

CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO MARCH 17, 1911

No. 11



Robinson's Patent Barley

As a healthful, nourishing and enjoyable food for young and old, Robinson's Patent Barley is unequalled. Druggists sell it; grocers can sell much more of it—It is a food and right in their line. Those who are wise will always sell it.

Write for Particulars

MAGOR, SON & CO.,

403 St. Paul
Street,

MONTREAL

Agents for the Dominion of Canada

SYRUP SALES WILL BE SATISFACTORY

both from the point of view of volume and profit, [if you are handling

"Crown Brand" Corn Syrup

There's no syrup to which such care has been given to guarantee purity.
Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

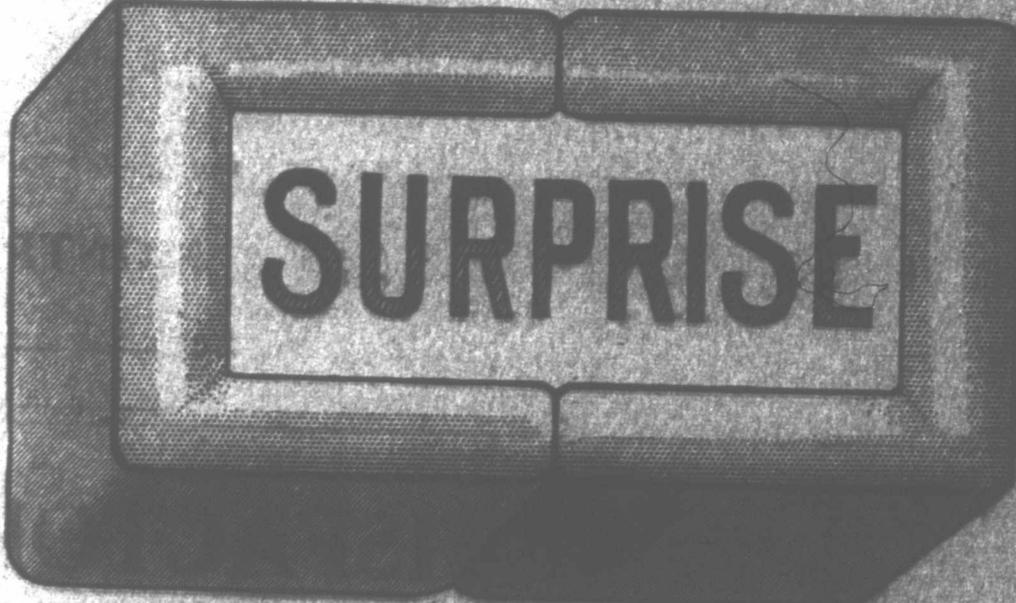
ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

**Do YOU SELL IT IN
YOUR STORE?**



A PURE HARD SOAP
PURE means free from adulteration.
IT'S ALL SOAP
HARD means wearing or lasting qualities.

THE ST. CROIX SOAP MFG. CO.
ST. STEPHEN, N.B.

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**“Just as Good”
Means Absolutely
Not as Good!**

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with something “Just as good” when she knows exactly what she wants and has come to your store to get it.

Let us not go back to the dark ages of Trade Deceit, friend, but rather let us keep on the sunny side of a woman's good-will. It pays to give a customer exactly what is asked for and with no cross looks. “Just as Good” means absolutely not so good and the whole world knows it!

**Give them what
they ask for!**

*The “Thistle” Brand
of Fish.*

Frequently the ever-increasing demand for Haddies, Kippered Herring and Herring in Tomato Sauce, packed under the “Thistle” label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

*Griffin & Skelley's
Asparagus*

As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

*Macaroni made by
P. Codou*

As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker “Codou.”

Arthur P. Tippet & Co., Agents

MONTREAL

TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

**THE MARSHALL
BROKERAGE COMPANY**
67 Dundas St., LONDON, ONT.

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

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers

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

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.
MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

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

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

10, Garfield Chambers, Belfast, Ireland

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

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery
Brokers.

Warehousemen

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

White Beans

Can give best quotations.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO

Grocery Brokers and Agents.
Established 1885

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

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

Correspondence Solicited. P.O. Box 29

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

WE SELL

McKay's Bowmanville Celebrated
POT AND PEARL BARLEY
MARKET ADVANCING. OUR PRICES ARE RIGHT.

Lind Brokerage Company
73 Front St. East - TORONTO

THE HARRY HORNE CO.

309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents
and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS
AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

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

DISTRIBUTORS, LIMITED

P. O. Drawer 59

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16, Morin Block
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

WHITLOCK & MARLATT

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

There is bound
to be an advance
in the price of
CATSUP CANNED
& BOTTLED



As some packers have already advanced their prices—IT WILL PAY YOU to book at our present quotations.

Imported Dutch Biscuits

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

Tins, 5 and 10 lbs., 28c a lb.

GUARANTEED—Equal to any similar imported line on the market.

**BAKING
POWDER**

An Absolutely Pure Powder

sold to the consumer at popular prices and pays you a handsome profit.

4 ounce, cases	4 dozen, \$.65	dozen
6 " "	4 " "	.75	" "
8 " "	3 " "	.90	" "
12 " "	2 " "	1.35	" "
16 " "	2 " "	1.65	" "
5 pound, "	1 " "	7.20	" "

Guaranteed to give perfect satisfaction

It Pays to Push

"Anchor" Brand

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

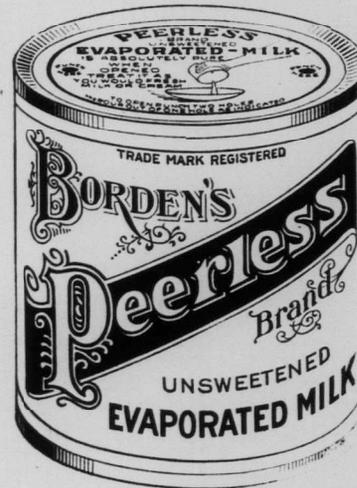
**BORDEN'S
EAGLE BRAND CONDENSED MILK EVAPORATED MILK
PEERLESS BRAND**



The Original

By recommending these Brands
you will please your customers.

They are the best that
Science can produce.



Unsweetened

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

Sales Offices and Agencies:— MONTREAL TORONTO WINNIPEG and VANCOUVER.



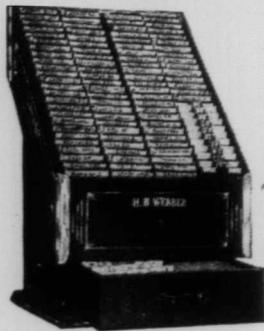
It takes almost no talk to sell Cane's goods. The name itself has come to stand for merit and in addition each washboard has so many points readily pointed out and easily understood that housewives like them at sight

THE "BEST" ARE ALWAYS CANE'S WASHBOARD

The best in any line, for there's a Cane board at every price for every use. This variety of sizes, prices and uses make it easy to suit the stocks to the needs of your trade.

Write for particulars of all our "Washday" products and price quotations.

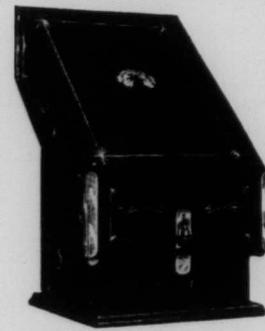
**The William Cane & Sons
Company, Limited
Newmarket Ontario**



Cut of 100 Book Size, with hood removed showing alphabetical arrangement of books.

Lock the Door Before the
Thief Gets In!!

THE KEITH SYSTEM Has Been Tried by Actual Store Fires!!!



Cut of 100 book size, showing hood locked to cabinet.

We don't guess about this system being fire-proof, but we know. We have several affidavits on file from merchants who had fires destroying buildings and stocks of goods, and whose accounts were all saved through the KEITH SYSTEM.

In case of fire wouldn't it be a satisfaction if you had a KEITH SYSTEM and knew your records would be saved?

The Time to Lock the Door is Before the Thief Breaks In.

When you buy a KEITH you not only lock the door and bar it against fire, but also against the bugbear of posting accounts on the one hand, and of mixing accounts, bringing forward wrong past accounts, losing slips, and the manipulation of charges on the other hand.

It is the right system for you at the right price

Let us send you full information at once without putting you under any obligations to buy.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street

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FREMONT, OHIO

and Hartford, Conn., U.S.A.

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THE CANADIAN GROCER

A Great Convenience to Housewives



ARE YOU SELLING

SIMCOE BRAND Shredded Pineapple?

It is a most convenient form to use this luscious and healthful fruit, and you will find it sells very readily once its virtues become known.

Only the choicest selected Bahama Pines are treated in our modern sanitary factory, and the canning is done with the greatest care, the best granulated sugar only being used.

A couple of popular recipes for using Simcoe Pineapple are appended below, and we shall be glad to send any grocer others on request.

PINEAPPLE AND PEACH GLACES

Drain the liquor from a can of Simcoe Peaches. Chop fine and empty into a dish with a can of Simcoe Shredded Pineapple. Cover with a cup of granulated sugar. Stand for an hour, and pour over them the liquor drained from the fruits and enough water to make a full pint-and-a-half of liquid. If not sweet enough, add sugar. Stir in the juice of a lemon, and the unbeaten white of an egg, and freeze.

Put up in 2's tins.

Try a few cases of Simcoe Pineapple.

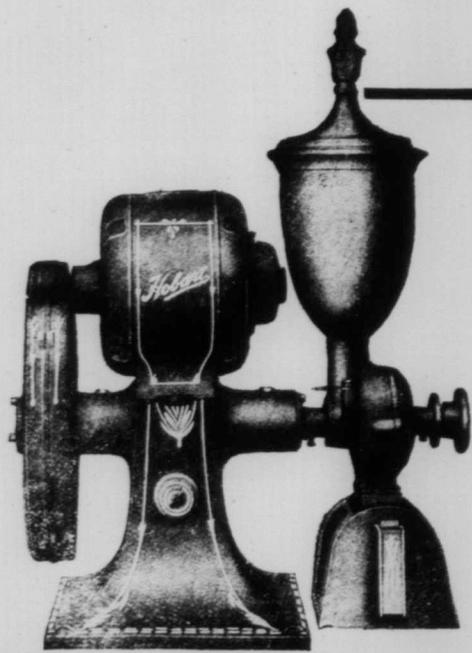
Tell your customers how good it is, how to use it, and watch it sell. Your wholesaler has a special price for you on this article.

PINEAPPLE PIE

Empty a can of Simcoe Grated Pineapple into dish. Beat the yolks of two eggs, add to them a teaspoonful of butter rubbed smooth with a cup of sugar, stir in a cup of milk and beat in the grated pineapple. Pour immediately into an open crust and bake in a moderate oven. When done, spread with meringue made by beating the white of an egg stiff with a tablespoonful of powdered sugar. Return to the oven long enough to brown lightly.

Dominion Cannery, Ltd.

HAMILTON ONTARIO



An Ornament to Any Store

and an investment that pays handsome dividends is the

HOBART Electric Coffee Mill

It will easily double your coffee business and put it on a surer basis than ever before by supplying your customers all the time with freshly ground berries.

Grinds quickly and thoroughly, and is extremely handsome in appearance, well enamelled and nickeled.

Equipped with the "Hobart" Automatic Release—an effective protection against accidental damage to motor, etc.

Better write us to-day for full details and prices. The "Hobart" will most surely add to your prestige and profit.

The W. A. Freeman Company, Limited
HAMILTON, ONT.

W. J. PEGG, Toronto Representative, 233 Lansdowne Ave., Phone No. Park 4060

ANTIPASTO

"The new hors d'oeuvre."

ANTIPASTO is a deliciously appetizing dish composed only of selected tunny fish, stuffed olives, truffles and mushrooms, and is packed in pure olive oil.

The very thing for your customers

who are always asking you for "something good." You can safely recommend this dish as it is fancy and out of the ordinary and appeals to any palate.

