Cuba and Porto Rico are present sources of supply. Florida is commencing to ship this week but movement this month will be light.

One delicacy now coming forward is California cherries. All markets, however, have not been receiving supplies as prices range in the jewelry class. First shipment to Montreal brought \$5 per box. Strawberries are coming northward in goodly quantities at reduced figures. They come from Carolina and are selling quite freely.

Tomatoes still cling to a high figure, east coast of Florida cleaning up fast on supplies. West coast has not really got under way but when it does, there is a possibility of slightly lower prices.

Celery is all but done, cabbage is more plentiful and easier, Texas and Bermuda onions in 50-lb. crates are arriving while Florida cucumbers are in better supply. Florida will also be sending along new potatoes at prices below those which Bermuda stock commands.

MONTREAL.

GREEN FRUITS.—Interest is now centred round the S. S. Fremore, which has arrived from the Mediterranean with a fine cargo of oranges and Messina lemons, same being unloaded at time of writing. Bananas are still high, and will pretty soon be cleared out, the higher tendency being brought about by the upward trend of oranges. The arrival of above shipment of the latter fruit would seemingly work toward an easing off in oranges, but advices from the coast to the effect that four packers were closing down, made it pretty evident that fewer supplies would be forthcoming, and so the higher levels prevail. Of course, it must be remembered that all ears from California have now to be iced, and this means an extra charge of 25c per box. At any rate, prices of oranges have not gone so high as expected. Strawberries are selling freely, while all southern fruits are arriving in good condition.

A shipment of California cherries has reached Montreal already, and has fetched the record price of \$5 per box. They were received, needless to say, by express, as the Californian cherry season has not yet opened.

Strawberries have fallen considerably, being sold all the way from ten to twenty cents. The quality of the berries which have come to hand this week not being quite so good.

Apples—			
Spies	4 50	7 00	
Bananas, crated	1 75	2 25	
Cocoanuts, bags		4 50	
Box cranberries		3 00	
Grape fruit, Florida, case	6 00	6 75	
Jamaica, case		3 50	
Lemons	3 00	3 25	
Limes, box		1 50	
Oranges—			
Navels		3 50	
Valencia	3 75	4 50	
Jamaica, box	1 75	2 00	
Mexican		2 50	
Pineapples—			
Cubans, cases of 24	4 25	4 50	
Strawberries, per quart	0 10	0 20	

VEGETABLES. — Cucumbers and cabbages are selling freely at reasonable prices, and the market on the

whole is pretty satisfactory. Celery, of course, is practically off the market, while Spanish onions also are finished.

New Egyptian onions are moving out well at 3 1/4 cents per lb. Grocers will and these a fine stock, as they do not sprout so quickly as the Spanish and consequently keep longer. They are just cured, and will keep at any rate for three months. Home onions have been rather late this year, while the onions used in the U.S.A. from Bermuda and Texas are not arriving as freely as expected, so that the price for Egyptians is keeping up, and a considerable increase will take place before June 1st, which is practically the end of the Egyptian season.

Valencia onions in cases commence to arrive in England about July 1. They are, however, a summer crop, being soft, and by no means in good condition, so that they cannot be shipped to Canada or U.S.A. But about thirty days later a second crop of Valentias arrives, the whole being good, hard and sound, keeping for months. The Spanish onion shipments start about the 2nd week in August. These dates should be of interest to grocers in securing stocks. Our advice re Egyptians, in short, is to buy now. A fairly good business is passing in Green Mountain potatoes, prices so far being unchanged.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt		0 30
Carrots, bag	2 00	2 25
Cabbage, crate		4 50
Florida celery	3 25	3 75
Cauliflower, dozen		3 50
Cucumbers	1 75	3 00
Garlic, 2 bunches		0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate	4 00	
Half crate		2 25
Canadian reds, 100 lbs., per lb.	0 05	
New Egyptian, per lb.		0 24
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag		2 00
New potatoes, per bbl.		10 00
Spinach, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice		3 25
Fancy	4 00	4 50
Turnips, per bag		1 00
Cuban Onions		5 00

TORONTO.

GREEN FRUITS.—Fairly active tone characterizes local fruit market. Weather has considerable influence on volume of trade.

Pineapples are coming in for considerable attention, and are easier this week, with still further indications of

THE CANADIAN GROCER

this tendency. Price for 24's is now around \$3.75. Strawberries are moving quite freely, coming from Carolina. Price is now down to 15 to 17 cents.

Stocks of apples are not large, especially for high grade stock. There is some fancy stock on market at \$4.50 per box, having been imported from across the line. Oranges are easier under increased offerings.

Bananas have developed a firmer feeling, and quotations have been raised. There is not a great quantity of small fruit available just now, and greater weight is thrown on bananas, and thus the firmness.

Outside grown rhubarb is now available at 50 to 60 cents per dozen bunches.

Bananas	1 50	2 00
Red bananas	3 75	4 50
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Tangerines, box	1 50	2 00
Grapefruit—		
Cuban, case	6 00	6 50
Apples, bbl	3 50	4 50
Apples, boxes	1 50	2 00
Apples, fancy imported, box		4 50
Pineapples, case of 24		3 75
Pineapples, case of 30		3 50
Pineapples, case of 36		3 00
Strawberries, South Carolina, quart	0 15	0 17
Rhubarb, per dozen	0 50	0 60

VEGETABLES.—With east coast of Florida cleaning up on tomatoes and west just commencing, there is a firm feeling to market. When west coast gets in full swing there may possibly be an easier tendency. Just at moment there are only New Bermuda potatoes on market, but some Florida stock will probably arrive towards end of week. One firm quotes Floridas in barrels to arrive at \$7.50.

New radish and green onions in hamper are easier. There is a temporary scarcity and firmness in lettuce, but they will be easier. New cabbage and Egyptian onions are other lines that are easier. Green peppers and egg plant are now offered, while Bermuda onions are available in 50 lb. crates at \$2.50 to \$2.75.

Asparagus, dozen	1 00	1 25
Cabbage, new, per crate		3 50
Turnips, bag	0 65	0 70
Boston cucumbers, dozen		1 50
Cucumbers, Florida, hamper	1 75	2 00
Boston head lettuce, dozen		1 75
New radish, per dozen	0 40	0 50
New radish, hamper		1 25
New lettuce, per dozen		0 50
Mushrooms, 1-lb. boxes		0 85
Onions—		
Green onions, dozen	0 25	
Green onions, hamper		1 50
Egyptian onions, 110 lb. bags	3 75	3 25
Egyptian onions, 110 lb. bags	3 75	3 25
Bermuda onions, 50 lb. crate	2 50	2 75
Parsnips, per bag		1 75
Potatoes, N. B.	2 00	2 10
Potatoes, Ontario, bag	1 90	1 95
Potatoes, Irish		1 80
Potatoes, new, Bermuda, bushel		3 00
Potatoes, new, Bermuda, bbl		9 00
Green peas, 1 bush. boxes		3 50
Tomatoes, Florida, crate	3 75	4 50
Spinach, hamper		1 00
Green and Wax Beans, hamper		3 00
Green peppers, case		4 50
Green peppers, basket		0 65
Egg plant, case		5 50
Egg plant, each		6 20

WINNIPEG.

GREEN FRUITS.—The green fruit business has been much affected by spells of damp cool weather, which checks importations. Strawberries are

firm, and in demand, and reported to be scarce in centres of production. Some changes in prices are to be recorded:

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower		4 00
Cucumbers, doz	2 50	3 00
California celery		8 50
California rhubarb, basket		2 00
Florida tomatoes, crate		6 00
Grape fruit		7 50
Limes, box		2 25
Messina lemons		4 50
Oranges, navals	3 50	4 15
Strawberries, case	3 75	4 00
Washington apples, box	3 00	3 50
Australian onions, per cwt.		5 00
Potatoes, per bushel		0 90
Carload lots, F.O.B.		0 75
Egyptian onions, sack		4 50
Pineapples, case		6 00

JOTS FROM THE FRUIT MARKET.

Grapefruit are fast cleaning up.

Limes are in limited supply.

Florida has sent forth its first watermelons.

Navel oranges were easier in New York last week, due to heavy offerings.

As far east as Winnipeg, California lemons are used, while east of that city it is mostly Sicily stock. Of course, at times Eastern Canada gets California stock, while West sometimes takes Sicily lemons.

The annual direct steamer to Montreal from Mediterranean carrying oranges and lemons arrived this week. Amount of lemons was smaller than usual.

The Toronto Fruit Auction Company held their first auction on Monday. Another was held on Thursday.

The Lino Fruit Company, Limited, with head office in Toronto, has been incorporated at a million and a half. The incorporators are a legal firm acting for other parties. The company is given authority to raise, market and trade in fruit and natural products. It has been rumored that New York capital is behind the new company, and that it will be virtually a subsidiary company to the Atlantic Fruit and Steamship Company, which does a big fruit business in New York, and has an agency in Toronto. Any knowledge of this is however denied by G. H. Ward, Toronto agent of Atlantic Fruit Co.

THE UNCHANGED ADVERTISEMENT.

MENT.

Here are some thoughts handed out by a manufacturer to his customers:

"The advertisement that stays unchanged for weeks is not an advertisement, but a monument. The reader does not think of the house behind it, but under it. The present is the 'four-track' era—the era of electric force and dynamic resource—the era of schemers 'on the firing line,' instead of dreamers in the barracks—the era of making money, and of making money make more. The 'single track' merchant is dead, but doesn't know it. His store is his tomb and his sign is his epitaph. He's a 'dummy' and a mummy, self-anointed and self-embalmed."

Small Pack of Canadian Sardines Expected

Two Years Ago Pack Was Light and Last Year Rather Heavy—This is Considered to Be Another Lean Year—How the Sardine is Caught—Sail Boats Being Displaced by Motors.

Black's Harbor, N. B., May 16.—(Special)—The sardine packing season along the coast of New Brunswick and Maine is again under way, and another year's supply of fish is being prepared by canners.

The sardine season commences about April 15, and ends around the first of December. Packers do not look for a large run of fish this year.

It will be remembered that two years ago the pack was rather inclined to the small side, and during the year prices went above the normal figure. Last year there was a large run of fish and prices again returned to an average level, and therefore packers do not anticipate a large run this year. It is seldom that there are two large seasons in succession.

Catching the Sardine.

These small fish called sardines commence to come on the shores about the month of April, the grounds which they frequent extending from what is known

as West Quoddy, in eastern part of Maine, along the New Brunswick shores to St. John, N. B., and including Passamaquoddy Bay.

The fish are caught in weirs or traps of which there are a great number, each one being attended to generally by two or three men. At low tide the men seine them out—that is remove them by means of a net.

Motor Boats Now Used.

In former years these fish were carried from the fishing grounds to the packing factories in Maine and New Brunswick in sail boats, but in recent years, motor boats have been displacing the sail, and are now entirely used for this purpose, as they possess decided advantages over the sail boat for this work.

There is now upwards of 100 of these sardine boats carrying fish from the traps to the factories. They have a capacity of anywhere from 20 to 70 hogshead.