Packed in sterilized tins about 1 lb. each.

Only 22c. per tin.

Sample tin 10c. each.

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

The Charles
Cicero
Company LIMITED

Enquiries from Ontario to our Toronto office.

SPECIALISTS IN ITALIAN PRODUCTS

Pl

const
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Pure

THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



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

Below are a few of our lines that we manufacture :

WAGSTAFFE'S PURE MARMALADES.

OUR Celebrated Seville Orange Marmalade is made from select Seville Oranges, imported direct from Seville, and Pure Cane Sugar.

OUR Jelly Shred Marmalade with its tiny flakes of ruddy peel, floating in an amber Sea of Jelly. *This is a new line.*

OUR Pineapple Marmalade is made from the best Pines obtainable and Pure Cane Sugar.

OUR Ginger Marmalade is made from the finest Manloong Ginger and Pure Cane Sugar.

OUR Green Fig Marmalade is made from the best Smyrna imported green Figs and Pure Cane Sugar.

OUR Fig and Lemon is made from select Figs from Smyrna and Lemons imported direct from Messina.

WAGSTAFFE'S PURE JAMS AND JELLIES.

Sold in 16 oz., 20 oz., 5 lb. and 7 lb. pails.

Strawberry, Raspberry, Black Currant, Apricot Conserve,
Damson (English) Raspberry & Gooseberry Peach Cherry
Gooseberry Red Currant Jam. Green Plum Plum Pear Jam
Raspberry & Red Currant Raspberry & Apple Jelly Grape Conserve

WAGSTAFFE Limited

Pure Fruit Preservers.

Hamilton, Canada

THE CANADIAN GROCER

PERRIN'S

LEMON

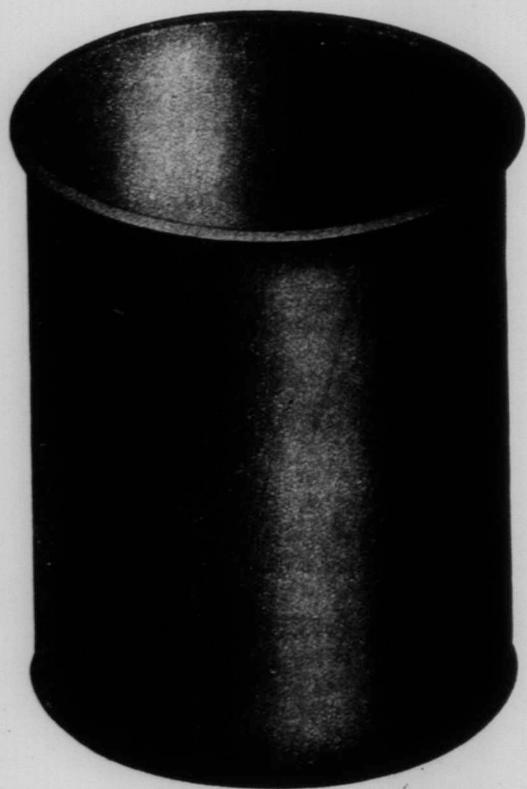


NECTAR

BISCUITS

CRISP AND TASTY
WITH ITS DELICIOUS CREAM FILLING.
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS

BEYOND COMPARISON
JUST THE GOODS



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

MCCORMICK'S JERSEY CREAM SODA BISCUITS

Quality Incomparable
A Wholesome Food
A Most Nourishing and Economical Food
Rival Bread for Economy

At Your Grocers 31

For Large Families Try a Tin or Cardboard Package
Sizes, 25c. to 35c.
For Small Families Try our Fancy Sodas
Packages, 5c. and 10c.



Reproduction of 4-col. Newspaper Advertisement

Satisfy your Customers—give them an article of quality and the consumption will increase. Get them to use McCormick's Jersey Cream Sodas once and watch the result.

Already thousands of new customers have been made and this influence will be felt for all time, as these biscuits are unquestionably superior to the ordinary kinds people have been in the habit of buying.

Take advantage of our advertising and keep a full stock always. Order from nearest shipping point.

MCCORMICK'S Warehouses: MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY
Factory: LONDON, CANADA

WIN NEW CUSTOMERS

It's a fact an up-to-date delivery system attracts new people to your store.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

always win new business.

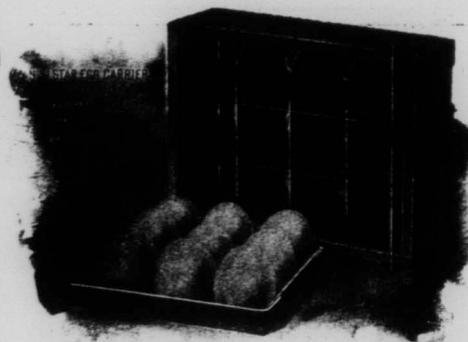
The eggs are left on the table where both the housewife and your man can see that they are in perfect condition. **(No chance for dispute).**

This sure, safe, sanitary egg delivery service appeals to every woman. Your ad. on every STAR EGG TRAY will influence her. Ask your jobber and write to-day for our booklet—

"NO BROKEN EGGS" and "Sample Ads."

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.



Made in one and two dozen sizes.

Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



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Give a Receipt and Get Protection

For example:

A customer comes into your store in a hurry, makes a fifty-cent purchase, hands you a bill and gets \$1.50 change, sticks it in his pocket and hurries out.

Half an hour later customer returns and says he gave you a \$5.00 bill and got only \$1.50 change.

What are you going to do about it? Argue and lose a customer? Or "give up," feeling sure you have LOST \$3.00.

A National Cash Register positively prevents errors of this kind—protects both you and the customer against such disputes. Does more than that—it insures absolute accuracy in every transaction. Records all cash sales, credit sales, money received on account, money paid out.

Pays for itself with the money it saves you.

National Cash Registers cost less now than ever before. Let us send you our booklet and new price list.

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge St. . . . Toronto



Successful Merchants Put a Receipt in Every Parcel.

National Cash Registers afford the quickest and best means of recording sales, and of automatically issuing a printed receipt that cannot be altered, numbered, dated, with clerk's initials—making a duplicate record, which is locked inside the machine for the proprietor's use.

GOODWILLIE'S

PURE FRUITS

In Glass



Those particular customers of yours desire something extra fancy in the matter of quality.

When they ask for preserved fruits ensure their satisfaction by giving them Goodwillie's Pure Fruits in glass.

Of delicious natural flavor, quite unequalled anywhere.

Ask your wholesaler

AGENTS

Rose & Lafamme
Limited

Montreal and Toronto

Rowat's Goods Sell!

The Connoisseur's Choice!

Cater for your particular customer by featuring



Rowat's Pickles AND Paterson's Sauce

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

ROWAT & CO.
GLASGOW, SCOTLAND.

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



Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market and that is

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of:—Ray & Windle, Vancouver, for British Columbia and Yukon District; W. H. Essett, 137 Bannatyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St. Montreal, for Quebec; McKelvie & Cardell Co., Ltd., Edmonton, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Bar-ington Street, Halifax, for Nova Scotia; W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street,
LONDON, ENG.



The gum that is
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &
CANADA

THE NAME "FAIRBANK" MEANS SOAP SURETY

Our Advertising has told Women Everywhere

"Let the Gold Dust Twins do your work"



Consequently GOLD DUST sells everywhere, and sells BETTER everywhere, than any other Washing Powder anywhere.

And it sells easier because it does work easier.

And it KEEPS ON SELLING because it KEEPS ON PLEASING and we KEEP ON ADVERTISING.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"



Extended tube can be furnished connecting Pump in store to barrel in cellar.

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses."—And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

The makers of OXO are firm believers
in advertising



OXO



OXO CUBES are being pushed by one of the strongest, most original advertising campaigns ever launched in Canada.

This advertising—newspaper, magazine and window display—IS SELLING OXO CUBES.

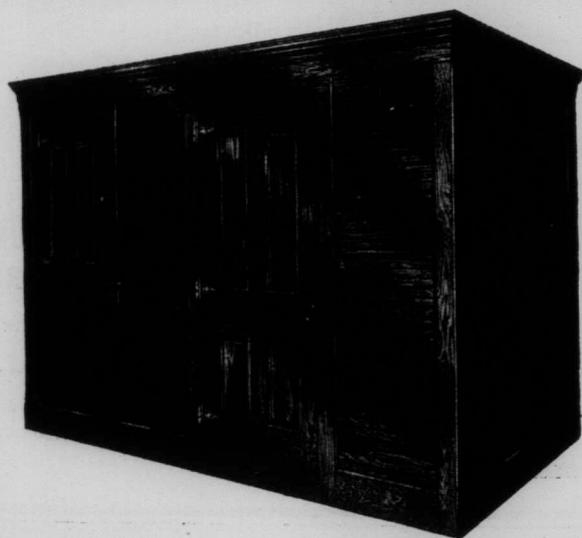
Are you getting your share of the new business we are creating?

Our organization is at your disposal.

CORNEILLE DAVID & CO.

25 Lombard St., Toronto
52 Nicholas St., Ottawa

334 Clarence St., London, Ont.
41 Common Street, Montreal



Get a McCray Cooler To Keep Your Meat

The McCray system of circulation and superior insulation will not only save you money in reducing ice bills but in preventing that loss of meats which you have always considered inevitable.

Write for our Free Catalogue, No. 67, showing our coolers, refrigerators and display cases for groceries.

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

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

McCray Refrigerator Company

231 LAKE STREET,

KENDALLVILLE, INDIANA

Tartan
BRAND

FISH FOR LENT

Have your stock ready for the demand. We have complete list of fish in brine, salted and dried, including—

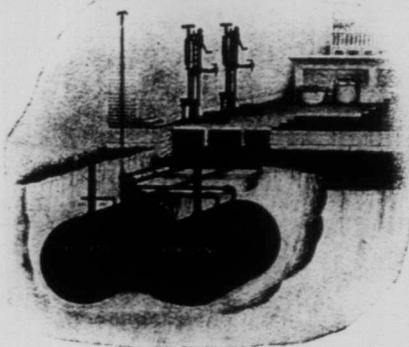
Labrador Herring	Codsteak
Holland Herring	Acadia Cod
Milchers Herring	Boned, Skinned Cod
Sea Trout	Quail
Mackerel	Best Value.

SPECIAL ATTENTION TO MAIL ORDERS.

Phone 3595.

Exchange to all departments.

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



A Clean Store

A Sure Profit

A Safe Method

A Good Purchase

If you want these advantages in your oil department buy a

BOWSER

Self-Measuring System

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

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

S. F. BOWSER & CO., Limited
66-68 Fraser Ave., TORONTO, ONT.

HOLBROOKS

ENGLISH

Specialties

Holbrooks Worcestershire Sauce

Holbrooks Punch Sauce

Holbrooks ^{Pure} _{Malt} Vinegar

Holbrooks Pure Olive Oil

Holbrooks Pure Pickles

Holbrooks Custard Powder

Holbrooks Egg Powder

Holbrooks Capers

Holbrooks ^{Bengal Club} _{Sweet Mango} Chutney

Holbrooks Essence Anchovies

and Swan Brand Pickles.

Canadian Offices:

40 Scott St., TORONTO, ONT.

Manager: **H. GILBERT NOBBS**

Agents hold stocks everywhere.

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

German

Sterling
BRAND
Sauerkraut

AN INCREASING DEMAND!

The demand for the tasty

STERLING BRAND
German Sauerkraut

is steadily on the increase, and you will find it a profitable and easy line to sell. Made solely from the finest fresh vegetables, treated in the most approved manner in our up-to-date sanitary factory

Be sure and specify "Sterling" Brand when sending in your order.

THE T. A. LYTLE COMPANY, Limited
STERLING ROAD, TORONTO

The best trade calls for our
High Grade Coffees

Surely you want to get a grip
on that trade.

CHASE & SANBORN
MONTREAL

Important Announcement

We have now completed the reconstruction of our Montreal Factory

Formerly the Acme Can Company

and have equipped it with an entirely new outfit. We are now ready to produce boxes of every description, both plain and decorated. Our new plant with the latest devices and a staff of skillful workmen make this establishment one of the most complete in Canada.

Packers' Cans

and a large variety of containers for both dry and liquid goods, can be obtained from our Ontario Factory at Hamilton

Formerly the Norton Manufacturing Company

With these two factories in operation we can fill your orders promptly.

ALLOW US TO QUOTE YOU PRICES

AMERICAN CAN COMPANY

MONTREAL

HAMILTON



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH



Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins--2's, 3's, 5's, 10's and 20's, Pails--1's, 2's, 3's and 5's gals. and in barrels and 1/2 barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

Donald says :
Quaker Brand
Baking Powder

contains 12.47% available Carbonic Acid Gas, and **No Alum**, and is therefore an efficient and healthful Baking Powder.

Put up in 10c and 25c tins.

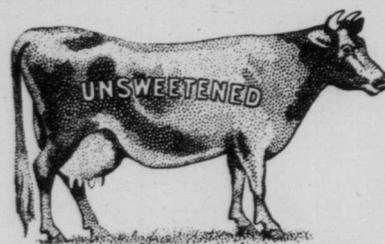
The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360.

MONTREAL



ST. CHARLES MILK

**St. Charles Evap-
orated Milk**

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

Every can is guaranteed

**St. Charles Condensing
Co.**

INGERSOLL, ONT., CANADA



TRY A BOX

Use this for Every
Purpose with Cold
Warm or Hot Water



Softens the Water
Goes Further and
Does Better Work
Save the Wrappers

Give your Order to any Wholesale
Traveller or send it to Woodstock



Does Advertising Help You Any?

As between two brands of the same product, one advertised to consumers, and the other not, can't you practically always sell the advertised one easier?

Apply your answer to our **Dromedary Dates**, which are and have been advertised to your customers in all the leading magazines, as compared with ordinary bulk dates. Is there any comparison as to their comparative salability?

And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

The carton means a good deal more in dates than it means in most other things.

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

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

A CLEAN-UP

At this season there is a general house clean-up and considerable Stove Polish used. The best for profit to you and satisfaction to the housekeeper is the old reliable

James Dome Black Lead

or if a paste is preferred you get the "dome" quality exactly in

Domeline

The finest articles in stove polish produced.

THE CANADIAN GROCER

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

"KING OSCAR" NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



"King Oscar" Brand are primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)

HAMILTON :: :: ONTARIO

By Special royal permission.

New Customers

For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.

ORANGE - MASS

Canadian Representatives:

R. B. Hall & Son, Montreal

W. S. Clawson & Co.

St. John, N.B.

BAIRD'S WORCESTERSHIRE SAUCE

is

DELICIOUS

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

Low in Price
High in Quality



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

A REAL SUBSTITUTE FOR FRESH COW'S MILK!

The care given in the preparation of

"Canada First" Evaporated Milk

and the absolute purity and efficient sterilization of each can, make it the line for you to stock and recommend. The safest milk to sell for infants and invalids. A steady business bringer and profit producer.

Order from your Jobber

The Aylmer Condensed Milk Company, Limited, Aylmer, Ont.
Head Offices: Hamilton, Ontario

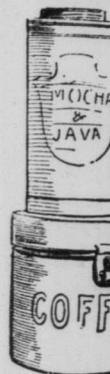


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ST.



Foley Bro



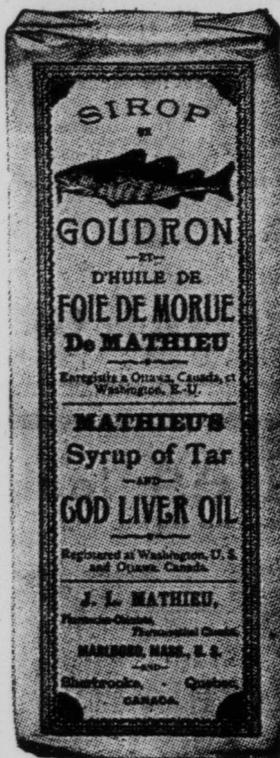
Brand

IS IT NOT A BIG CONSIDERATION

and of great value to have satisfaction guaranteed in your Sugar Business ?

ST. LAWRENCE GRANULATED

absolutely pure cane sugar, and satisfaction guaranteed to every consumer. : : :



MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada:

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

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

The Only Account Register



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

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES

Send Us a Postal for Full Information.

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



BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

Branch: Sault Ste. Marie

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

**Better Profit
Bigger Business**

are assured every grocer who is handling

**ST. GEORGE
Evaporated Milk**
UNSWEETENED

Its purity is unequalled, and it cannot fail to enhance your reputation for handling 'quality' goods.

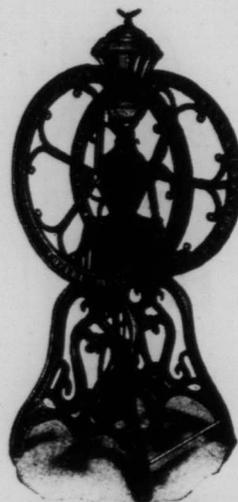
The finest substitute known for fresh cow's milk.

We also can, from the richest country milk and pure sugar, the following guaranteed brands of condensed milk:--

"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, ONTARIO



**THE ELGIN
National
Coffee Mill**

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

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

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

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

This is the exceptional claim we make for

Wonderful Soap

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

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

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

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

The GUELPH SOAP CO.
GUELPH :: :: ONTARIO

The Ladies look

around
Your Store

for a Cabinet
like this



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



DYOLA
ONE DYE FOR ALL KINDS OF GOODS

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

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

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

THE CANADIAN GROCER

JAPAN TEAS

Write to

S. T. NISHIMURA & CO.

for samples of their few lines remaining of last year.

The Reciprocity Agreement

is still hanging fire, but we are in a position to announce that a definite verdict has been given in favor of

Cabinet Maple Syrup



"It's just a little better than the other fellow's best."

An article with acknowledged merit should never be overlooked and you should certainly get a stock of "Cabinet."

Ore who knows says:

"There's no such flavor, no such zest in any other brand on the market."

Ask your wholesaler when ordering Kitchen Molasses, Maple Sugar, Tea Rose Drips.

Imperial Syrup Co., Limited
MONTREAL

PAT A CAKE

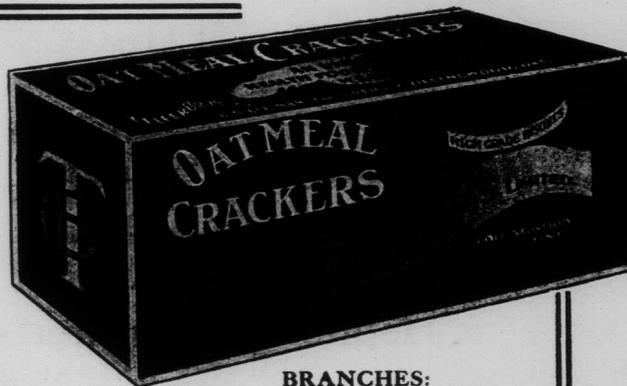
Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:

Toronto Winnipeg Hamilton Fort William

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

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

No other sugar will compare with it.

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

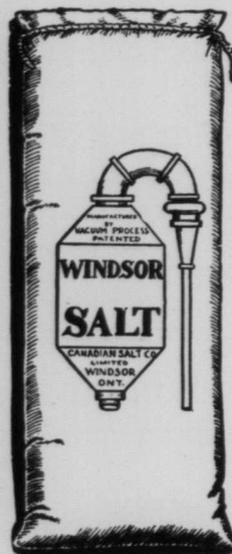
PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

THE ONE SALT



you can guarantee to be absolutely pure and free from adulteration, grit, or bitterness, is

WINDSOR SALT

Nearly everybody uses it in preference to any other Salt.

The Canadian Salt Co.

LIMITED

Windsor

Ontario



Now is the Time

to buy

Whitewash and Kalsomine Brushes

for Spring Trade

also Scrubbing Brushes

You can get best values and most prompt delivery from

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO



Eureka Refrigerators

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

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

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

is nothing made that will keep your goods as well.

Send for New Catalogue.

Eureka Refrigerator Co., Ltd.

56 Noble Street, Toronto

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H. P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

H.P. SAUCE

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

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

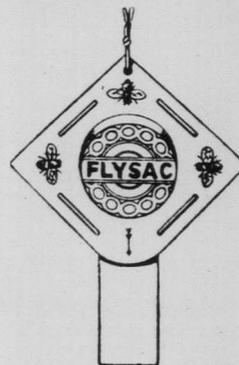
Agents: Rose & Laflamme, Limited, Montreal

"The Flies Will Soon be With Us."

Don't disappoint your customers when they ask for

The "Flysac" Flycatcher

They know
it is
the best
on the
market.



And
the price
is
exceptionally
reasonable.

Compare these prices with others:

70c. per box of 50 pieces. \$12.75 per 1,000 pieces.
Retailing 2 for 5 = 100% profit.

You can't afford to overlook this British made article.

HODGSON, SUMNER CO., LIMITED

345-351 St. Paul Street, Montreal

Exclusive Agents for Provinces of Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

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

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

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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

WHITE DOVE COCOANUT

is the best possible!

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

W. P. Downey,
MONTREAL



**Mr. Grocer! The coin
that's getting away
will make you rich!**

Forgotten charges, disputes, errors, poor collections — all mean LOSS! There IS a way to stop that loss.

Allison Coupon Books

point the way. They enable you to realize every possible penny of profit from your business.

HOW THEY WORK



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

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

THE PEOPLE OF JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

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**



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

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

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



2 in 1

These numbers are easy to remember. They represent the delicious

Club Jelly Powder

which is a rapid seller, because the housewife likes the

2 in 1 Idea

She likes the combination of the jelly and the powder for sauce to be served with the jelly.

There is something unique about the package and its contents.

Send along a trial order.

You won't regret it.

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS MONTREAL

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

AFTER



CANADIAN REPI

TO THE I

West

THE CANA

San
San

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and al

We rep
in Barl
Kitts, A
having
which v

Ask u
your c

West

McLear

THA

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

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

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

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

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

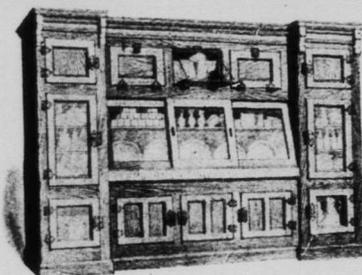
SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited



Aubin's Patent Cabinet Refrigerator

is the most up-to-date. It is specially constructed, each section having a separate ice chamber

Dry Air Ventilating
System

Best of insulation. Made in 10 sizes.

C. P. FABIEN, - Montreal, Canada

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

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

TELL YOUR CUSTOMERS ABOUT

KOKOBUT

the PURE COCOANUT BUTTER that is so much more economical than all other cooking materials. Guaranteed to contain no animal matter and to be free from water or salt. "KOKOBUT" imparts a delicious flavor to all foods prepared with it, keeps indefinitely and never becomes rancid. It is highly digestible and nutritious.

Here's a line that sells at sight to every housewife. Don't delay, but send along your order to-day and get your share of the profitable trade offering.

Packed in 1, 5, 10, 20 and
50 lb. packages and tins.

COCOA-NUT BUTTERS, Limited

206 Papineau Ave. - - - Montreal

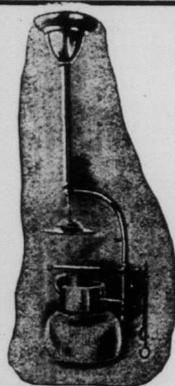
McLean's



Cocoanut

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoanut Co.,
Sole Makers, Montreal



THE simplest and most efficient gasoline lamp in the world. Constructed upon new and scientific principles. A lamp that we guarantee and that guarantees itself through its very simplicity, ease of operation and utility. Absolutely nothing that can wear out or get out of order that cannot be removed and replaced without the use of tools, other than nature has given, in five seconds. There is only one wearing part—the generator. A simple twist of the wrist removes and replaces it with a new one. Two generators with each lamp. It is lighted from the floor in less than 10 seconds.