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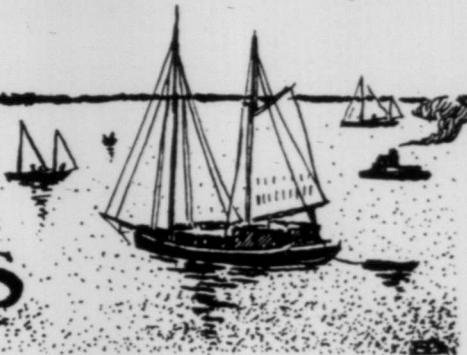
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MONTREAL
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FISH & OYSTERS



More Active Tone to the Fish Business

Since Larger Arrivals of Fresh Fish on Market—Demand is Now Principally for Fresh Varieties—White Fish and Lake Trout Prominent Features—Larger Supply of Western Halibut—Newfoundland Sealing Season Poor.

Speaking generally, there is greater activity in the fish trade of late. The larger supplies, as well as the new lines that have recently been added to list of fresh fish available has no doubt been responsible for a portion of this improvement. Demand is now largely for fresh varieties, although smoked lines are not lacking in attention, while some markets still have frozen fish to offer.

White fish and trout from inland lakes are now prominent features of market. Halibut has been in quite good supply, with prices showing no particular change. There are indications of a larger supply of western halibut.

While codfish has been offering fairly freely, haddock has been in light supply and bringing firm prices. Salmon has also been scarce and prices have ranged high. There has been an improvement in lobster catch along Eastern coast, with slightly easier prices.

Monday marked the close of one of the most unsatisfactory sealing seasons that Newfoundland has known in many years. Twenty steamers engaged in fishing and reported a total catch of 175,128 seals, valued at \$329,104. This is hardly more than half the number taken last year, when the steamers reaped 304,291 seals, valued at \$493,635. Falling off this year is due in a large measure to the abnormal ice conditions which have prevailed.

QUEBEC.

MONTREAL.—Fresh halibut and B.C. salmon is arriving pretty freely, haddock and cod also being plentiful. Shad herring to hand so far are bright and large, and should sell well. The price for dressed bullheads and perch is somewhat lower owing to extra supplies. New Gaspe salmon and brook trout are now on the market, while fresh lake trout and whitefish are also quoted by wholesalers.

FRESH AND FROZEN.		
Fancy spring salmon, per lb.	0 20	
Fancy shad bucks, each	0 25	
Fancy shad roe, each	0 50	
Large shad herring, each	0 03	
Market cod, cases, 250 lbs., per lb.	0 04	
Less than case	0 04%	
Smelts, fancy	0 10	
Haddock	0 05	
Halibut, per lb.	0 09	
Herring, frozen, per 100 fish	1 90	2 00
Mulletts	0 04%	0 05
Pike, dressed and headless, lb.	0 08	
Steak, cod	0 06	
Mackerel	0 10	
Dressed perch	0 09	
B.C. red salmon	0 10	0 11
Gaspe salmon, per lb., new	0 10	
Qualia salmon	0 07%	0 08
No. 1 smelts, per lb.	0 09	
Lake trout, per lb.	0 10	
Whitefish, large, per lb.	0 06	
Whitefish, small, lb.	0 06	
Barbotte (dressed) bullheads, per lb.	0 09	
PREPARED FISH.		
Boneless cod, in blocks or packages, lb.	8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50	
Shredded cod, 2 doz. in box, per box	2 10	
Boneless strip cod, 30-lb. box	0 12	
SALTED AND PICKLED.		
New green cod, per bbl., 200 lbs.	10 00	
New Labrador herring, per bbl.	5 50	
New Labrador herring, per half bbl.	3 00	
No. 1 mackerel, pail	2 00	
No. 1 mackerel, half bbls.	8 00	
Lake trout, kegs	6 00	
No. 1 green haddock, per 200 lbs.	7 50	
Salt eels, per lb.	0 06	
Salt sardines, bbls.	5 00	
Lake sardines, half bbls.	2 75	
Lake trout, half barrel	6 00	
Scotch herring	6 50	
Scotch herring, keg	1 00	
Holland herring, half bbl.	5 50	
Holland herring, keg	0 75	
Boneless mackerel, 10-lb. boxes	6 12%	
Salt eels, per lb.	0 06	
Labrador salmon, bbls.	18 00	
SMOKED.		
Bloaters, box	1 10	
Yarmouth bloaters, fancy, per box	1 25	
Haddies, fancy, 15-lb. boxes, per lb.	0 07%	
Fillets, fancy, 15-lb. boxes, per lb.	0 10	
Herring, new, smoked, per box	1 18	
Kippers (small) per box of 50 fish	1 10	
Smoked salmon, per lb.	0 25	
SHELL FISH.		
Solid meats—Standards, gal., \$1.75; selects, gal.	2 00	
Boiled lobsters, per lb.	0 20	

ONTARIO.

TORONTO.—There is more life to local trade since arrival of larger assortment of fresh fish and in larger quantities. Major portion of trade is now in fresh varieties, although smoked fish are being given considerable attention for season. As for frozen lines, decks are pretty well cleaned, one local firm reporting that only variety of frozen fish that they now have is gold eyes.

Lake trout and white fish are two of the prominent lines now on sale. While some supplies are received from Lake

Ontario, Georgian Bay is now yielding the greater portion. Pike come mainly from eastern end of Lake Ontario. Cod, haddock, flounders and halibut come from the coast, the latter being a favorite line.

FROZEN FISH.

FRESH CAUGHT FISH.	
White fish, per lb.	0 12
Lake trout, per lb.	0 12
Steak, cod	0 08
Haddock	0 07
Halibut	0 12
Flounders	0 07%
Lake Ontario herrings, basket	1 00
Lake Erie herrings, per lb.	0 08
Pike	0 07
Perch	0 07
Suckers	0 06
SMOKED.	
Bloaters, per box	1 00
Finnan Haddie, per lb.	0 08
Fillets of haddie	0 13
Ciscoes, basket	0 00
Ciscoes, per lb.	0 08
Scotch kippers, per box	1 00
PICKLED.	
Pickled trout, per half bbl.	7 25
Shrimps, 1-gallon cans	1 25
PREPARED.	
Shredded cod, 2 doz. pieces, per box	2 00
Acadia cod, 2-lb. boxes, 12 to a crate	2 00
Cod in loose strips, 25-lb. box, per lb.	0 00%
Pure cod tablets, 20 1-lb. tablets	2 00

NOVA SCOTIA.

HALIFAX.—Local markets are now well supplied with fresh fish. Halibut is coming along in better supply, so are codfish, but haddock are showing some falling off. There is a marked improvement in catch of lobsters along the shore. The lobsters that are now on the market are larger and price is lower. Good sized lobsters can now be bought for \$1.80 per dozen. Shipments from Nova Scotia points to the American market are now heavy.

Gaspereau are now running in rivers, and some shad are also being taken. Trout are fairly plentiful, but salmon are scarce and price so far is high.

A vessel arrived here this week from Newfoundland with a cargo of 3,500 quintals of dry codfish for a local firm. This cargo, coming on the market when local stock was about cleaned up, helped the situation out.

The Dominion Inland Revenue Department is investigating numerous cases of adulteration of maple products, with a view of instituting prosecutions.

There is nothing better than the best. The package is nice but the contents are better.

New laid eggs, fresh from the farm.



Produce & Provisions



Pure Lard Down Half Cent in Montreal

On Account of Overstock—High Prices Curtailing Consumption—Eggs Brought in From United States Market—Dealers Contract For Storage Supplies—Butter Steady, with Slightly Easier Undertone—Provisions Are Steady.

United States markets have been exerting some little influence on Canadian products during past few weeks. It will be remembered that two weeks ago when our butter market was in a rather shaky condition, New York dealers made excursions to this side of the line in quest of supplies, and their purchases steadied the situation. Unfortunately for them the New York market broke sharply before they got their purchases marketed, and caused considerable loss to some dealers.

This week Canadian produce men reciprocated by going into United States markets for supplies of eggs, or at least dealers at more than one centre did this. They found they were able to purchase in Chicago, pay 3 cents per dozen duty, and still have something to the good over the price of the Canadian article. Not only have supplies been brought along for immediate use, but dealers have been making contracts for eggs for storage purposes. This new feature has had a somewhat easing tendency, although quotations have shown little or no change at most centres. Demand for eggs continues good.

"Country merchants have been making good out of eggs this year," said one wholesaler this week. "They have been looking for lower values right along, and therefore have been paying lower prices, while figures which they have been receiving have remained steady. Generally they figure on getting just the price which they pay in trade, but of late they have been getting 1 to 2 cents more."

With prospects of exports of butter to New York removed by break in prices there, speaking generally, there is an easier undertone to market, although quotations for week have shown no great change. Butter at Cowansville, Que., on Saturday last brought 26½c, as compared with 27c one week before.

The pastures have had the benefit of some splendid showers of rain, and this

should work for greater production of butter, although it will be late in month before we have full grass butter. It would seem as if prices would have to ease until they reach a level that dealers feel satisfactory for storing, although if West continues to take supplies from the East, it will prevent any great accumulation on any of the markets.

There seems to be a general tone of steadiness to pork products, with a fairly good demand, although Montreal reports pure lard down ½ cent on account of overstock. Pure lard is pretty high, and this may be responsible for curtailing of consumption.

MONTREAL.

PROVISIONS.—The high prices prevailing have to a certain extent curtailed trade, but packers advise that business has been and is pretty satisfactory.

Pure lard, on account of overstock, has fallen ½c per lb. all round, but, nevertheless, the prices still are considered a little on the high side.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 18½
Windsor bacon, skinned, backs, per lb.	0 19
Spiced roll bacon, boneless, short, per lb.	0 14
Roiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 25
Hogs, dressed, per cwt.	13 00
	13 25

Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs., net, per lb.	0 14½
Pails, tin, 20 lbs., gross, per lb.	0 14½
Tubs, 50 lbs., net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½

Compound Lard—	
Boxes, 50 lbs., net, per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs., net, per lb.	0 10½
Pails, tin, 20 lbs., gross, per lb.	0 10
Tubs, 50 lbs., net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 10½
One pound bricks	0 11

Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	26 00
Bean pork	17 50
Canada short cut back pork, bbl.	45-55 pieces, 25 50
Heavy short cut clear pork, bbl.	23 00
Clear fat backs	25 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb. bbls.	8 75

Plate beef, 200 lb. bbls.	17 00
Dry Salt Meats—	25 00
Green bacon, flanks, lb.	0 11

BUTTER.—A weaker feeling developed in the butter trade on Saturday evening last in the country, showing a decline of ½ to 5c per lb., as compared with a week ago, in spite of the smaller offerings. This was entirely due to a number of factories shipping their cream to the U.S.A. There is no actual change, however, in the local market, prices being steady under a fair demand for supplies from local and Western buyers. As a result, stocks are being well cleared up daily. Indeed it is rumored that supplies are not coming forward fast enough for dealers to fill orders promptly.