Maclaren & Co.

Merrickville, - - - Ont.

This lamp is trouble proof,
it is absolutely perfect, and
cannot give you any trouble.

Why Our Brands of Olives Excel!

"Club House" Brand SPANISH OLIVES



are a superior line that you will be well advised to handle because:

1. We use only the finest smooth-skinned olives obtained from the best known localities.
2. Our scientific processing of the olives is marked by exceptional care, skill and cleanliness.
3. The "Olive" Brine is made from our own pure Artesian water.
4. Our guarantee of quality is back of each bottle.

"Club House" Brand is attractively packed and yields a good profit margin.

Why not send along your spring order now?

Gorman, Eckert & Co.,
Limited
London, - Ont.

Your particular customer will always buy

MASON'S No. 1 SAUCE

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

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

Send for samples and prices.

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

No. 1 SAUCE
MASONS LIMITED,

25 Melinda Street, - Toronto

Agents wanted where not represented.

Century Salt
IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up every-

thing we say for it. Just stock "Century Salt"—best for table, best for dairy,—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited
Manufacturers and Shippers SARNIA, ONTARIO

WOMEN WANT IT

Women want Snowflake Powdered Ammonia and will accept no substitute, simply because it is the only 5-cent package of powdered ammonia on the market; and because in cleaning efficiency it is positively unequalled.

LAWRASON'S

SNOWFLAKE POWDERED AMMONIA

in the giant 5-cent package is here to stay. It has obtained the housewife's approval so emphatically that grocers are selling ten packages of Snowflake to every one package of any other cleaning compound.

A word to the wise---quit pushing the dead ones and hook up to Snowflake.

S. F. Lawrason & Co.
London, Ontario

TO T

The showing knowledge to seek a bit for result Satisfi

Our It's road o

Adamson, J. T.
Allan, Robt.
Allison Couper
Alpha Chemist
American Can
American Com
American Tob
Andrews & N
Asepto Mfg. C
Aylmer Conde

Balfour-Smye
Benedict, F.
Bickle, J. W.
Borden Conde
Bovril Ltd.
Bradstreet
Buchanan & A

Canada Sugar
Canadian Cer
Canadian Coc
Canadian Sal
Cane & Sons
Carter Co. H
Chase & Sant
Ciceri & Co.
Clark, W.
Cocoa-Nut B
Colwell, R. B
Commercial
Common Sen
Connors Bro
Crescent Mf

Dalley, F. F.
Distributors
Dominion C
Dominion M
Dominion R
Dominion S
Downey, W

Edwin Blain
Eckardt, H.
Edwardsbur
Enterprise I
Epps, Jame
Escott, W.
Estabrooks
Eureka Ref
Ewing, S. F

Fabien, C.

TO THE GROCERY TRADE OF CANADA



BLACK OR GREEN

The many facts and figures we have been giving you lately, showing the wonderful growth of "SALADA," backed by your own knowledge and experience of its selling qualities, should lead you to seek still closer trade relations, by pushing along sales, even a bit faster, and perhaps double your output for the present year—resulting in increased earnings and a larger percentage of Satisfied Customers.

Our Sales Last Week Amounted to 119,283 lbs.

It's Quality alone that wins trade now-a-days on the rough road of competition.

SALADA TEA CO., Toronto and Montreal

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Allan, Robt., Co.	Foster-Clark Ltd.	40	McCabe, J. J.	Ryan, Wm. Co.	46
Allison Coupon Co.	Freeman & Co., The W. A.	6	McCormick Mfg. Co.	S	
Alpha Chemical Co.	Fussell & Co.	12	McCray Refrigerator Co.	St. Charles Condensing Co.	18
American Can Co.	G		McDougall, D., & Co.	St. Croix Soap Mfg. Co.	inside front cover
American Computing Co.	Galesburg Cornice Works.	48	MacLaren & Co.	St. Lawrence Sugar Refining Co.	21
American Tobacco Co.	Gillard, W. H., & Co.	21	MacLaren Imperial Cheese Co.	Salada Tea.	19
Andrews & Nunn.	Gillett, E. W. Co., Ltd.	49		Sanitary Can Co.	8
Asepto Mfg. Co.	Goodwillie & Son.	12	McLaren, W. D.	Simple Account S. & S. Co.	4
Aylmer Condensed Milk Co.	Gorham, J. W., & Co.	2	McLeod & Clarkson.	Simpson & Co., Robt.	40
B	Gorman, Eckert & Co.	28	McVitie & Price.	Smith, E. D.	45
Balfour-Smye & Co.	Gossage & Sons, Ltd.	10	McWilliam & Everist.	Snap Co., Ltd.	inside back cover
Benedict, F. L.	Gray, Young & Sparling.	44	M	Sprague Canning Machinery Co.	62
Bickle, J. W., & Greening.	Guelph Soap Co.	22	Magor, Frank.	Spurgeon, H. G.	2
Borden Condensed Milk Co.	Gunns, Ltd.	46	Malcolm, Jno., & Son.	Star Egg Carrier & Tray Mfg. Co.	10
Bovril Ltd.	H		Maple Tree Producers.	Steel Briggs Sord Co.	41
Bradstreet.	Halifax Cold Storage Co.	61	Marshall Brokerage Co., The.	Stevens-Hepner Co.	24
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Carter Co., H. W.	Hudson Hebert & Co.	55	Mott, John P. & Co.	Toronto Salt Works.	44
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Cocoa-Nut Butters, Ltd.	Irish Grocer.	2	New Brunswick Pulp & Paper Co.	V	
Colwell, R. B.	Island Lead Mills Co.	66	Nicholson & Bain.	Verret, Stewart Co.	outside back cover
Commercial Register Co.	J		Nickel Plate Stove Polish.	Victoria Fruit Exchange.	42
Common Sense Mfg. Co.	James, F. T. Co.	61		W	
Connors Bros.	James Dome Black Lead.	19	Nishimura, S. T. & Co.	Wagstaffe Ltd.	7
Crescent Mfg. Co.	Jameson Coffee Co.	42	O	Walker Bin and Store Fixture Co.	42
D	Johnston, Baird & Co.	21	Oakey, John & Sons.	Walker, Hugh, & Son.	57
Dalley, F. F. Co.	Johnson-Richardson Co., Ltd., The.	22	Ocean Mills.	Warminton, J. N.	26
Distributors, Ltd.	Juttan Boat Works.	26	Ontario Lantern and Lamp Co.	Warren, G. C.	2
Dominion Cannery, Ltd.	K		Oshawa Canning Co.	Watsn & Co., Angus.	27
Dominion Molasses Co.	Kit Coffee.	66	Oro Co.	Watson & Truesdale.	2
Dominion Register Co.	Knox Co., Chas. B.	L	P	West India Co.	27
Dominion Salt Co.	L		Patrick, W. G. & Co.	Western Distributors, Ltd.	2
Downey, W. P.	Iambe, W. G. A.	2	Peck, Fren & Co., Ltd.	Wetley, J. H.	outside back cover
E	Landry, A. O.	44	Perrin, D. S. & Co.	White & Co.	57
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Eckardt, H. P.	Leard, W. A.	23	Piggott, C. J., & Co.	Whitlock & Marlatt.	2
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F	Fabien, C. P.	27	Young Co., The.		42

Prospect of the Canned Goods Market

Some Pertinent Facts Relating to the Passing of the Fruit Shelves in Many Homes—The Sanitary Canneries—The Outlook for Prices During Coming Season, and Condition of Stocks Held—Care of Goods.

In days gone by, and yet not so remote, one of the outstanding characteristics of the "home" was the array of preserves on the fruit shelves in pantry or cellar. The quantity varied with the powers of purchase, but it was the endeavor of all good housewives to have, the quality par excellence, no matter what the quantity. No servant's hand, no matter how clean or capable, could perform the operations mysterious, and, to the small boy, ever wonderful, through which the fruit was compelled to pass before being carefully sealed away in the glass "scalers," and tins.

The face of the housewife on "preserving day" was fretted with many an anxious frown, and great were the worries consequent upon the attendance of the seething kettles. But it was one of her glories and her joys, and an annual occasion when the good man of the house, on his coming in the evening would survey with open approval the fruit as it gleamed in its produced juices through the fragile transparent containers. Upon the "keeping" of that day's work through till the early days of spring, when it would be the only supply to draw from in the absence of the raw products, the housewife, as such, rose or fell in the estimates of the neighbors, and even of the members of her family.

The Good Old Days.

But that was in the good old days, for now the tempting array of preserves of all descriptions is a sight that does not often greet the eye, in the cities and towns of this Canada of ours. Gone, alas, or rapidly going, is one of the characteristics of our home life, and soon the ways of our mothers in the preservation of fruit will be known no more in the land.

The reason is not far to seek. In "ye olden days" when the "rite" of preserving was, as has already been stated, an operation mysterious in the household, practically all of the "clean preserving" was done in the home. If anyone were so thoughtless as to suggest canned goods in place of the real thing he would perforce be silenced by exclamations of horror from most of the other inmates of the house. But those days have gone. Now, practically everything that goes on to the table is made in the one-time despised factory. The meats, the fruits, the vegetables, the soups, everything you can think about, are prepared for the table by purely mechanical processes. The dislike and opposition of the housewife was slow to yield and, in some cases, in fact, it has not given way as yet, but in the great majority of cases the canned preserves of the factories throughout the country are accepted along with the canned vegetables and meats, and preserving day is now little more than a memory. The saving in nerves, money, and time has come to be appreciated. So it is that the canners of the country are able to speak of the sale of about half a million cans of goods of all classes a year, and of the hope that the figure will reach a million in the near future. The housewife has capitulated to science.

'Twixt and Between Seasons.

That time of which mention was made early in this article—the 'twixt and between season, when the raw fruits and vegetables were either off the market, or quoted at such fancy prices that the average woman feels unable to buy—has now arrived. The dealer is on the threshold of a demand that is not new, but is ever-widening.

Spring is, true to its name, the season of promise, and if originality and energy are but properly applied in the pushing of canned goods, he should have the promise fully ripened into the golden harvest by the summer time. This is particularly true of the west, for while the business of the dealer in the east may be expected to increase, that of the merchant of the prairies, will go ahead by leaps and bounds. The westerner is almost entirely dependent upon the product of the canneries for his supplies and it is up to the dealer to make the most of the opportunity so presented to him.

In the east the dealer will have done much if he convince the housewife that it is almost an utter waste of time and worry on her part to waste another session of "preserving." If he can get close enough with his window display to touch the responsive chords. If he can prove to the housewife that Johnny's fingers would smear just as delightfully after a dip in Blank's jam as her own, he will have done all that is necessary. She wants to be convinced really, and she would silently thank anyone who could prove to her satisfaction that mechanical processes are quite as sanitary and good as her own recipes. It would rest with her to satisfy the rest of the household. But she has to be shown. You, Mr. Dealer, will have to keep eternally at it. That is, you will if you want to do anything with such material. It is as sure as fate that the demand will grow.

Canned Goods Firm.

There is a pronounced firmness in nearly all lines of canned goods, now, and further advances are looked for in some quarters as the season comes in. One of these lines is tomatoes. The crop last year showed, it is claimed, practically no decrease from that of last year, but the demand increased to such an extent that prices have gone steadily upward with, it is stated by many, a bright possibility that those levels may be maintained. The west has already taken a large part of the past season's output and the canners are now said to be stripped of their stocks. What goods still to be had are in the hands of the wholesalers, and it is asserted that even their stocks are running short and that they have been buying of one another, while some imports have been made from United States markets. A Toronto canned goods broker recently said: "The shortage in canned tomatoes is becoming more apparent every day.

With six months' trade ahead, visible stocks are not large enough to last three months with the usual business passing. But conditions are bound to adjust themselves and there will likely be a decrease in consumption from now on with the present level of prices. Still tomatoes have a trade of their own, and when a customer asks for tomatoes they want them, and will not take 'something else' as in the case of peas.

Shortage in Peas.

"Not for many seasons has there been such a decrease in the output of peas as last year, when the shortage amounting to between forty and fifty per cent. There is therefore a marked scarcity in this line, but coupled with that there has been a noted decrease in consumption, on account of the high price and other lines, such as corn and beans, which are cheaper, have been substituted for them. There is a difference of opinion as to the future in peas. The scarcity, logically should point to higher values, but as retailers have nearly deserted the line at the present price, it is felt in some centres that prices may have to be reduced in order to make sales. However, crop prospects as they become known later in the season, will determine the scale of prices to a certain extent.

"Corn, so plentiful last year, and of which packers delivered fully 98 per cent. of contract, is also shortening in supply. On account of the high prices of other mentioned lines there has been a brisk demand, and it has gone out so freely that wholesalers in some centres are already buying among themselves to replenish stocks. Conditions would seem to indicate a steadiness, if not higher prices.

"With stocks of vegetables so short, the situation may be acute before summer, with the result that wholesalers' stocks and retailers' shelves should be nearly gone when the new crop comes in. There will have to be a big crop this year in order to supply the demand with stocks so low."

Salmon Strong Too.

Salmon is another line in which dealers expect a strengthening of price. The salmon packs runs in cycles of four years, there being three "lean" and one "fat" year. The season of 1909 was a "fat," and the output of salmon in British Columbia was 967,920 cases, while 1910 was a "lean" year with an output of 762,201 cases. This also is rated as a "lean" year, and with consumption increasing, prices will probably strengthen as the season advances. The opening prices on lobsters are also higher than last year.

Quality rather than price should be the key note of the argument in selling. The greatest drawback in sales has been a feeling of uncertainty on the part of consumers regarding the quality of the goods, and the aim should be to overcome this feeling. In order to do this you must sell only canned goods of quality so that once customers have

(Continued on Page 57.)

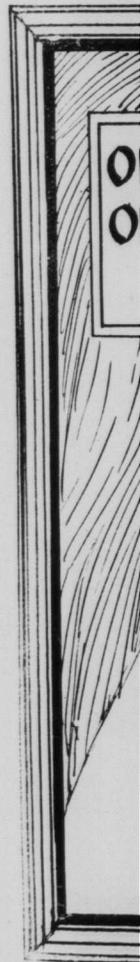
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"Some good lately in a word on the ment of a sto bearing upon Matthews, a "I insist, on tinued, "that the most diffi sell canned g year. It is, simple matter them. Still who would le dering I feel method of at these lines.

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Seasonable Stocks Sell Best When Seen

Methods Adopted by a Few Progressive Grocers to Push Sale of Canned Goods—The Value of Keeping Them Always in Plain View of Customers—A Simple Window Arrangement.

"Some good people have informed me lately in a manner suggesting the last word on the subject, that the arrangement of a stock of canned goods has no bearing upon its sale" remarked E. C. Matthews, a Toronto retailer, recently. "I insist, on the contrary," he continued, "that it has. Of course it is not the most difficult thing in the world to sell canned goods at this time of the year. It is, on the contrary, quite a simple matter, because the people want them. Still there are a great number who would leave my store without ordering, I feel sure, did I not adopt some method of attracting their attention to these lines.

Plan He Follows.

"The plan I generally follow is this: take this season of the year, when the domestic pantries and fruit shelves are generally depleted of their wholesome dainties, I keep canned fruits to the fore. Up on the shelves, near the door I arrange them so that the glances of the customer just naturally fall upon them as they come up to the counter. When I notice their attention has been attracted. I mention the fact that in most homes the domestic preparations are almost gone and mention, incidentally, some of the good points about

those canned fruits. So it is with other lines. I KEEP THE SHELVES ALIVE. When the season of one particular class of goods that I have been featuring on the shelves, goes out, the goods go, also, to a less conspicuous position, and their place is taken by more seasonable products.

"They may argue till they're black in the face along the lines that the arrangement of goods has no effect whatever upon the sale of canned goods, but the success I have had as a result of my own system has convinced me quite to the contrary. Very few cans would be sold if they were hidden away at the back of the store. There is no doubt in my mind on that point," concluded Mr. Matthews.

Show the Goods.

A New Brunswick merchant argues that while a good label will help in the sale of canned goods, greater results are obtained by showing the goods. He recently had a window display bearing out this idea which sold quite a lot of goods

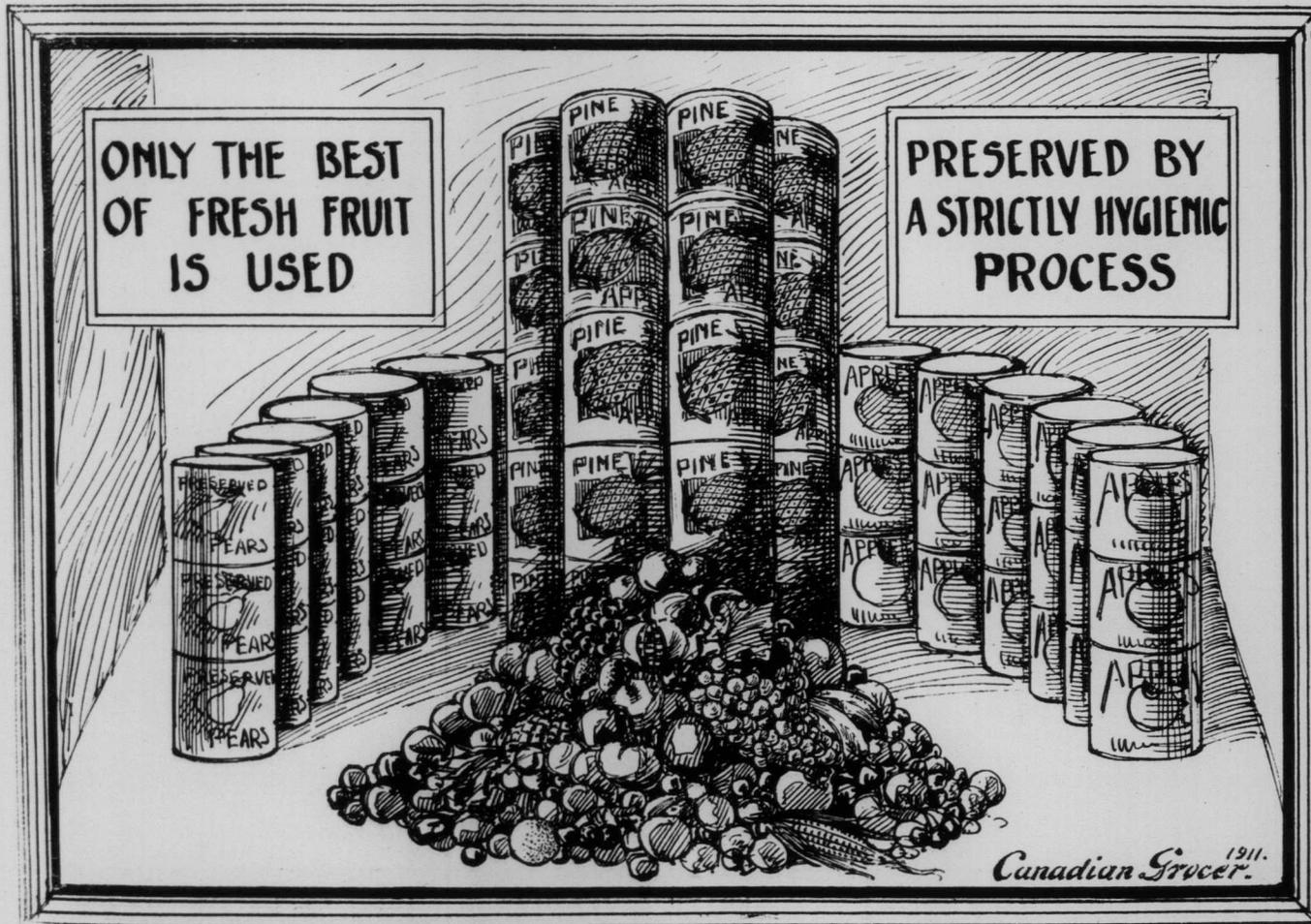
It was arranged as follows: In the background was built three T's of canned tomatoes with the one in the centre

larger than the other two. In front of each of these was a pyramid of tomatoes which just reached up to the cross on the "T," hiding the lower part, so that when viewing the display, the cross on the T's looked as if suspended in the air. At the front of the window, in the middle of the display, a small stand was placed and covered with a white linen cloth. On the top of this was placed a fancy dish filled with the contents of a can of tomatoes, which had been carefully emptied so as to show the tomatoes as solid as possible. At the side of the dish was placed a silver spoon and close by was the opened can. A big show card on the top of the centre T, bore the words: "A mighty appetizing side dish to any meal—and always ready to serve."

On each side of the dish of tomatoes was a card bearing the words "Quality tomatoes at 15 cents."

Another Window.

The accompanying cut supplies another idea for a suitable, and "catchy" window. There is nothing difficult about this window scheme, and yet it preaches the sermon that is needed. It tells of the presence of a supply of good canned goods on the shelves of the store within, and it also suggests to the passerby, as nothing else would, that canners are really becoming particular as to the quality of the fruit that goes in-



to their preparations. The pyramid of raw fruits can be varied to suit the individual need. Practically all of those shown, however, can now be obtained, and it would pay some enterprising merchants contemplating the use of such a display to secure them, even at the sacrifice of a little time and trouble.

In the sale of these goods, display is an important feature. They should be

kept as much before the customers as possible. If there is no suitable shelf space available, it may be there are a few pillars in the store that could be built around with cans. In many establishments, however, there is a space at the top of the shelving making an excellent place to display goods. The view in many cases suggests the purchase.

NEW REPRESENTATIVE IN THE WEST.

David Williams has been appointed general representative of the MacLean Publishing Company in Manitoba and Saskatchewan, and he is now en route for his new field. He will visit every village, town and city of Manitoba and Saskatchewan, so that the merchants of these provinces can look forward to

Pelee Island's Broom Corn Possibilities

Success Which Has Attended the Planting of Product in Lake Erie Peninsula During the Last Two or Three Seasons—Method of Cultivation Explained—Values Realized for Crop of Last Year.

By David Williams.

The growing of broom corn in the southern peninsula of Ontario promises to become an important industry in the not distant future. The soil and climate of that district are both well suited to its successful culture and there appears no reason why it should not produce a large part of the corn, now almost entirely imported from the United States.

On Pelee Island in Lake Erie, the corn has been grown with fair success during the last two or three seasons, the abnormally high prices of past years having stimulated its cultivation. Last season the crop taken off several acres was placed upon the market with fair results, the quality of the corn being very good.

Method of Cultivation.

The method of cultivation is quite simple, and is much the same as with Indian corn. The seed is sown in rows about 30 inches apart and the ground between the rows cultivated similarly to corn, to keep down the weeds until the crop obtains a sufficient height to take care of itself.

When the corn attains to a certain growth, it is all gone through, and each plant bent over by hand to keep the broom from spreading out as it is necessary that the fibres should grow as closely together as possible. When the crop has obtained maturity, it is cut by hand and sorted, the top of broom corn, being separated from the rest of the plant while the balance is cured for fodder either in ensilage or otherwise. It is said to be excellent food for cattle.

Must be Planted Early.

In the South-western States where large quantities of broom corn are grown, the planting is done quite late in the season, about July; but in Southern Ontario it is necessary, in order to escape the early frosts in the fall, to have it planted by the 15th of May.