Creamery blocks	0 29
Dairy tubs, lb.	0 21
Fresh, dairy rolls	0 22

EGGS.—The receipts for eggs show an increase compared with corresponding period of last year. There are no new developments, however, prices being steady under a continued active demand for consumption, and in addition to this packers are busy putting as much away as possible for winter requirements.

New laid	0 24	0 25
New No. 1	0 22	0 23
Selects	0 25	0 26

CHEESE.—A stronger feeling is developing right along, and there is an upward movement noticeable. The demand from exporters for supplies to fill cable sales is very keen, and to this may be attributed the increasing tendency.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Things are quiet in this market, prices remaining unchanged. Supplies are not coming along any too freely.

White clover, strained	0 12
White clover, in comb	0 14
Buckwheat, in comb	0 12
Buckwheat, strained	0 08½

HONEY.—Market remains steady, but the volume of business passing is exceptionally small, the demand being somewhat limited.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

TORONTO.

PROVISIONS.—Prices range at about same level as a week ago, although

there is a good demand for more cooked meat.

Live hogs, supplies enquiry.

Smoked Meats
Light ham
Medium ham
Large ham
Backs, plain
Backs, pe
Breakfast
Roll bacon
Shoulders
Pickled meat
Long cleaver
Heavy meat
Short cut
Cooked ham
Lard, tierces
Lard, tubs, p
Lard, pails, 1
Lard, compound
Live hogs, at
Live hogs, lo
Dressed hogs

BUTTER change since just at uncertain predicting this would looks for s that took week. He be starting any surplus others who away but fact that duetion of further. coming along will have to store it."

Fresh creamy Creamery solids Farmers' separa Dairy prints, c Dairy rolls, c

EGGS.—easier, with 23 cents per there are 1. This is a come true c there is a n ly, the imp States mark usual occurr Dealers hav bring them i and still eas duced article

Not only a immediate c purchased ac purposes. T between 30 to local dealers of these are other side of tain quantity stored.

New laid eggs ... CHEESE.—ed ½ cent hi

THE CANADIAN GROCER.

there is an undertone of firmness. There is a good seasonable demand reported by most firms, smoked meats coming in for more attention. As season advances cooked meats will also be in good demand.

Live hogs are a little firmer this week. Supplies are only normal, with a good enquiry.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Bucks, plain, per lb.	0 19	0 20
Bucks, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12½	0 13
Shoulders	0 11½
Pickled Meats—ic less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy meat pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13½
Lard, tubs, per lb.	0 13½	0 14
Lard, pails, per lb.	0 14	0 14½
Lard, compounds, per lb.	0 09½	0 10
Live hogs, at country points	8 40	
Live hogs, local	8 70	
Dressed hogs	11 75	12 25

BUTTER.—Butter has shown no change since last week's decline, and just at moment presents a somewhat uncertain outlook. At least with some predicting firmness and others easiness this would seem so. One dealer who looks for steadiness points to the firming that took place at several centres last week. He also says that creameries will be starting to pack in solids now, and any surplus can be stored. There are others who think it is too early to put away butter yet. They also point to fact that grass is appearing and production of butter should increase still further. "There will be more butter coming along," said one man, "and it will have to go lower before dealers will store it."

	Per lb.
Fresh creamery print	0 28
Creamery solids	0 27
Farmers' separator butter	0 24
Dairy prints, choice	0 22
Dairy rolls	0 20
	0 21

EGGS.—Situation in eggs is slightly easier, with wholesalers selling at around 23 cents per dozen. Most dealers think there are prospects of lower prices. This is a prediction that has not always come true during past six weeks, but there is a new feature to market, namely, the import of eggs from United States markets, which is not quite usual occurrence at this season of year. Dealers have found that they could bring them from Chicago, pay the duty, and still easily compete with home produced article.

Not only are U.S. eggs being used for immediate consumption, but are being purchased across the line for storage purposes. There are said to have been between 30 to 40 cars contracted for by local dealers for storage purposes. Most of these are being left in storage on other side of line. There is also a certain quantity of Canadian eggs being stored.

New laid eggs 0 23

CHEESE.—Old cheese is being quoted $\frac{1}{2}$ cent higher again by a number of

local dealers. As is well known to trade, supplies are on a small scale.

New cheese has wavered during week and steadied up again, but quotations are $\frac{1}{2}$ cent lower. "I expect market fairly steady this month but lower in June," said one dealer.

Old Cheese—		
Large	0 17	0 17½
Twin	0 17½	0 17½
Stiltons	0 18½	0 19

New Cheese—		
Large	0 14½	0 15
Twin	0 14½	0 15½

HONEY.—There is no change in prices or general situation.

Honey-strained—		
White clover, 10-lb. tins, per lb.	0 12½	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 08	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	

POULTRY.—There is not a great deal of business in poultry at present. This is the between season. Business is mostly confined to fowl, with some turkeys and spring broilers. The latter bring 50 cents each.

There is also quite a trade in storage poultry at present. Purchases of storage goods were confined mostly to hotels and restaurants at one time, but there is quite a lot of business done through the retail grocer now.

"The public," remarked one dealer, "are looking with more favor on storage goods than formerly, when there was a strong prejudice against it. Poul-

try stored at right time and in proper condition comes out in excellent shape."

Fowl, dressed, per lb.	0 18
Turkeys, dressed, per lb.	0 22
Spring broilers, each	0 50

WINNIPEG.

PROVISIONS.—Provision market, as is usual at this time of year, is extremely unsettled and it is hardly possible to give quotations that will hold for more than a day or so. Lard and cured meats are still on the up grade. Butter and eggs are cheaper, and from now on will be weaker. Live hogs have gone beyond all records, having been quoted as high as \$10.50. The supply is altogether inadequate to meet demands.

Lard—		
Tierces	0 13½
50 lb. tubs	7 60
20 lb. tubs	3 85
10 lb. cases	8 70
5 lb. cases	8 80
3 lb. cases	8 85

Cured Meats—		
Hams	0 16
Bacon	0 18
Smoked shoulders	0 14½
Long clear	0 13½

Butter—		
Creamery butter	0 34
Dairy prints	0 28

Eggs—		
Strictly fresh	0 21

Cheese—		
Ontario, large	0 18
Twins	0 18½
New	0 15
New twins	0 15½



Produce and Provision Window, showing Bacon, Lard, Eggs, Canned Vegetables, etc.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

Goods made by E. W. GILLETT CO., LTD. (Ontario and Quebec Prices.)	BAKING POWDER. W. H. GILLARD & CO. Diamond.	White Swan Flaked Rice, \$1. White Swan Flaked Peas, per doz., \$1.	Chocolate wafers, No. 2, 5-lb. boxes 0 25
IMPERIAL BAKING POWDER.	1-lb. tins, 2 doz. in case .. \$2 00 ½-lb. tins, 3 doz. in case .. 1 25 ¼-lb. tins, 4 doz. in case .. 0 75	DOMINION CANNERS. Aylmer Jams.	Nonparell wafers, No. 1, 5-lb. boxes 0 30
Cases Sizes Per doz.	ROYAL BAKING POWDER. Royal—Dime Sizes Per doz.	Per doz.	Nonparell wafers, No. 2, 5-lb. boxes 0 25
4-dozen.... 10c 85	1 4-lb. 1 40	Strawberry 1 95	Chocolate ginger, 5-lb. bxs. 0 30
3-dozen.... 6-oz. 1 75	6-oz. 1 95	Raspberry 1 95	Milk chocolate wafers, 5-lb. boxes 0 36
1-dozen.... 12-oz. 3 50	½-lb. 2 55	Black currant 1 95	Coffee drops, 5-lb. boxes .. 0 36
3-dozen.... 12-oz. 3 40	12-oz. 3 85	Red currant 1 75	Lunch bars, 5-lb. boxes .. 0 36
½-dozen.... 2½-lb. ... 10 50	1-lb. 4 90	Peach 1 80	Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 25
½-dozen.... 5-lb. 19 80	3-lb. 13 60	Pear 1 70	Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 25
MAGIC BAKING POWDER.	5-lb. 22 35	Jellies.	Nut milk chocolate, ½'s, 6- lb. boxes, lb. 0 36
Cases Sizes Per doz.	Barrels—When packed in barrels one per cent. discount will be allowed.	Red currant 2 00	Nut milk chocolate, ½'s, 6- lb. boxes, lb. 0 36
6-dozen.... 5c 50	WHITE SWAN SPICES AND CEREALS, LTD.	Black currant 2 15	Nut milk chocolate, 5c bars 24 bars, per box 0 90
4-dozen.... 4-oz. 75	White Swan Baking Powder— 5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c. tins, 40c.	Crabapple 1 45	EPPS'S.
4-dozen.... 6-oz. 1 00	BORWICK'S BAKING POWDER Sizes. Per doz. tins.	Raspberry and red currant 1 95	Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gor- don, Winnipeg.
4-dozen.... 8-oz. 1 30	Borwick's ½-lb. tins 1 35	Pineapple 1 80	In ¼, ½ and 1-lb. tins, 14- lb. boxes, per lb. 0 35
4-dozen.... 12-oz. 1 80	Borwick's ½-lb. tins 2 35	Ginger 2 25	Smaller quantities 0 37
2-dozen.... 12-oz. 1 85	Borwick's 1-lb. tins 4 65	Pure Preserves—Bulk.	JOHN P. MOTT & CO.'S.
4-dozen.... 16-oz. 2 25	COOK'S FRIEND BAKING POWDER	5-lbs. 7-lbs.	G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Ed- monton; D. M. Doherty & Co., Vancouver and Victoria.
2-dozen.... 16-oz. 2 30	Cartons— Per doz.	Strawberry 0 50 0 82	Elite, 10c size (for cooking)
1-dozen.... 2½-lb. 5 00	No. 1, 1-lb., 4 dozen 2 40	Black currant 0 50 0 82	dozen 0 90
½-dozen.... 5-lb. 9 60	No. 1, 1-lb., 2 dozen 2 50	Raspberry 0 50 0 82	Mott's breakfast cocoa, 2 doz.
2-dozen.... 6-oz. Per 1-dozen.... 12-oz. } case	No. 2, 5-oz., 6 dozen 0 80	14's and 30's per lb.	10c size, per doz. 0 85
1-dozen.... 16-oz. } \$6.00	No. 2, 5-oz., 3 dozen 0 85	Strawberry 0 10½	Nut milk bars, 2 dozen in box 0 80
Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."	No. 3, 2½-oz., 4 dozen 0 45	Black currant 0 10½	" breakfast cocoa, ½'s and ½'s 0 36
MAGIC SODA.	No. 10, 12-oz., 4 dozen 2 10	Raspberry 0 10½	" No. 1 chocolate 0 30
Per Case.	No. 10, 12-oz., 2 dozen 2 20	Freight allowed up to 25c per 100 lbs.	" Navy, chocolate, ½'s 0 26
Case No. 1, 60 1-lb. pack- ages, 1 case \$2.85; 5 cases \$2 75	No. 12, 4-oz., 6 dozen 0 70	COCOA AND CHOCOLATE.	" Vanilla sticks, per grs 1 00
Case No. 2, 120 ½-lb. pack- ages, 1 case \$2.85; 5 cases \$2 75	No. 12, 4-oz., 3 dozen 0 75	THE COWAN CO., LTD.	" Diamond chocolate, ½'s 0 24
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case \$2.85; 5 cases 2 75	In Tin Boxes—	Cocoa—	" Plain choice chocolate liquors 20 30
Case No. 5, 100 10-oz. pack- ages, 1 case \$2.90; 5 cases 2 80	No. 13, 1-lb., 2 dozen 3 00	Perfection, 1-lb. tins, doz. 4 40	" Sweet chocolate coat- ings 0 20
GILLETT'S CREAM TARTAR.	No. 14, 8-oz., 3 dozen 1 75	Perfection, ½-lb. tins, doz. 2 35	WALTER BAKER & CO., LTD.
Per doz.	No. 15, 4-oz., 4 dozen 1 10	Perfection, ¼-lb. tins, doz. 1 25	Premium No. 1 chocolate, ½ and ½-lb. cakes, 33c lb.; Break- fast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6- lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5 lb. cakes, 6- lb. boxes, 20c lb.; Falcon coco (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs. 6-lb. bags, 32c lb.; Caracas tab- lets, 5c cartons, 40 cartons to box, \$1.25 per box.
¼-lb. paper pkgs., 4 doz. in case \$1 00	No. 16, 2½-lbs. 7 25	Perfection, 10c size 2 and 4 doz. in box, per doz. 0 90	
½-lb. paper pkgs., 4 doz. in case 2 00	No. 17, 5-lbs. 14 00	Sweet Chocolate— Per lb.	The above quotations are f.o.b. Montreal.
Per case	FOREST CITY BAKING POW- DER.	Queen's Dessert, ½'s and ½'s, 12-lb. boxes 0 40	
4 doz. ¼-lb. paper pkgs. } \$8 00	6-oz. tins 0 75	Queen's Dessert, 6's, 12-lb. boxes 0 40	COCOANUT.
2 doz. ¼-lb. paper pkgs. } \$8 00	12-oz. tins 1 25	Vanilla, ½-lb., 6 and 12-lb. boxes 0 40	CANADIAN COCOANUT CO.
Per doz.	16-oz. tins 1 75	Diamond, 8's, 6 and 12-lb. boxes 0 35	Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
½-lb. cans with screw cov- ers, 4 doz. in case \$2 20	BLUE.	Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28	
1-lb. cans with screw cov- ers, 3 doz. in case 4 10	Keen's Oxford, per lb. ... 0 17	Diamond, 6's and 7's, 6 and 12-lb. boxes, per lb. 0 35	1-lb. pkgs. White Moss 0 26
Per lb.	In 10-box lots or case ... 0 16	Perfection chocolate, 10c size 2 doz. in box, doz 1 80	
5-lb. sq. canisters, ½ doz. in case 33	COUPON BOOKS—ALLISON'S.	Perfection chocolate, 10c size 2 and 4 doz. in box, per doz. 0 90	
10-lb. wooden boxes 30 ½	For sale in Canada by The Eby- Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.	Sweet Chocolate— Per lb.	
25-lb. wooden pails 30 ½	UN-NUMBERED.	Queen's Dessert, ½'s and ½'s, 12-lb. boxes 0 40	
100-lb. kegs 28 ½	Under 100 books ... each 0 04	Queen's Dessert, 6's, 12-lb. boxes 0 40	
360-lb. barrels 28	100 books and over...each 0 03½	Vanilla, ½-lb., 6 and 12-lb. boxes 0 40	
GILLETT'S PERFUMED LYE.	500 books to 1,000 books— 0 03	Diamond, 8's, 6 and 12-lb. boxes 0 35	
4 doz. in Case. Per case	For numbering cover and each coupon, extra per book ½ cent.	Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28	
1 case 3 50	CEREALS.	Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24	
3 cases 3 40	White SWAN SPICES & CER- EALS, LTD.	Diamond, ½'s, 6 and 12-lb. boxes 0 25	
5 cases or more 3 35	White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.	Icings for Cake—	
YEAST.	The King's Food, 2 doz. in case, per case, \$4.80.	Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz.	
Per box	White Swan Barley Crisps, per doz., \$1.	in box, per doz. 0 90	
Royal Yeast, 3 dozen 5c packages in box 1 15	White Swan Self-rising Buck- wheat Flour, per dozen, \$1.	Chocolate Confections— Per lb.	
Gillet's Cream Yeast, 3 dozen 5c packages in box 1 15	White Swan Self-rising Pancake Flour, per doz., \$1.	Maple buds, 5-lb. boxes ... 0 36	



EASIFIRST SHORTENING

- ¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.
- ¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO

BUILD UP YOUR WESTERN SALES



THE MOST RAPIDLY DEVELOPING
MARKET IN ALL THE WORLD
IS THAT OF WESTERN CANADA

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

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

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE, - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

THE CANADIAN GROCER

½-lb. pkgs. White Moss ..	0 27
¾-lb. pkgs. White Moss ..	0 33
1 and ½-lb. pkgs., assort- ed	0 26½
¾ and ½-lb. pkgs., asstd. 0	27½
½-lb. pkgs., asstd., in 5-lb. boxes	0 28
½-lb. pkgs., asstd., in 5-lb. boxes	0 29
¾-lb. pkgs., asstd., 5, 10, 15- lb. cases	0 30
Bulk—	
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.	
Pails Tins Bbls.	
White Moss, fine	
strip 0 19	\$ 21 0 17
Best shredded .. 0 18 0 16
Ribbon .. 0 19 0 17
Macaroon .. 0 17 0 15
Desiccated .. 0 16 0 14
CONDENSED MILK.	
BORDEN'S CONDENSED MILK	
Wm. H. Dunn, Agent, Montreal and Toronto. Per Case	
Eagle Brand, each 4 doz..	\$ 6 00
Gold Seal Brand, each 4 dz	5 25
Challenge Brand, each 4 dz	4 50
Peerless Brand, "Hotel," each 2 doz.	4 00
Peerless Brand, "Tall," each 4 doz.	4 50
Peerless Brand, "Family," each 4 doz.	3 75
Peerless Brand, "Small," each 4 doz.	2 00
CANADA FIRST BRAND.	
The Aylmer Condensed Milk Co.	Per Case.
Canada First Baby Eva- porated Milk	2 00
Canada First Family Eva- porated Milk	3 75
Canada First Medium Eva- porated Milk	4 50
Canada First Hotel Eva- porated Milk	4 00
Canada First Sweetened Condensed Milk	5 25
Canada First Rosebud Con- densed Milk	5 15
Canada First Beaver Con- densed Milk	4 50
REINDEER LIMITED. (Sweetened.)	
Reindeer Brand (4 doz. in case)	5 50
Mayflower Brand (4 doz. in case)	5 25
Clover Brand (4 doz. in case)	4 50
(Unsweetened.)	
Reindeer Jersey Brand, Family (4 doz. in case). 3 75	
Reindeer Jersey Brand, Medium (4 doz. in case) 4 50	
Reindeer Jersey Brand, Hotel (2 doz. in case).. 4 00	
Reindeer Jersey Brand, Gallon (½ doz. in case) 4 60	
COFFEE.	
(Combined with Milk and Sugar)	
Reindeer Brand (2 doz. in case)	5 00
Regal Brand (2 doz. in case)	4 50
Reindeer Brand, in glass jars (2 doz. in case).... 6 20	
COCOA.	
(Combined with Milk and Sugar)	
Reindeer Brand (2 doz. in case)	4 80
ST. CHARLES CONDENSING Prices— CO.	
St. Charles Evaporated Milk (baby size)	2 00
St. Charles Evaporated Milk (family size)	3 75
St. Charles Evaporated Milk (hotel size)	4 00

Silver Cow Milk	5 40
Purity Milk	5 25
Good Luck Milk	4 50
COFFEES.	
EBY-BLAINE, LIMITED.	
Standard Coffees	
Roasted whole or ground, pack- ed in damp-proof bags.	
King Edward	0 34
Club House	0 33
Nectar	0 32
Royal Java and Mocha..	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha 0 19	
Package Coffee.	
Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins, do	0 33
Anchor Brand, 2-lb. tins, do	0 31
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23
WHITE SWAN SPICES AND CEREALS, LTD.	
WHITE SWAN BLEND.	
1-lb. decorated tins, lb. ...	0 32
Mo-Ja, ½-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epices, 1lb. fancy glass jars, per doz., \$3.60.	
Cafe l'Aromatique, 1lb. amber glass jars, per doz., \$4.00.	
Presentation (with tumblers) \$3 per doz.	
MINTO BROS.	
MELAGAMA BLEND.	
Ground or bean— W.S.P. R.P.	
1 and ½	0 25 0 30
1 and ½	0 32 0 40
1 and ½	0 37 0 50
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	
BRANSON'S SHEREEF COF- FEE.	
AGENT: F. COWARD.	
402 Spadina Avenue, Toronto.	
Small size\$1.45 per doz., net	
Large size\$2.85 per doz., net	
In 3 dozen free cases. Freight paid on ½ gross order.	
CONFETIONS.	
PEANUT BUTTER.	
MacLaren's Imperial— Per doz.	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15
CHEESE.	
MACLAREN'S IMPERIAL	
Ontario Prices per doz.	
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 35
Large (each 1 doz.)	2 40
CREAM.	
FUSSELL & CO., LTD., LON- DON, ENG.	
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, \$7.60.	
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, \$11.50.	
INFANTS' FOOD.	
Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Rob- inson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
FLAVORING EXTRACTS.	
SHIRIFF'S.	
1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00*
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00
Discount on application.	
CRESCENT MFG. CO.	
Mapleine— Per doz.	
2 oz. bottle (retail at 50c) 4 50	
4 oz. bottles (retail at 90c) 6 80	
8 oz. bottles (retail at \$1.50) 12 50	
16 oz. bottles (retail at \$3) 24 00	
Gal. bottles (retail at \$20) 15 00	
CLARK'S PORK AND BEANS IN TOMATO SAUCE.	
Per doz.	
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, flats, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case.....	6 50
LAPORTE, MARTIN & CO.	
MONTREAL, AGENCIES.	
These prices are F.O.B. Mont- real. Imported Peas "Soleil"	
Per case	
Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins 14 00	
Fins, tins, ½ kilo, 100 tins 12 50	
MI-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75
Asparagus, Haricots, etc.	
MINERVA PURE OLIVE OIL.	
Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	
5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gals. 20s	13 50
½-gal. 48s sq.	17 00
½-gal. 48s rd.	15 50
BASSIN DE VICHY WATERS.	
La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's 7 50	
CASTILE SOAP.	
"Le Soleil," 72 p.c. olive oil.	
Case, 12 lbs. 2½-lb. bars, lb 0 08½	
Case 25 lbs., 11-lb. bars, lb 0 07½	
MARMALADE.	
SHIRIFF BRAND.	
"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90

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

MAGIC BAKING POWDER

**CONTAINS NO ALUM AND CONFORMS TO
THE HIGH STANDARD OF GILLETT'S GOODS**

E.W.GILLET COMPANY LIMITED
TO RONTO, ONT.