On Pelee Island, the crop is about one-third of a ton per acre and, at the prices realized last season, \$180 to \$200 per ton, was quite profitable. This season, however, owing to a larger production, the price is lower, but even at the reduced figure, it pays well when the fodder part of the crop is considered. It will also, no doubt, give better results when cultivation becomes more general and machinery for harvesting similar to that used in the United States is introduced.

The manufacture of broom corn into

brooms, brushes, and whisks in Canada is quite an extensive industry, and the Canadian market for these articles is pretty well taken care of by the domestic factories. The broom corn, the chief raw material entering into its making is imported into Canada free of duty, but the industry has to contend, it is claimed, with some conditions that might easily be remedied by proper legislation. One of these disadvantages is said to lie in the high duty charged upon broom-making machines. For instance, a broom-sewing machine costs in the United States, where they are made, about \$500. When the duty of 30 per cent, is added it brings the price to \$650, which is a heavy tax upon the manufacturer.

So far as known no broom-making machines are manufactured in Canada, the given reason being that the number issued is too small to warrant any one undertaking the building of them in this country.

This is where our legislators might, with a little attention and effort, render valuable assistance to a thriving and useful industry, while at the same time add no additional burden to the community.

AN APPRECIATION FROM THE FAR NORTH.

North American Transportation & Trading Co.

Dawson, Yukon Territory, 1-9-11
The Canadian Grocer:

Enclosed please find postal note for six dollars (\$6.00) covering enclosed invoice.

If there is any grocer or grocery clerk in all of Canada that does not take "The Grocer" there is something wrong with his "make-up."

In my opinion "The Grocer" is as essential to the grocer and his clerk as a pair of scales or a cash register. "A live grocer cannot make a success without all three."

(Signed)
FRANK J. MURPHY.



DAVID WILLIAMS,
Appointed General Representative of
MacLean Publications in Manitoba
and Saskatchewan.

meeting him soon. Mr. Williams has had a wide business experience, having owned and managed a large woolen mill in Collingwood, Ont., for some time. For a number of years he has been covering Ontario and the Maritime Provinces in the interests of the thirteen MacLean publications, and his practical knowledge of industrial conditions in Eastern Canada will enable him to offer some very helpful suggestions to the business men of Manitoba and Saskatchewan.

POINTERS FOR WINDOW-DRESSING.

The window that sells goods, no matter how simple, is the valuable one. Do not aim to make a window merely attractive, but try to have it a selling power.

Display goods so that each article, with the price is distinct, and is seen to it's best advantage.

Arrange the display so that the customers will get a good idea of the merchandise at a passing glance. If it does not interest her at first glance she is liable to pass on.

Collect articles that bear some relation to one another. If you do not, the effect of your window is lost.

Make your display symmetrical, and evenly balanced. Many otherwise good displays have been spoiled by being out of proportion.

Show seasonable goods early in the season. Do not wait until other stores have interested customers in goods before showing yours.

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Where the Hand of the Law is Heavy

Warning Sounded by Authority to Retail Merchants Who Deal in Poisons—Conditions Governing Sale of Pure Carbolic Acid—Some Instances to Show That Pharmacy Act is Being Rigidly Enforced.

By George E. Gibbard.

When will the general merchants throughout Canada become seized of the fact that it is not possible for them to sell certain poisons under the law. The profit to be derived from the sale of such drugs as pure carbolic acid are so small that one fine swallows it all up and generally a great deal more cash besides.

As a matter of fact pure carbolic acid is a poison which should be sold only on the order of a doctor, and then only by a qualified druggist, and it seems to me a pity that even pharmacists generally do not recognize this. There is no need of the pure poison being given out unless a doctor be on hand to control its use. Moreover, there is more profit to

be made from the sale of a solution than from the pure product.

So I would like to sound a warning to all retailers who now are handling poisons. The law is becoming more rigidly enforced every day, and the inspectors more intense in their investigations. In this connection it will be remembered that some time ago a number of pharmacists were haled before the court in Toronto, and heavily fined because they neglected to comply with the full requirements of the Act in selling poisons.

Conditions Governing Sale.

A general merchant in Ontario, sold carbolic acid, pure, in an unlabelled bottle and in doing so violated the conditions of the Pharmacy Act which per-

mits the sale of pure carbolic acid only by qualified pharmacists.

This poison must be put in a bottle properly labelled with the word "poison," and the name of the vendor. The sale must be recorded in a book kept for the purpose which gives the name of the purchaser, with his address, the quantity sold, the purpose for which the acid is required and the signature of the purchaser.

The provisions of the Pharmacy Act are liberal toward general dealers, in the sale of harmless drugs and household remedies, and also permits the sale of a 5 per cent. solution of carbolic acid which will answer all needs for household purposes. Pure carbolic acid should not be used in the household except on the requirement of a physician or veterinary. But, notwithstanding the liberality of the Pharmacy Act in this matter, several dealers continue to ignore its provisions and subject themselves to fines which more than counterbalance all profits which they may realize on illegal sales.

This Window Appeals to Montrealers



Montreal, Mar. 16.—This window of Lenten suggestions was displayed last week by the St. Lawrence Grocery, St. Lawrence Boulevard, Montreal. The arrangement was rather simple and the goods shown all appropriate and seasonable. Only three different classes of groceries were used in the window, and these came under the headings: fish, cheese and marmalade.

The varieties of cheese were, Gruyeres, Canadian stilton, Roquefort, Lymbourg, and Oka. Each was marked with a price ticket and labelled as to its kind. The window therefore was more or less of a source of information to the average passerby. Two pyramids composed

of tins of marmalade occupied a prominent position in the background.

The different varieties of fish were also interesting. Small kegs of Holland herrings marked at 90c. made into a little pyramid arrangement are also seen in the rear. Tins of smoked herrings, herrings in tomato sauce, sardines amieux, sardines a l'huile, clams in tins and lobster in glass containers all combine to form a window that would appeal to the most fastidious taste.

In the accompanying cut, owing to the fact that the window is flat, the arrangement is not shown to the best advantage. In the centre background is seen a large round Gruyere cheese and just in front of it a Canadian stilton. The other articles are also readily noticed. The

window could easily have been made more attractive but even as it was it attracted considerable attention because of the information it afforded in the fact that on each price card the name of the article was given together with the price. Besides the goods were all of a high-grade and appealed to the public's taste. Again they were seasonable and demonstrated that an attractive window can be made of goods that have a special interest to observers of Lent.

These windows appeal to the general taste and if a window card were used inscribed "Lenten Suggestions" or something to that effect it would appeal even as a novelty. In addition the window can be changed weekly with decided effectiveness.

The Canadian Grocer

Established 1886

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John Bayne MacLean President

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CUSTOM AND DISHONESTY.

Like religion, TRADE CUSTOM has been made in the past to cover a multitude of sins.

As in the language of a nation, CUSTOM frequently has made the pronunciation of some word as solidly fixed as the Rocky Mountains, so TRADE CUSTOM in the past has sufficed as an excuse for many dealers who carried on a policy of MISREPRESENTATION.

Father Time, as he swept along, eliminated many objectionable conditions from off the face of this good old earth, and one of those was "Cloaking Custom." Misrepresentation, everywhere, has now become as a shifting sand, for a dealer, and he who builds on such a foundation is but building for a fall. This is the AGE OF FACTS; people everywhere demand them. So, Mr. Dealer, see to it that the SERPENT of UNTRUTHFULNESS enters not into your business relations with your customers.

Once upon a time, a wholesaler, so the story runs, sold a manufacturer a bale of cloth that was marked "all wool," but was not. The manufacturer returned the cloth to the jobber, giving the reason and the latter sued.

When the case came up for trial several prominent manufacturers testified that great harm was being done to legitimate business by men who did not label goods for exactly what they were. The jobber pleaded TRADE CUSTOM as an excuse but the Bench this disregarded and found for the defendant manufacturer.

The moral is plain. It goes down to the fundamental of business—HONESTY. Never act so that it may be possible for anyone to place you in a position where YOUR HONESTY may be questioned. Your good name is the best asset you have. Once let the whisper of defam-

ation get abroad in the community and a part of your business is already lost. Dishonesty does not pay.

TRADE COURAGE OF TWO MEN

Timid dealers who look askance on any proposition entailing the opening of a store in any district already reasonably well served, or where the population is limited, may well take inspiration from the energy of two men in the last west whose names are Dean and Muir.

Reports tell us that filled with dauntless hope and having an unchangeable belief in the future of the new country, these two men departed from the beaten paths of trade and have gone far out

EDITOR'S CHAT.

In the next issue of The Canadian Grocer there will appear an article by Henry Johnson, Jr., on "Advertising for Retailers," that will be well worth the time and trouble of any of our readers to read with care. From week to week Mr. Johnson's papers have appeared in this paper, and it must be that there are many who watch for them and who derive pleasure and profit from the perusal.

And it is well so. Mr. Johnson is a grocer of twenty-eight years' experience.—years which have been crowned with success of no mean order. His talks are not based upon theories but upon the outstanding dominant facts borne in upon him in years of practical striving. He is a teacher any grocer, young or old, might well listen to, if not follow.

This week, Mr. Johnson tells about the man who would throw his dollars in the balance against the experience of a boy, and in his characteristic way he relates the better part for the man to follow.

Read it carefully, there might be something you can use.

along the survey of the Alberta Central Railway to establish their place of business. They will be located 24 miles south of Brock, in Saskatchewan.

Think, just THINK, of what that word survey signifies. Here are two men who have the faith to believe that somewhere along the line of that projected railway a flourishing town or city or two may spring up. They KNOW that men will FOLLOW them in, and are taking the chance of believing they will purchase from their pioneer store the goods that they may need.

But, you may say that others may go out along that Alberta Central Survey, to locate stores in THE place where the business is going to gravitate to, and that Dean and Muir may be left out in the cold, to ultimately fail. No they won't! The SPIRIT of TRADE that induced them to go out into the track-

less prairie in ADVANCE of those who will make the country blossom into prosperity will carry them far enough to settle down in the right place in the end even if they do not hit it right at the outset.

It is just the indomitable confidence of these two men that is making Western Canada great, because it exists to a more or less degree in every man west of Lake Superior. Results are bound to follow in the wake of these men because their actions are all born of hope.

It is inborn for the westerner to hope. That was what took him there, and dreams of golden hue come quickly to the man in the new land. But it is easy for the merchant in the prosperous towns and cities of Eastern Canada to dream golden dreams also, for all of this country is good enough for hope.

A CUSTOM OF SOME TRAVELERS.

B. W. Ziemann, Dominion President of the Retail Merchants' Association, at the recent conference in Guelph, declared in the course of an address that it was customary for the travelers of some wholesale houses to sell the retailer and hotel and boarding house keepers of the same town.

Whether this be done as part of the regular campaign of the drummer, or simply as a means, developed on his own initiative to swell his total of commissions is not known, but the thing is being done.

The policy is unfair. It is not a square deal for a traveler to induce a retailer to stock his shelves with goods to sell, and then go to the hotels and boarding houses—the biggest customers in the town—and sell them over his head.

The Grocer ventures to make the statement that a good majority of the responsible wholesale houses would soon put a stop to such a practice on the part of their travelers were they informed of the fact of its being done, they realizing that the policy was but a short cut to the orders of the house concerned being cut off in the near future. But, be that as it may, there is too much of this middle-selling going on, and the retailer who are cognizant of it are fast developing a full blown attack of resentment and are thinking things.

The retailer is something more than a mere convenience. He is not altogether a dub who stocks his shelves with a complete stock that the hotel man may, when he finds himself unable to wait for goods from the wholesale, slip across the street and purchase a few articles from him.

Logically he is entitled, under terms of fair competition, to a share of all the business of his town. When he realizes how strong he is he will make sure that he gets that share.