Montreal

WINNIPEG



LARD

Demand for pure Lard has been very good and indications are that prices will be higher. In the Summer of 1910 Lard sold at 16½c. per pound in tubs and it looks to us like history repeating itself. "Star Brand" Lard is nothing but pure Lard from good, well fed Canadian pigs and is made under Government inspection.

F. W. FEARMAN CO., Limited
HAMILTON

The quality of
WETHEY'S
Condensed
Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

2-lb. glass, doz. 3 10
7-lb. tins, doz. 8 25

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

4-lb. box "Special" per box 0 22
8-lb. box "Special," box.. 0 44
5-lb. box "Standard" box 0 27 1/2
10-lb. box "Standard," box 0 55
60-lb. cases or 75-lb. bbls.
per lb. 0 05
25-lb. cases, 1-lb. pkgs.
(Vermicelli) per lb. 0 96
Globe Brand.

5-lb. box "Standard" box 0 30
10-lb. box "Standard," box 0 60
25-lb. cases (loose) per lb. 0 06
25-lb. cases, 1-lb. pkgs., lb. 0 06 1/2

JELLY POWDERS.
JELL-O.

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

JELL-O ICE CREAM POWDER.
Assorted case, contains 2
dozen 2 50

Chocolate (straight) con-
tains 2 doz. 2 50
Vanilla (straight) contains
2 dozen 2 50
Strawberry (straight) con-
tains 2 doz. 2 50
Lemon (straight) contains
2 dozen 2 50
Unflavored (straight) con-
tains 2 doz. 2 50
Weight 11 lbs. to case. Freight
rate, 2nd class.

IMPERIAL DESSERT JELLY.
Ontario Prices.

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

Cartons, 1 doz., 90c per dozen.

**SOAP AND WASHING POW-
DERS.**

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

SNAP HAND CLEANER.
3 dozen to box 3 90
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.
5-case lots (delivered), \$4.15 each
with 20 bars of Quick Naptha as
a free premium.

Richards Quick Naptha Soap.
GENUINE. Packed 100 bars to
case.

FELS NAPTHA.
Prices—Ontario and Quebec:

Less than 5 cases 35 00

Five cases or more 4 95

**SAPHO MFG. CO., LTD., MONT-
REAL "SAPHO" INSECTICIDE.**

1-16 gall., doz. \$ 2 00
1/2 gall., doz. 6 00
1/2 gall., doz. 10 80

1 gall., doz. 19 20
1-16 gall. gross lot 20 00

**"ANTI-DUST" SWEEPING
POWDER.**

Size No. 1, 3 doz. crates, per
doz. \$1 50
No. 2, 1 and 2 doz. crates,
per doz. \$3 00
Liquid Bluing, 90c per doz.
Liquid Ammonia, 90c per doz.
Both put up in corrugated paper
shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.

Boxes Cents
Contain per lb.

Laundry Starches—
40 lbs., Canada Laundry. .06%

40 lbs., Canada white gloss,
1 lb. pkgs.06%

48 lbs., No. 1 white or blue,
4 lb. cartons07

48 lbs., No. 1, white or blue,
3 lb. cartons07

100 lbs., kegs, No. 1, white .06 1/2

200 lbs., bbls. No. 1, white .06 1/2

30 lbs., Edwardsburg silver
gloss, 1 lb. chromo pack-
ages07 1/4

48 lbs., silver gloss, in 6-lb.
tin canisters08

36 lbs. silver gloss, 6-lb.
draw lid boxes08

100 lbs. kegs. silver gloss,
large crystals07

28 lbs. Benson's satin, 1-lb.
cartons, chromo label .. .07 1/4

40 lbs. Benson's Enamel
(cold water) per case .. 3 00

20 lbs. Benson's enamel
(cold water) per case .. 1 50

Celluloid—boxes containing
45 cartons, per case 360

Culinary Starch

40 lbs. W. T. Benson &
Co.'s celebrated prepared
corn07 1/4

40 lbs. Canada pure corn
starch05 1/2

(20-lb. boxes 1/4c. higher.)

BRANTFORD STARCH WORKS

Ontario and Quebec.

Laundry Starches—

Canada Laundry—
Boxes about 40 lbs.... .05%

Acme Gloss Starch—
1-lb. cartons, boxes of 40

lbs.06%

First Quality White Laundry—
3 lb. canisters, cases of

48 lbs.07 1/4

Barrels, 200 lbs.06 1/4

Kegs, 100 lbs.06 1/4

Lily White Gloss—

1 lb. fancy cartons, cases
30 lbs.07 1/4

6 lb. toy trunks, lock
and key, 8 in case.... .08 1/4

6 lb. toy drums, with
drumsticks, 8 in case.. .08

Kegs, extra large cry-
stals, 100 lbs.07 1/4

Canadian Electric Starch—

Boxes containing 40 fancy
pkgs., per case 3 60

Celluloid Starch—

Boxes containing 45 car-
tons, per case 3 75

Culinary Starches—

Challenge Prepared Corn—
1 lb. packets, boxes of 40

lbs.06

Brantford Prepared Corn—
1 lb. packets, boxes of

40 lbs.07 1/4

"Crystal Maize" Corn Starch—
1 lb. packets, boxes of 40

lbs.07%

(20 lb. boxes 1/4c. higher than
40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48 1-lb. per
case \$4; Ocean Baking Powder,

3-oz. tins, 4 doz. per case, \$1.00;

4-oz. tins, 4 doz. per case, \$3.00;

8-oz. tins, 5 doz. per case, \$6.50;

16-oz. tins, 3 doz. per case, \$6.75;

5-lb. tins, 10 tins a case, \$7.50;

1-lb. bulk, per 25, 50 and 250 lbs.,
at 15c per lb. Ocean blanc mange,

48 8-oz., \$4; Ocean borax, 48 8-
oz., \$1.60; Ocean cough syrup,

36 6-oz. \$6.00; 36 8-oz. \$7.20;

Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mull-

gatawny, Chicken, Ox Tail, Pea,

Scotch Broth, Julienne, Mack

Turtle, Vermicelli Tomato, Con-

sommme, Tomato.

No. 1's, 96c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties,
doz. 0 90

Clear soups in stone jars, 5

varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 pack-

ages, per box, \$3.00.

Case of 1/2-lb., containing 120

packages, per box, \$3.00.

Case of 1-lb. and 1/2-lb., contain-

ing 30 1-lb. and 60 1/2-lb. pack-

ages, per box, \$3. Case of 5c

packages, containing 96 pack-

ages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.

CROWN BRAND CORN SYRUP

2 lb. tins, 2 doz. in case.. 2 55

5 lb. tins, 1 doz. in case .. 2 90

10 lb. tins, 1/2 doz. in case 2 80

20 lb. tins, 1/4 doz. in case 2 75

Barrels, 700 lbs..... 3 1/2

Half Barrels, 350 3 1/2

Quarter Barrels, 175 4

Pails, 38 1/2 \$1 90

" 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2 lb. tins, 2 doz. in case.. 2 80

5 lb. tins, 1 doz. in case .. 3 25

10 lb. tins, 1/2 doz. in case 3 15

20 lb. tins, 1/4 doz. in case 3 10

(5, 10 and 20 lb. tins have wire
handles.)

MOLASSES.

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—2 doz. to case, per doz. 83

3's—2 doz. to case 1 45

Winnipeg.

2's—Tins, 2 doz. cases, per
doz. 1 20

3's—Tins, 2 doz. cases, per
doz. 1 75

5's—Tins, 1 doz. cases, per
doz. 3 20

10's—Tins, 1/2 doz. cases,
per doz. 5 80

20's—Tins, 1/4 doz. cases,
per doz. 19 40

Pails—1's each 0 65

Pails—2's each 1 12

Pails—5's, each 2 55

DOMOLCO BRAND

Maritime Provinces and Ontario:

2's. 2 doz. case, per doz ... \$1 35

3's. 2 doz. case, per doz. ... 1 86

5's, 1 doz. case, per doz... 3 75

10's, 1/2 doz. case, per case.. 3 40

20's, 1/4 doz. case, per case.. 3 86

Western Prices—Sudbury to
Victoria.

2's, 2 doz. case, per doz.. 1 66

3's, 2 doz. case, per doz.. 2 35

5's, 1 doz. case, per doz .. 4 60

10's, 1/2 doz. case, per case 4 15

20's, 1/4 doz. case, per case 3 80

SAUCES.

**PATERSON'S WORCESTER
SAUCE.**

1/2-pint bottles, 3 and 6 doz.

cases, doz \$0 90

Pint bottles, 3 doz. cases,
doz. 1 75

H. P.

H. P. Sauce— Per doz.

Cases of 3 dozen \$1 90

H. P. Pickles—

Cases of 2 doz. pints ... \$3 35

Cases of 3 doz 1/2-pints 2 25

**HOLBROOK'S IMPORTED
PUNCH SAUCE.**

Per doz.

Large, packed in 3-doz.

case \$2 25

Medium, packed in 3-doz.

case 1 40

**HOLBROOK'S IMP. WORCES-
TERSHIRE SAUCE**

Per doz.

Rep. 1/2 pints, packed in 6-
doz. case \$2 25

Imp. 1/2-pints, packed in 4-
doz. case 3 15

Rep. qts. packed in 2-doz.

case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross \$2 40

2a size, gross 2 5

QUAKER

We solicit your orders for Quaker Brand Canned Vegetables for the coming pack.

Heinz Grape-Fruit Marmalade in glass is a good seller for the summer season.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

THE CANADIAN GROCER

Brown Label, $\frac{1}{2}$'s & 1's .28 .40
 Brown Label, $\frac{1}{4}$ 's30 .40
 Green Label, $\frac{1}{2}$'s & 1's. .35 .50
 Red Label, $\frac{1}{2}$ 's40 .60

MELAGAMA TEA.

MINTO BROS.
 45 Front St. East.
 We pack in 60 and 100-lb. cases.
 All delivered prices.

Wholesale R't'l
 Brown Label, 1-lb. or $\frac{1}{2}$.25 .30
 Red Label, 1-lb. or $\frac{1}{2}$.. .27 .35
 Green Label, 1's, $\frac{1}{2}$'s or $\frac{1}{4}$.30 .40
 Blue Label, 1's, $\frac{1}{2}$'s or $\frac{1}{4}$.35 .50
 Yellow Label, 1's, $\frac{1}{2}$'s or $\frac{1}{4}$.40 .60
 Purple Label, $\frac{1}{4}$ only .. .55 .80
 Gold Label, $\frac{1}{4}$ only70 1.00

"KOLONA" TEA.
 Ceylon Tea, in 1 and $\frac{1}{2}$ -lb. lead packages—black or mixed.
 Orange Label, 1's23 .30

Black Label, 1-lb., retail at .25c20
 Black Label, $\frac{1}{2}$ -lb. retail at .25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c30
 Red Label, retail at 50c35
 Brown Label, retail at 60c. .42
 Gold Label, retail at 80c55

JAMS AND JELLIES.

T. UPTON & Co.

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

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz. pint seal-

ers, 1 doz. in case, \$2.25 per doz., No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 $\frac{1}{2}$ c per tin; No. 7 tins, 12 in case, 57 $\frac{1}{2}$ c per tin; No. 7 wood pails, 6 in crate, 57 $\frac{1}{2}$ c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen \$0.90
 List Price.
 "Shirriff's" (all flavors), per doz. 0.90
 Discounts on application.

YEAST.

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

Strawberries

Car arriving daily. Fruit is fine and price reasonable.

Oranges

California Navels, Mediterranean Sweets, Ovals, in Half Boxes.

PINEAPPLES — Cubans and Porto Ricos.

BANANAS, LEMONS, LIMES, TOMATOES, ASPARAGUS, SPINACH, LETTUCE, ETC.

Car extra heavy COCOANUTS in sacks of 100.

**McWILLIAM
Mc. E.
EVERIST**

25-27 CHURCH TORONTO
 are Largest Receivers

TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

BANANAS

Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario



OAKEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN OAKES & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

56

St. Nicholas

B
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E

Kicking

J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.

Do you
a good
troduc-

D.
SPAN

These
absolu
are ur
flavor
the co
profit-
dealer

ROW
GLASGO

CANADA
 Snowdon & E
 ing. Montreal,
 and the Nort
 Halifax, N.S.: C
 John, N.B.: C
 couver, B.C.

Fresh Strawberries

Arriving in car lots daily from North Carolina. Let us have your daily orders.

ALSO

**Bananas, Pineapple,
Cucumbers, Cabbage
Tomatoes**

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

FRESH ARRIVALS

of all varieties of

**New Fruits and
Vegetables**

for

VICTORIA DAY

STRAWBERRIES, PINEAPPLES, TOMATOES,
BANANAS, ORANGES, LEMONS,
WAX AND GREEN BEANS, GREEN PEAS

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

Do your customers
a good turn by introducing to them

**D.W.C.
SPANISH OLIVES**

These olives prove absolutely that they are unsurpassable in flavor and quality for the consumer and as profit-getters for the dealer.

**ROWAT & CO.
GLASGOW, SCOTLAND**

CANADIAN DISTRIBUTORS:

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



"Standard Goods Sell Best"

The fame of our immense manufactory has been built around just this one product. There are numerous imitations, but there is nothing that enjoys the reputation of BOVRIL, or that possesses its vitalizing power, or that can give the same appetizing flavor and toothsome ness when added to other foods.

The BOVRIL estates cover: in the Argentine, 438,082 acres; in Australia, 9,261,400 acres.



Make up Your Stocks To-day

**BOVRIL, LIMITED
MONTREAL**



**It does it in
the U.S.--why
can't it do it
in Canada?**

quickly pay back its cost in the large profits it makes and clear a handsome net profit thereafter. If you own a store put a KINGERY out in front. Positively you have no idea what great amount of cash it will take in during business hours. In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

Ideal Summer Beverages

A few leading lines that you require for your summer trade.



**Lemon Cordial,
Lemon Squash,
Lime Juice Cordial,
and Orangeade,**

10 oz. size, \$10.80 per gross,
quarts, \$27.00 per gross.

If your local wholesaler cannot supply you, order direct.

GREEN & CO. Manufacturers
TORONTO

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

"BAMBOO"—Handle BROOMS are Popular

They should be kept by every aggressive dealer. Brooms of quality are hard to get but W. W. & Co. Brands are made up to the mark, always. Our customers know this. For a short time only we offer a SPECIAL VALUE 50c. line. Order now.

WALTER WOODS & CO.

HAMILTON

WINNIPEG



A Greater Net on the Same Gross

To increase your gross sales, you advertise. To increase your net on the same gross, you systematize. The most important department of the grocery business—the one that is likely of the biggest leaks that rob you of your profit is the accounting department.

THE McCASKEY ACCOUNT REGISTER

is based on experience. It gives greater results with the same work—and the same results with less work.

This system is doing these things for the merchant all over the broad land. It can do all these things for you. You need it—you must have it. And you will get it once you understand what it achieves.

The one writing system, without books, without disputes. Errors are caught as they occur, not by overtime working at the month end. The McCaskey system is adapted for your business. Send for catalogue and know all the advantages it gives the retailer.

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Canada
519-521 Corn & Produce Exchange, Manchester, Eng.
THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.



PRODUCTS FROM THE ORCHARD

in the form of Jams and Jellies are eaten all the year round but particularly at this time, when the home supply is low, the demand on the retail store is the greatest.

The E.D.S. "Triangle" Brand table delicacies are made on the E. D. Smith fruit farms by skilled workmen and up-to-date cooking and canning machinery.

E.D.S. Brands are advertised everywhere and create their own sales.

Made only by

E. D. SMITH, Winona,
Ont.

AGENTS—NEWTON A. HILL, Toronto;
W. H. DUNN, Montreal; MASON &
HICKEY, Winnipeg; R. B. COLWELL,
Halifax, N.S.; J. GIBBS, Hamilton.



The Easiest and Best

Women know the Fels-Naptha way is the easiest and best way of washing clothes. That makes Fels-Naptha soap the easiest and best soap for you to sell them. Have it always where they can see it.



ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

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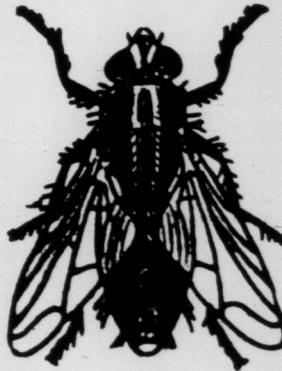
Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

WILSON'S FLY PADS

Do not spoil on the retailers hands.
Samples twelve years old have been thoroughly tested and found good as new.



NATION'S CUSTARD POWDER

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

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.
Edmonton, Alta.
Ayre & Sons, Ltd.,
St. John's Newfoundland
J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.



HAVE you noticed the difference in the taste of a **Perfection Cracker** which distinguishes it from every other soda biscuit?

The difference, we attribute, to the better mixing of the choicest materials and by the better baking in modern sanitary ovens.

It is these differences over other makes that command **Perfection Crackers** to the housewife. They are immensely popular with your best paying trade.

Excellent packing protects and preserves the quality and crispness from the factory to the table.

The Mooney Biscuit and Candy Co., Limited

Factories at
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B., HALIFAX, N.S.,
FORT WILLIAM, CALGARY,
VANCOUVER, B.C., ST. JOHN, NFLD.

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers.
Advertised in the leading magazines.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, WN.



When writing advertisers kindly mention this paper.



Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

CASTILE SOAP



"LA VIERGE"
The Virgin Brand
EXTRA SUPERIOR QUALITY

The Standard Castile Soap of Marseille

Daily output about 100,000 lbs.

CAUTION:—Other castile soaps are offered on the market closely resembling the VIRGIN BRAND. Insist on the genuine, stamped: "LA VIERGE"—"FELIX EYDOUX"—Marseille.

LAW, YOUNG & CO., Montreal
SOLE AGENTS FOR CANADA

Sardines Are a Healthy Food



MEDICAL science tells us that the sardine supplies an excellent proportion of nitrogenous material, so it becomes a real and economical food. With

KING OSCAR BRAND SARDINES

on your shelves you have a sardine stock that will win and hold your best trade. The careful preservation in the cooked state in pure olive oil precludes contamination.

Sell the best—"King Oscar." There's satisfaction to customers and good profit to you in the sale.

CANADIAN AGENTS:

J. W. Bickle & Greening
(J. A. Henderson)

Hamilton, - Ontario

Our Advertising Helps You to Sell Heinz Foods

We are regularly telling your customers about our products through the most widely circulated magazines in the country. Just now we are running an extensive advertising campaign on

HEINZ BAKED BEANS

(The Oven-Baked Kind)

Get your share of this increased demand by keeping a stock of Heinz Beans constantly on hand.

H. J. HEINZ COMPANY

CLASSIFIED ADVERTISING

AGENCY WANTED

AGENCY WANTED IN TORONTO FOR canning company or other substantial line, domestic or foreign, by competent man with established connection calling on wholesale trade. Box 423, Canadian Grocer.

BUSINESS CHANCES

TO PURCHASE OR ON LEASE IN OSHAWA, Bowmanville, Port Hope and Cobourg, first-class store to carry on Grocery, Butcher, Confectionery and Crockery business. Must be in a central location or will consider taking over any large stock to procure the store and pay spot cash for same. Answer at once. State lowest price, all information strictly confidential. The Capital Grocery Co., Box 427, Canadian Grocer, Toronto.

FOR SALE—RETAIL GROCERY AND Crockery Business in Manitoba City; also doing small Jobbing Trade in Confectionery and Tobacconists' Goods. Annual turnover about \$125,000.00, which should easily be increased at least 50 per cent. Established twenty-five years, and have proprietary brands and valuable connections, which makes business best of its kind in Northwest. Store completely fitted with solid oak counters and cases and most up-to-date fixtures generally. Aside from book accounts, which represent only one month's business, other business assets amount to about \$25,000.00. Cash preferred, but would consider 50 to 60 per cent. cash with reasonable arrangement for balance; or would sell as retail concern, taking out surplus tobaccos, etc., which would make it easier to handle; no exchange considered. Reason for selling, owner wishes to retire. This is a rare opportunity. Apply Box 425, Canadian Grocer.

Maple Sugar—Maple Syrup—Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

SITUATION WANTED

TRAVELLER—SPECIALTY MANUFACTURER's traveller knowing wholesale and brokerage trade from Regina to Halifax would consider proposition for summer. Could handle output of first-class canning factory or other good quality line. Best references. Write Box 426, Canadian Grocer.

SITUATION VACANT

WANTED—TRAVELLER — BY LEADING Hamilton wholesale grocers. Ambitious young man with experience on road, or good retail clerk. Good position for a worker, Western Ontario territory. Confidential. References. Box 424, Canadian Grocer, Toronto.

WANTED—A TRAVELLER TO REPRESENT a leading Grocery House in one of the most promising territories in British Columbia, salary \$150.00 with prospects of advancement. No one but a really first-class, up-to-date man need apply. Reply Box 428, Canadian Grocer.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c., 50c., 75c., \$1., \$1.25, \$1.50, \$1.75, \$2., \$2.50, \$3., \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOKLETS. Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

COPELAND - CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "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)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilds at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St., W., Toronto, Canada

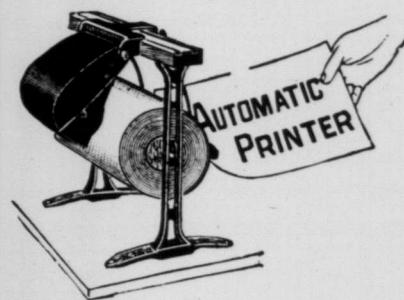
725,000 LIVE MERCHANTS USE NATIONAL Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Company, 285 Yonge Street, Toronto.

Judicious Advertising

Advertising is the life of your trade, but when you do advertise, do it judiciously. See that you are **GETTING RESULTS**.

The Automatic Printer

(It's a Marvel)



will help you cut down, in fact **WILL CUT DOWN** your advertising account and yet get you better returns.

Familiarize your customers with your store, service and methods.