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SUGAR UP AGAIN.

Following an advance in the New York market, Canadian refined granulated sugar rose ten cents on the hundred pounds on Wednesday morning, making the third increase in as many weeks.

To those who have been following the sugar situation, this last jump was not unexpected. Rather had it been waited for by the experts who have been keeping count of the feverish pulse of the chief American exchange. There, raw sugar has been playing at acroplaning and since the first of February has been mounting higher almost continuously. True there were one or two reactions, when momentarily it appeared as though the toboggan slide had been reached, but always has the market recovered on some bit of news, until now it is again as high as ever.

Large sales were recorded in the early part of the week on a basis of \$3.80, at New York. For the present it would seem as though the refiners temporarily held sufficient stocks for meltings, but the shippers contend that the stocks held by the manufacturers are too low for them to hold off long. It seems now to have settled down to a game of wait, and the market will go with the best waiter.

YOUR BROTHER IN BUSINESS.

B. W. Ziemann, of Preston, Ontario, Dominion president of the Retail Merchants' Association, said, while addressing the delegates of that organization at Guelph last week:—

"No man can be honest, and pay his honest debts if he continues in a career of price-cutting."

The president said more. He told the delegates that in his opinion the man who started, and kept up, a price-cutting war to secure business, and who failed, and who carried other and good men down in the wreck with him; was only fit to be sent to the City of Kingston to join some of our bankers in the penitentiary, where, if anywhere, all men are equal.

That's the question—how far are we responsible to each other? Let's suppose a case:

Suppose you go into a district where another had gone before, who is still there, and commencing to reap a little return after his hard pioneer work. Suppose you see he is getting all the trade and, commence to slash down prices—slash them so far that you are running business at a loss. Suppose, you were not quite successful, and your money went, and you FAILED, and, to continue the picture, suppose his money ran out and he failed.

Now, you will agree that you are responsible for your own cropper, but you will not admit that you are for his. But aren't you? He was there first, and had

demonstrated his ability to make good. It was that ability which started you down, in fact. He had, not counted on a hurricane in his financing however, and that was where you came in. He had a right to live.

Legally you would be clear, but MORALLY,—how about THAT?

CO-OPERATIVE DELIVERIES.

At a recent meeting of the grocers of Grand Island, Neb., it was decided to adopt a co-operative delivery system. Oscar Roeser presided as chairman. Contracts were signed up by all grocers doing delivering except two and they expressed a willingness to soon do so. There will be four deliveries to all parts of the city on five week days and five deliveries on Saturday.—Exchange.

Here is a development that is going to confront the dealers of this country in a few years. There are those who say the need of it is already upon us.

George E. Gibbard, during the convention of the Retail Merchants' Association at Guelph last week, brought this question up, and urged the meeting to take some position in regard to it. But this the convention would not do, clinging to the anchor of individual deliveries.

Mr. Gibbard argued that it was economically absurd for every dealer to deliver his own goods, as it meant that five or six delivery outfits, traveled up one street at the same time during the day, when ONE would do as well. He insisted that it cost more, in the case of canned meats, to deliver the product from the grocers' shelves to the consumer, than it did to take the beef on the hoof in Texas, and to follow it through all the stages up to the packing factory, and from there to the dealer.

It might be worth while to watch and see what comes out of this co-operative delivery movement.

THE BAKERY MERGER.

That old economic horse, "reduced cost of production in combination," is being urged forward again. This time it is not a union of iron, steel or coal men or of meat packers. It is the gentle, little loaf of bread, and kindred products, which give rhyme and reason to the cry.

A bakery merger with a capital of \$5,000,000, is said to be afoot. Its field of operations would be the entire province of Ontario, and its factories would be located in London, Hamilton, Toronto, Ottawa and other cities. A solicitor, who claims to be the representative of moneyed interests, has been sounding some of the leading bakers in all these cities, but it is not yet known

just how much success he has met with. Neither has it been ascertained who is the moving power behind the scenes.

As already stated the solicitor is enlarging on the possibility of turning out bread at a lower cost by reason of the snuffing out of competition, and the greater purchasing power of the money at stake every time the combination gave an order for raw material.

Theoretically, economically perhaps, trusts and combinations work out well; practically they stifle competition and lessen considerably the possibility of redress.

No doubt exists in the mind of any one that when John D. Rockefeller formed that wonderful trade machine known as Standard Oil, he did a mighty good stroke of business for Standard Oil, also for John D. Rockefeller. But with all the saving in cost in distribution that was there made, did the dealer make any more profit on his oil than before "John D." entered the field? Did the ultimate consumer get his light any cheaper?

That is why the combinations and trusts render themselves liable to unfavorable criticism when they harp on that old string: "lower cost of production." That is why from the public there comes continually the peculiarly pertinent enquiry; if there is tons of money saved, who is getting it all?"

APPOINT COMMITTEE.

Toronto, March 16.—The executive officers and advisory committee of the Toronto branch of the R.M.A., met on Tuesday night to consider the advisability of suggesting a revision of the constitution of the association, in order that the jurisdiction of the Toronto branch might be widened.

There was a representative attendance, and the gathering, which was presided over by R. W. Dock-eray, soon settled down to the business in hand.

After considerable discussion a committee of five was appointed to revise the constitution and draw up the amendments expressly desired by the meeting. This committee will report back to the advisory committee at their meeting next Monday night so that the approval of the delegates of the sections may go along with the suggested revisions and amendments to the Dominion Board of the R.M.A., which meets here on March 21st next.

It was also decided last night, it is said, that unless the Dominion board shall see its way to the allowance of the full purport of the amendments desired by the Toronto branch, the latter organization would feel compelled to go into the question of making arrangements for the future.

Business Rules for Troubled Grocers

Advice Tendered to Young Clerk Who Would Know What to do With Friend With Money and no Experience, and Also to the Friend—Why Dealer Should Imitate the Jobber.

By Henry Johnson, Jr.

A young man writes me as follows:

Gentlemen:—I am an interested reader of your paper, although not a subscriber; it comes to our store regularly. I am only a clerk, but I take pleasure in studying all the departments, and should the time ever come when I cannot have free access to it each week, I shall surely subscribe for it on my own account. I am trying to build myself up in the business and I think it is something that all clerks who are interested in their work should have. I have just sent a sample copy to a friend in another town with the hope that he will take the hint.

I notice you desire that clerks correspond with you. So, having got myself into a quandary, I come to you, hoping that you can help me out a little. I have risen rapidly in the profession, considering the few years since I started, till at present my time is worth \$75 per month—at least, that is the pay I am drawing. Now, a man with \$1,000 desires to invest it in a grocery, either new or old established. He has no knowledge of the business and he suggests that we might arrange to go in together—he to furnish the capital, I the experience, and both the same amount of labor. This man is now looking for a location, and there the matter rests at present.

The question with me is: What share of the business should I have?—supposing, of course, that the venture was a reasonably profitable one. Should my experience offset that amount of capital and we share equally over and above the original investment? Any advice in this matter will be appreciated. Will say that my savings are tied up in real estate, so I have nothing to invest, nothing to lose, but my time—that is worth \$75 a month to me.

A Would-be Grocer.

I told my young friend that I thought an equitable arrangement might be made as follows: He might go into the grocery business with his \$1,000 friend on a contract covering five years, he to draw \$75 per month and his partner to draw a similar sum. Profits and losses (don't forget that there may be losses) to be shared equally after proper protection of the original \$1,000 invested. Price of original business to be \$1,000 and no more, during the five years. This writer to have the privilege of buying any share of the business he might be prepared to invest in up to half interest, and no interest whatever to be given or sold to any third party. Thus, at the end of five years, our friend should be the owner of one-half interest and be in a position to continue, withdraw, buy or sell—and he would be well paid for his time or "investment."

Dollars Against Experience.

Being consulted by his small nibs, it was, of course, my business to give him advice. And now, having done my duty by him and arranged things so he won't exactly get something for nothing, but will be compelled to earn whatever share he may get in the business, I feel free to say that for my part I would

not want to be the man who would put up my good dollars against the alleged "experience" of such a small proposition. Better, a thousand times better, to go it alone and gather a little experience of my own first hand and at the usual high cost. 'Twould be vastly cheaper than "mixing" with such small potatoes as this boy. "All my savings," he says, "are tied up—they're safe; I need not fear for them. But I'd just as lief swap some of my valuable ideas for the savings of this friend who comes forward willing to trust me." Gentlemen, beware of the man who has not the backbone or generosity of character sufficient to go in share and share alike into a business which he himself professes to know so well that he is ready to let one inexperienced invest in it. I hope his friend may see this part of my suggestion, anyway.

Retailers' Great Trouble.

KNOW WHAT GOODS COST:—I shall never forget those words as long as I live. They did me more good than any number of sermons on business might have done. For they struck deep into the root of what was my trouble and what is the trouble with 90 per cent.—to put it mildly—of all the retail grocery stores to-day; we don't know what our goods cost. And that old friend of mine, to whom I think I owe fully half of what little I have achieved of success, pounded that into me once when I was trying to tell him what some stuff was costing me. It is eighteen years ago, and from that time I date any accurate figures I have made. Later on, when I had a glimpse of the inside of the wholesale grocery business and found how jobbers figure their costs, I learned a thing or two more of value. I found salesmen complaining that the "house" "swelled" the costs.

Do as Jobbers Do.

I looked into that in a quiet way to find what it meant. I learned that the jobber gathers together every item that enters into the cost of an article—price freight, drayage, rent or storage space, insurance, interest on money for the time of probable investment—actual in some cases, in others estimated—and then adds a small percentage to cover unforeseen expenses. The result is cost—actual cost—as he figures it; and it is probably 6 per cent. to 8 per cent. above what the goods cost as bought, plus freight. After I had finished my investigation, I decided that the thing to do was NOT TO GRUMBLE because the "house" did such things, but TO HUSTLE AROUND AND DO LIKEWISE! Thus, my cost to-day represents every direct expense connected with landing the goods in my store ready to sell, and on top of that I figure such margin as will give me a gross profit of from 20 per cent. to 25 per cent. on selling price.

Note that—ON SELLING PRICE!

Get that down fine, all ye who are in trouble—FIGURE YOUR MARGIN ON SELLING PRICE!

I do not think I'll go over that again in full detail, because every reader of these columns is familiar with my arguments and the demonstrations of their correctness as delineated by a number of

highly successful grocers all over this country. I simply want to go on the theory that we are all agreed that such is the correct method and now we MUST FOLLOW IT.

How to Figure.

It will be obvious to each of you, if he will do a little figuring, what a great difference will be shown in his costs if he figures:

1st. Cost of goods per invoice without freight and adds 20 per cent. of that cost to get selling price, or

2nd. Cost and freight, adds 3 per cent. or so and then figures such sufficient addition to the total as will make 20 per cent. of his SELLING price clear gross profit.

Try it and see. Then you will understand why freight should be "cost of goods" and "not expense."

But we must reason further. Twenty per cent. average on selling price is good enough. It will make any man good money, provided he is only reasonably skillful in conducting his business. But the trouble is, "competition is quite close." Yes, it is. You cannot get 20 per cent. on sugar, for instance. Very well, you must get 25 per cent. and 30 per cent. and 40 per cent. where you can, to bring up the average. And you can do that on a thousand items right in your grocery stock.

Watch the Markets.

Next, you must buy right. Watch the markets. Study the prices and compare the offerings of your salesmen with others' offerings. And be frank. Tell every one of them that you must get ahead and they must help you.

Next, get down every item in your stock that is past season, or passing out of season or is old and shopworn. Put these things out in front, one or two as a time, and sell them. Make a low price. Make them move. Get them sold, no matter what they cost you. That will have two effects. It will give you ready money for stuff that's presently a burden to you; and it will get up a little excitement among your customers. They will get so interested in you and like so much to trade with a live hustler that when you get in something new—as you must—and offer them something others have not yet stocked, at a fair margin of profit, they will not scare away, but buy your goods and enable you to make some money.