WRITE US**UTILITIES LIMITED**

73 Bank of Ottawa Bldg., MONTREAL

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



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Prince
Banner

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East to

ST. G



PREPARE

Never

W.D.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

In the course of the past fifty years three generations of dealers have sold COOK'S FRIEND, "The Baking Powder With a Pedigree"—and three generations of users have bought it. The sale is increasing every year. Get after your share of the sales made by the quality and advertising of COOK'S FRIEND.

Purer than the Law Demands.
Contains No Alum.

W. D. McLaren, Limited, Montreal

ACT NOW

Ask our agents to call on you and let you see samples of our jams. **KING BRAND** certainly stands for quality goods and you will make no mistake in having a look at them. Besides, the profit is reasonable, just enough to pay you handsomely.

KING BRAND

Ask about it.

Labrecque & Pellerin
MONTREAL

Agents—

W. H. Escott & Co., Winnipeg
MacGregor Specialty Co., Toronto
J. Hunter White, St. John, N.B.

Sales Increase Steadily

As the convenience and quality of EDWARDS' DESICCATED SOUP become more widely known, its sales are bound to become enormous.

The grocer who features

EDWARDS' DESICCATED SOUP

and thus links his store with the advertising now going on all over Canada, will reap the greatest benefit, and build up a steady trade which will help the sales of all his goods.

EDWARDS' DESICCATED SOUP

is made in three varieties, Brown, Tomato and White. Retails at 5c. a package, and in canisters at 15c. and 25c.

Your orders will be promptly filled if sent in at once. Novel Window and Counter Cards and other sales stimulants are liberally supplied.

DISTRIBUTORS :

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., Toronto
W. H. ESCOTT & CO., Winnipeg



A Good Profit Assured

Satisfaction Warranted
in the sale of the well-known
long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock, always
carried, and readily sold at a
fair profit and to the entire
satisfaction of the consumer.

Write for particulars to

W. P. Downey
MONTREAL

OLIVE OIL

The best at the best price you
can get. Do you want it?

INVICTUS BRAND

is a real good buy. There will
be a good demand during the
coming months and you will
be well rewarded if you put in
a stock and push it.

We want to quote you on var-
ious specialties. Do you want
to hear from us?

H. E. VIPOND & CO.
MONTREAL



"Always The Same"

Milled from the very best wheat,
with every advantage given by in-
telligent use of modern equipment,

ANCHOR BRAND FLOUR

is "always the same," of uniform excellence, the highest
standard of flour quality.

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

10

THE COCOA OF HIGHEST FOOD VALUE

THE IDEAL
BREAKFAST AND
SUPPER BEVERAGE
FOR ALL
WEATHERS.

GRATEFUL AND COMFORTING

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg.
FORBES & NADEAU, Montreal J. W. GORHAM & CO., Halifax, N.S. G. A. MUNRO, St. John, N.B.

Agrees with everybody,
forming one of the
most digestible
and nourishing
articles of
diet known.

CHILDREN THRIVE ON EPPS'S

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch
with all sections of this country and foreign markets, we are in the best possible position to keep
you posted by mail and wire of any actual or contemplated changes and general gossip of the
markets. Some of the largest concerns are subscribers, and we should like to place our pro-
position before you. For further information write

SMITH & SONNIPPER CO., 138 Front Street, NEW YORK

IT WILL PAY YOU

to watch our Condensed Ad. columns. There
are many money-making
positions there. You may find just what you want.



Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson
Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being **GERM PROOF** and having the **MOST PERFECT BOTTOMS** of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely **FULL COUNT** and **MAXIMUM NUMBER OF PERFECT BAGS** in each package.

If your Wholesaler does not handle **CONTINENTAL BAGS**, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

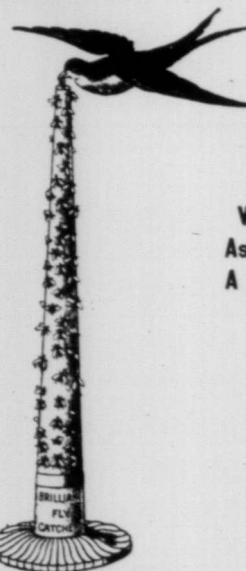
QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA

You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

\$1.75 per box of 100

Profitable enough, too, eh?



The Most
Reliable Glued
Catcher On The
Market.

Will Unroll
As a Ribbon
A Full Yard.

For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg



A choice article to offer Campers and Summer Widowers is REINDEER CONDENSED COFFEE, which is combined with Reindeer Brand Milk and Sugar. Will keep in same can after opening. Rich and Ready. Costs consumers about one cent per cupful. Packed two Dozen Tins or Glass Jars in a case.

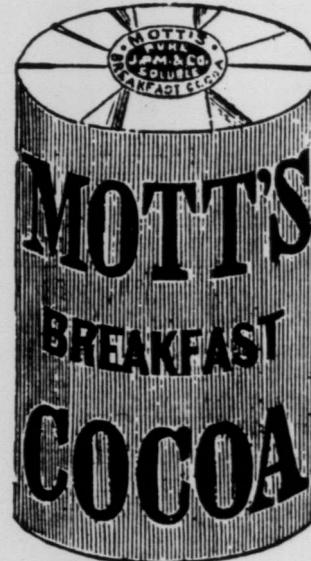
Manufactured only by



TRURO, Nova Scotia.

CHILDREN

grow sturdy and strong on

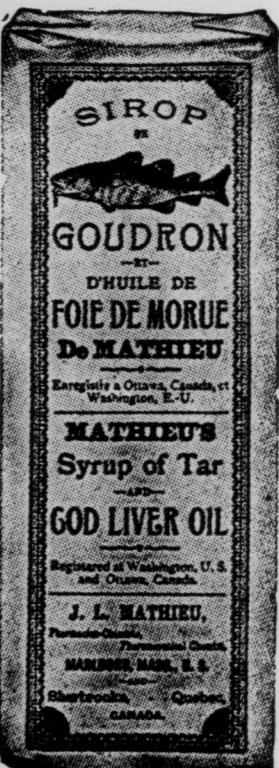


It's full of nourishment and easily digested. Order a box from your jobber to-day.

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CURE YOUR CUSTOMERS' COUGHS



Sell them
MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

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

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

If they seem feverish, suggest
Mathieu's Nervine Powders

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

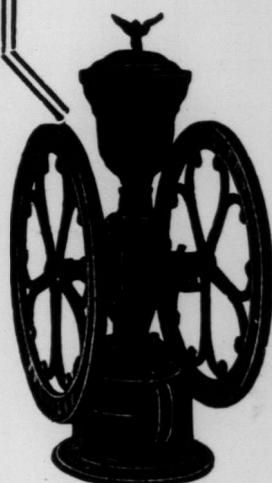
Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.

YOU ARE THE MAN WE WANT

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

**ELGIN
National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

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

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

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

TORONTO—Eby, Blain, Ltd.

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

REGINA, Sask.—Campbell, Wilson & Smith.

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

EDMONTON, ALTA.—The A. MacDonald Co.

**Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.**

7-20-4 CIGAR

THE tobacco proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

It is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised at what you can do with

Maple Sugar Chewing Tobacco
King George's Navy " "
Master Mason "

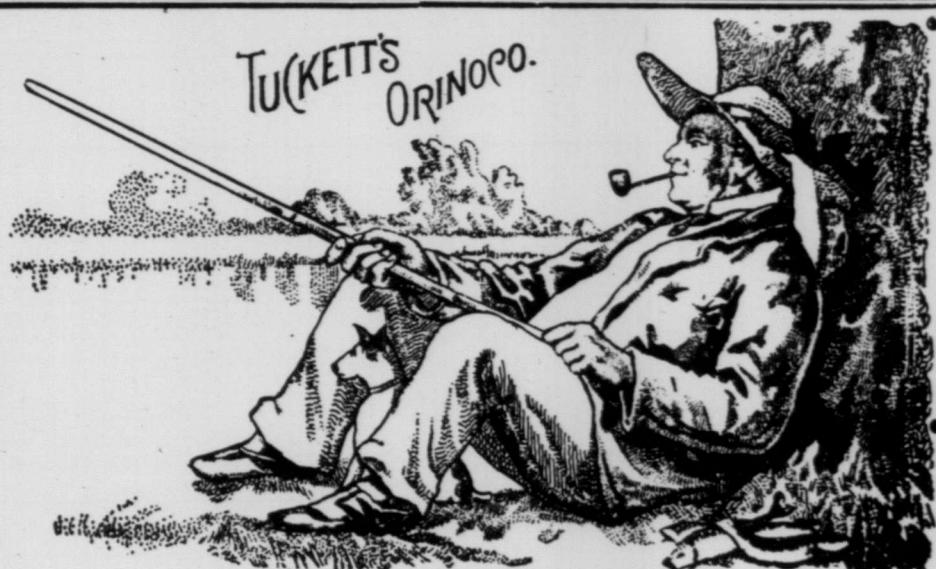
if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.

Quebec **Winnipeg**

Tucketts
Orinoco
Tobacco

**NO BETTER
JUST
A LITTLE MILD
THAN**



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton.

Ont.



A SUGGESTION OF VALUE

TO THE

Progressive Grocer

MAKE JUNE A MONTH OF
SPECIAL INTEREST TO

MRS. NEWLYWED

The ERMALINE SYSTEM

of cooking with PAPER BAGS is the
logical solution of the kitchen problem

Write for samples and our special
JUNE SHOWCARDS

Edward Lloyd, Limited
MONTREAL

"ASK YOUR WHOLESALER"

Merchants and Salesmen!

Would you be willing to pay
\$2.00 to hear some of the leading
authorities on salesmanship
express their opinions on this
all-important subject? In
**BRAIN-POWER BUSINESS
MANUAL**

125 Presidents, Vice-Presidents,
General Managers, Sales
Managers and Star Result Getters,
have contributed of their
knowledge and experience on
such phases of the subject as:—
The Selling Profession.
Education and Training.
Before the Interview.
Getting Interviews.
The Approach.
Selling Talk.
Answering Objections.
Selling Tactics.
Closing Sales.
Cash with Order.
Samples.
Getting the Price.
Credits and Terms.
Cancelled Orders.
Territory.
Long vs. Short Trips.
Finding New Customers.
Salesmen's Relation to House.
Salesmen and Advertising.
Expense Accounts.
Promotions.
Bribes.
Conduct Toward Customer.
Special Tactices.
Character and Conduct.
183 pages, 5 $\frac{3}{4}$ x 8 $\frac{3}{4}$ inches.

PRICE \$2.00

TECHNICAL BOOKS.

143-149 University Ave.
TORONTO



Why

of handli
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WON

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efficient, l
This neat
sips of th

Dominion Agent

Distributors:—BR
W. H. Scott, 1
Turner & Co., Han
Quebec, Que.; EA

Brunswick Brand Canned Fish

EXCELS ALL OTHERS

Connors Bros. have won their present high standing in the grocery supply business by a conscientious keeping up of a grade, and their long experience gives them a place of authority in the fish trade.

All goods are packed under ideal conditions and come perfect to the consumer.

OUR CHIEF SELLERS INCLUDE:—

$\frac{1}{4}$ Oil Sardines
 $\frac{3}{4}$ Mustard Sardines
 Finnan Haddies
 (oval and round tins)

Kippered Herring
 Herring in Tomato Sauce
 Clams
 Scallops

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shalleross, Macauley & Co., Calgary, Alta., J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Why the danger

of handling unsaleable, less effective, "stick-to-everything" sticky paper when

WONDER FLY KILLER

is available. Wonder Fly Killer is thoroughly efficient, kills more flies and lasts the entire season. This neat little tray spells death to every fly that sips of the deadly poison.

Dominion Agent: Joseph R. Wilson, 204 Stair Building TORONTO

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Scott, 137 Bannatyne Ave., B. Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

Quaker Soap

100 double wrapped
Bars to Box

No prizes
No premiums

Just Soap
At the Lowest
Price Good Soap
Can Be Sold.

Mathewson's Sons

MONTREAL



ONE OF OUR PURE FRUIT PRODUCTS

OWING to the steady increase in our business, we have been forced to move to larger premises, and have secured a new and up-to-date building at

291 ARTHUR STREET

where we will be pleased to meet any of our patrons. We wish to take this opportunity of thanking you for your many favors, and trust that we shall continue to share your patronage in the future.

With best wishes, we are yours very truly,

LINDER & BENNER,

Phone Park 2985

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

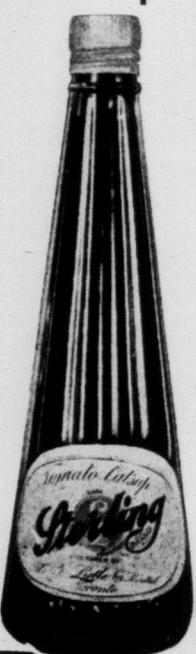
**CATSUP**

Produced from the finest ripe Tomatoes, is just one line of the *pure* Sterling Brand Fruit and Vegetable products, that have held the favor of the buyers for many years.

Purity in foodstuffs has become the first consideration nowadays, and the dealer should hold high his reputation by selling only goods that are guaranteed to contain no adulterants.

Promote the sales of Sterling Catsup—the profits will please.

THE T. A. LYTHE CO., LTD.
STERLING ROAD, :: TORONTO



Seasonable Reasonable LINES PRICES

The warm weather now approaching means a sure demand for soft drinks and healthy beverages. A good trade will be yours if you make preparations now to display our leading lines and let all patrons and non-patrons see that you can fill all requirements.

N.B.—You will notice that our lines are quoted much below the so-called "just as good," which are really "not nearly as good." Examine the quality, and the bargains will surprise you.

TRADER BRAND**TRADER BRAND****IMPORTED GINGER ALE**

	6 Doz.	10 Doz.
Crown	90c. doz.	75c. doz.
Cork	\$1.00 "	85c. "
Duffy & Co.	Delightful Drinks	Duffy & Co.
	12 Qts.	24 Pts.
Apple Vinegar.....	\$2.75 "	
Apple Juice.....	3.75 "	\$4.50 "
Grape Juice.....	4.75 "	5.00 "
Apple Champagne.....	4.50 "	4.90 "

MILLERS' EXTRACT OF MALT

Quality guaranteed and complying with the National Food and Drugs Act, No. 2187. Recommended strongly by leading physicians for all bronchial affections and for those convalescent. An ideal tonic and stimulant. You should learn more about this line.

MILLER**MILLER****HIGH-LIFE LAGER**

Were you able to see number and size of orders reaching us daily from the most remote parts of the Dominion, you would not hesitate for one moment about placing your order. We have a car load to dispose of.

BARBADOS FANCY AND CHOICE MOLASSES and CRYSTAL SUGAR

An important consignment of these goods now lying on wharf. No necessity to speak of quality. DA COSTA is the brand.

WRITE IMMEDIATELY.

LAPORTE, MARTIN ET CIE., LTD.

568 ST. PAUL STREET, MONTREAL

TELEPHONE MAIN 3766

Allison Couper
Aymer Conder

Balfour-Smye
Benedict, F. L.
Bickie, J. W. L.
Borden Condier
Bovril, Ltd....
Bradstreets...
Brown Mfg. Co.

Campbell Bros
Canada Sugar
Canadian Oats
Carr & Co....
Chaput Fils &
Chivers & Sons
Church & Dwig
Clark, W....
Clawson & Co.
Clements Co., I
Colies Mfg. Co.
Common Sense
Connors BPCs
Continental Ba
Crescent Mfg. Co.

Dalley, F. F. Co
Davidson Estate
Distributors, Ltd
Dominion Cann
Dominion Mate
Dominion Regis
Dominion Salt Co
Downey, W. P. .

Eby-Blain, Lim
Eckardt, H. P.
Edwardburg St
Eno, Ltd., J. C.
Eppe, James & C
Escott & Harrie
Eureka Refrigera
Ewing & Sons, S
Eydoux, Felix.

Fearman, F. W.

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INDEX TO ADVERTISERS

Allison Coupon Co.	21	Fels & Co.	60	McDougall, D., & Co.	21	Sapho Mfg. Co.	25
Aylmer Condensed Milk Co.	6	Foster-Clark Co.	inside back cover	McLaren, W. D.	83	Smith, E. D.	59
B		Furuya & Nishimura	18	McLeod & Clarkson	21	Smith & Shipper	64
Balfour-Smye & Co.	16	Gaboury, L. Emile	21	McWilliam & Everett	56	Sherbrooke Cigar Co.	67
Benedict, F. L.	21	Gillard, W. H., & Co.	58	Major, Son & Co.	28	Silver, H. R.	20
Bickle, J. W., & Greening	61	Gillet, E. W. Co., Ltd.	53	Major, L. H., & J. Soubliere	21	So-clean Mfg. Co.	12
Borden Condensed Milk Co.	3	Gorham, J. W., & Co.	26	Malcolm, Jno. & Son	63	Spurgeon, H. G.	20
Bovril, Ltd.	57	Gorman, Eckert & Co.	16	Marshall Brokerage	20	Star Egg Carrier & Tray Mfg. Co.	11
Bradstreets	60	Granger Freres	65	Mathewson's Sons	59	Stevens-Hepner Co.	25
Brown Mfg. Co.	21	Green & Co.	58	Matthewson's Sons	55	Stewart, L. C.	21
C		Gunna, Ltd.	51	Meadowsweet Cheese Co.	70	Symington Co., T.	17
Campbell Bros. & Wilson	65	H		Measkins & Sons	24	T	
Canada Sugar Refining Co.	15	Hamilton Cotton Co.	22	Menard Motor Car Co.	11	Taylor & Pringle	24
Canadian Chestnut Co.	22	Hamilton Incubator Co.	26	Methven, James	16	Tees & Persie, Ltd.	2
Carr & Co.	14	Heinz, H. J., Co.	61	Midland Vinegar Co.	18	The Turn Bull Co.	20
Chaput Fils & Cie	8	Hillock, J.	25	Millman, W. H., & Son	20	Thum Co., O. & W.	56
Chivers & Sons	23	Hudson-Hebert Co.	4	Mooney Biscuit and Candy Co.	80	Tilton, J. A.	20
Church & Dwight	12	Hutchison-Omand & Co.	17	Morton & Sons, David	8	Tipper, Arthur P., & Co.	1
Clark, W.	7	I		Mott, John P. & Co.	66	Tomlinson Co., The J. J.	20
Clawson & Co.	20	Imperial Extract Co.	13	Nation, E. J.	60	Toronto Salt Works	21
Clements Co., Ltd.	21	Irish Grocer	21	Neison, Dale & Co.	14	Tucket, Geo. E., & Son Co.	67
Dales Mfg. Co.	14	Island Lead Mills Co.	22	Nicholson & Bain	51	U	
Common Sense Mfg. Co.	21	K		O		Utilities Limited	82
Connors Bros.	69	Kessel Co., F.	21	Ontario Peoples Salt & Soda Co.	22	V	
Continental Bag & Paper Co.	65	Kilgour Bros.	22	P		Vipond, H. P.	64
Crescent Mfg. Co.	60	King, Frederick	63	Packer, H. J.	12	W	
D		Kingery Mfg. Co.	58	Paine Co., John	72	Walker Bin and Store Fixture Co.	16
Dalley, F. F. Co.	17	L		Patrick, W. G. & Co.	30	Walker, Hugh, & Son	57
Davidson Estate, James	13	Labrecque & Pellerin	63	Peek, Frean Co.	9	Warren, G. C.	20
Distributors, Ltd.	20	Lambe, W. G. A.	20	Perrin, D. S.	outside back cover	Watson & Truesdale	20
Dominion Cannery, Ltd.	5	Laporte, Martin & Cie	70	Pickford & Black	56	Wellington Mills	57
Dominion Match Co.	27	Lau-entia Milk	27	R		Western Distributors, Ltd.	20
Dominion Register Co.	59	Law, Young & Co.	61	Ramsays' Ltd.	outside front cover	Western Salt Co.	61
Dominion Salt Co.	24	Lawrason, S. F. & Co.	71	Keindeer, Ltd.	68	Wetney, J. H.	53
Downey, W. P.	64	Leitch Bros.	64	Richards Pure Soap Co.	6	White & Co.	87
E		Lind Brokerage Co.	20	Robinson & Co., O. B.	21	White Swan Spice & Cereals, Ltd.	14
Eby-Blain, Limited	19	Lindner & Benner	70	Robson, F. E.	3	Wiley, F. H.	20
Eckardt, H. P.	55	Lloyd, Ltd., Edward	68	Rock City Tobacco Co.	67	Willis Mfg. Co.	22
Edwardburg starch	28	Lovell's Bag and Packet Machinery Co.	15	Rowat & Co.	57	Wilson, Archdale	80
Eno, Ltd., J. C.	10	Lotte Co., T. A.	70	S		Wilson, Joe R.	59
Epps, James & Co.	64	M		St. Charles Condensing Co.	18	Woods & Co., Walter	58
Escott & Harmer	20	MacLaren Imperial Cheese Co.	20	St. Lawrence Flour Mills Co.	18	Woodruff & Edwards	66
Eureka Refrigerator Co.	25	MacNab, T. A., & Co.	20	St. Lawrence Sugar Refining Co.	17	Wondershine Ltd.	3
Ewing & Sons, S. H.	25	McCabe, J. J.	58	Salada Tea	27		
Eydoux, Felix	61			Sanitary Can Co.	10		
F							
Fearman, F. W., Co.	53						

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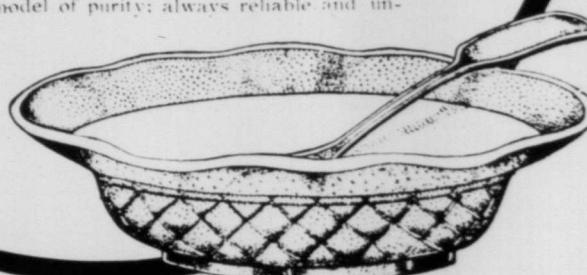
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Custard is so
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- 25c. Cardboard
- 30c. and 35c. Tins

Vol. XXVI



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Quality unsurpassed. Test the flavor and crispness