Do Not Worry.

With these simple rules consistently followed out, with tidiness of store and cleanliness of stock, with energy and push, with careful buying and CORRECT figuring of costs, with alertness and activity, you will succeed. And a final word to you: Do not worry. Work hurts nobody, but care killed the cat—with her nine lives against your one. Keep well, eat well, sleep enough, work while you work, and when your doors close leave your business locked in your store without a thought. Thus will you build up a good business, I care not where or under what competition, and you'll make enough money to be self-reliant and happy.

And more than these things is given unto no man.

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The Markets—Sugar Advances 10 Cents

Following the Upward Movement in New York—Sales in Sugar Have Been Large—Olives continue Firm—Supplies are Light—Candied Peel Has Advanced In Primary Market—Some Grades of Coffee Advance.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS—

Olives—Firm and advancing.
Candied Peel—Primary market advanced.

Filberts—Price advanced.

Brazils—Very scarce.

Montreal, March 16.—The general grocery markets do not show many pronounced changes this week although there are a number of movements that are worthy of notice. In regard to olives it is well known among the trade that they have been high for some time and that they have not shown sign of weakness. It is now reported among the trade that olives are advancing as the result of the light supplies.

Reports from the primary markets in regard to candied lemon and orange peel and also candied citron, state that prices are firm and advancing, a scarcity of raw stock being given as the reason.

While there is no unusual trade in nuts at present, Brazils are reported scarcer and filberts are advanced in price owing to a scarcity of supplies.

General business continues to be satisfactory, orders coming in freely and for generous quantities. With the breaking up of winter the roads generally become difficult for traveling and for a time country buying may be more or less affected from this scourge.

Dried fruits and canned goods are in the same position as nuts. They have been reduced in quantity until it is a question how far the supply will meet the demand until new crops will be available.

Sugar.—There is a good trade passing in sugar, though the price has advanced 10 cents on previous week. The market is considered firm locally, and the recent activity has been beneficial to business. While the raw market continues firm owing to the reports of a Cuban shortage, those who follow the markets are not forgetting that the present year found a heavy increase in the production of European beets. These are yet to be taken into consideration. One report tritely remarks, "speculative movements are queer things."

Granulated, bags	4 50
" 50-lb. bags	4 60
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs.	5 45
" " 50 lbs.	5 40
" " 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 25
" " 100 lb. boxes	5 30
" " 50 lb.	5 40
" " 25 lb.	5 60
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls.	4 95
" " 50-lb. boxes	5 05
" " 25-lb. boxes	5 35
Powdered, bbls.	4 75
" " 50-lb. boxes	4 95
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35
No. 1 "	4 25
No. 1 " bags	4 10
Bls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses.—The market in syrups is steady and is enjoying a rather brisk trade. Enquiry for molasses is good and the prospects for higher prices, based on the Cuban sugar reports, are

still referred to. Business in molasses is brightening.

Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrup, bbls.	0 03	0 03
" " 4-bbls.	0 03	0 03
" " 2-bbls.	0 03	0 03
" " 38-lb. pails	1 70	1 70
" " 25-lb. pails	1 20	1 20
Oases, 2-lb. tins, 2 doz. per case	2 25	2 25
" " 5-lb. " 1 doz.	2 60	2 60
" " 10-lb. " 1 doz.	2 50	2 50
" " 20-lb. " 1 doz.	2 45	2 45

Dried Fruits.—In the primary markets prunes are still higher. With stocks as low as they apparently are, it is only to be expected that prunes will continue to be firm. The stocks that are now held are only in particular sizes the others having been exhausted. Reports state regarding currants that the stocks held in Greece are hardly sufficient to meet present requirements. Owing to the shortage of the grape crop in France, Grecian currants are being bought up for wine making purposes.

Evaporated apricots	0 21	0 21
Evaporated apples	0 14	0 15
Currants, one diatras, per lb., not cleaned	0 07	0 08
" " cleaned	0 08	0 09
" Patras, per lb.	0 08	0 09
" Vostizaa, per lb.	0 08	0 10

Dates	0 06	0 06
Figs	0 11	0 11
Figs, 4 crown	0 09	0 11
" " 5 crown	0 10	0 11
" " 6 crown	0 11	0 12
" " 7 crown	0 12	0 14

Prunes—		
30-40	0 13	0 14
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09	0 09
70-80	0 08	0 08
80-90	0 08	0 08
90-100	0 08	0 08
Bosnia prunes	0 09	0 11

Raisins—		
Choice seeded raisins	0 08	0 08
" fancy seeded, 1-lb. pkgs.	0 09	0 08
" loose muscatels, 3-crown, per lb.	0 07	0 08
" " 4-crown, per lb.	0 06	0 06
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07
" select, per lb.	0 07	0 07
" 4-crown layers, per lb.	0 08	0 08

Nuts.—The nut market is decidedly firm. Filberts have been advanced in price by local houses and Brazils are reported firmer. The demand is fair for this season, but trade is for the most part rather quiet.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 12	0 14
" Barcelona, per lb.	0 15	0 16
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 16	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" " 3-crown	0 32	0 33
" " 2-crown	0 31	0 31
" " (in bags), standards per lb.	0 28	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Corn, roasted	0 08	0 08
Corn green	0 07	0 07
Diamond G, roasted	0 08	0 08
Diamond G, green	0 07	0 07
Bon Ton, roasted	0 11	0 11
Bon Ton, green	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 12	0 12
Peanuts, 3 crown, per lb.	0 17	0 18
Pistachios, per lb.	0 17	0 18
Walnuts—		
Bordeaux halves	0 37	0 38
Broken	0 30	0 32
Grenobles	0 17	0 17

Coffee.—There has been no particular change to report in local coffee circles. Regarding the primary market one

statement says: "All markets are now in an unsatisfactory condition. Confidence has been shaken and the markets will probably remain unsettled until the valorization sales are over in April. Nevertheless, we cannot get away from the fact that consuming markets, especially those of Europe are very poorly supplied and require millions of bags yet from producing countries before the crop season comes to an end." The advice from this source is to take advantage of the present depression in price and buy liberally.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Tea.—Reports affirm higher prices abroad for Ceylon and India teas. All colored teas are reported scarce in first hands. The market continues to show decided strength in all lines.

Choicest	0 40	0 60
Choice	0 35	0 57
Japans—Fine	0 30	0 36
" Medium	0 25	0 32
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 44
" Pekoe	0 20	0 22
" Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 02
Ceylon greens—Young Hysons	0 25	0 25
" Hyson	0 25	0 25
" Gunpowders	0 19	0 33
China greens—Piqueuy gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—Business is limited, demand being not much above the normal. There are some indications of an increased trade due to the Lenten season but they are not well defined.

Rice, grade B, bags, 250 pounds	3 10
" " " 100 "	3 10
" " " 50 "	3 10
" " pockets 25 pounds	3 20
" " " 12 1/2 pounds	3 30
" grade c.c., 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets, 25 pounds	3 10
" " " 12 1/2 pounds	3 20
Tapioca, medium pearl	0 06 1/2 0 07

Beans and Peas.—There is a fair demand for both beans and peas. The market is reported quite steady.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

CANNED GOODS

Toronto.—Trade is about normal, with a slight increase reported in canned salmon during the past week. This was due, no doubt, to the Lenten demand for this article. It is pointed out by one dealer that tomatoes at \$1.50 a dozen have about reached their limit, as they can be brought in from the United States markets and sold at that figure. Gallon apples continue high, being quoted at \$3.50 to \$3.60 per dozen.

VEGETABLES		Per dos
		Group B Group A
Asparagus tips, 2's, tall	2 52	2 55
Beans, Golden Wax, 2's	0 97	1 00
" " Widgets, 2's	1 37	1 30
" " " 3's	1 37	1 40
" " Refugee or Valentine (Green) 2's	0 97	1 00
" " Refugee Widgets 2's	1 37	1 40
" " " 3's	1 37	1 40
Beets, sliced, blood red, 2's	0 97	1 00
" " whole, blood red, 2's	0 97	1 00
" " sliced, blood red, 3's	1 37	1 35
" " whole, blood red, 3's	1 37	1 40
" " whole, Rosebud, 2's	1 30	1 30
" " " 3's	1 30	1 35
Cabbage, 3's	0 97	1 00
Carrots, 2's	0 97	1 00

JAPAN TEAS

	Per lb.	Per lb.
100 $\frac{1}{2}$ chests Early May picked Japan Tea, extra good style and cup quality at 18c.		Reg. price 20c.
50 $\frac{1}{2}$ chests GOOD Japan Tea.....	at 17 $\frac{1}{2}$ c.	“ “ 19c.
CEYLON BLACK and GREEN TEAS.....	at 17 $\frac{1}{2}$, 18 $\frac{1}{2}$ to 20c.	

These prices are much less than present cost of importation.

We will gladly submit samples upon application.

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Cor. Gore and Hughson Streets

IMPORTERS OF TEAS, COFFEES, SPICES AND
WHOLESALE GROCERY SPECIALISTS
HAMILTON, ONTARIO
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Baking Powder

The only Cream of Tartar Powder
selling at a moderate price.

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DO IT NOW

W. D. McLAREN, Ltd.

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MONTREAL

Tea Hints for Retailers

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World'
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave.,

TORONTO



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The Cream of All Custards

There is no finer Custard on the market, and you are handling no article that will give your customers more pleasurable satisfaction. We will prove this to you by posting you a sample packet free on receipt of request addressed to

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Agents for Ontario—THE HARRY HORNE CO., 309-311 King Street West, Toronto
Valuable Buying Agencies waiting for Progressive Brokers in each of the Provinces of Canada
Address: FOSTER CLARK LTD Maidstone, England

More profit per pound— and more pounds

Sales of the 40c. grade of Red Rose Tea increased 34½ per cent. in Ontario in 1910 over 1909.

Are you getting your share of the enormous increase in the sale of better teas, or are you leaving that choice and increasing business to some bright competitor while you try to push the 25c. stuff?

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Toronto, Winnipeg, St. John, N.B.

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-BRIGGS SEEDS**

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COFFEE CO.**

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Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
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Canadian Grocer

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we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

The Condensed Ads. in this
Paper will bring good results

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FRUIT GROWERS' ASSOCIATION**

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Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale, Commission
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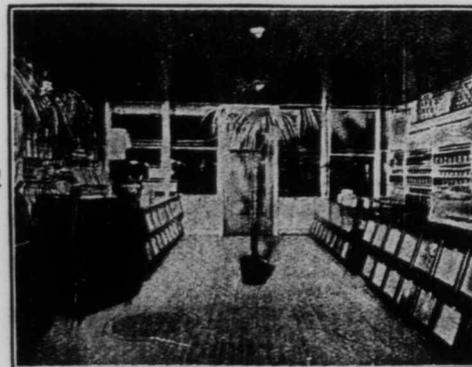
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Why let Freight Rates eat up your legitimate
profits? Our customers all agree they can save
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freights! WHY NOT YOU?

Get in touch with us to-day; trade with us
to YOUR advantage.

Our goods are at your door and our prices
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OF IMPORTANCE TO RETAILERS

We beg to draw your attention to the fact that

“PRIDE OF CANADA” Maple Syrup and Maple Sugar

has stood innumerable Government tests and
not one sample has ever been found adulterated.

WHY?

1. Our brands are made in the maple groves right where the sap runs from the trees.
2. Our sap is supplied by members of our Association, composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada.
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4. We have a reputation to maintain and therefore must discountenance adulteration.

When you carry our lines only and push them
your customers see that you are interested in
quality goods only.

*A Good Reputation Means
a Lot to You.*



The Maple Tree Producers' Association

WATERLOO, QUEBEC

LIMITED

Montreal Office: 58 Wellington St.

Toronto Office: 512 Dundas St.



Price of Cheese, Provisions, Eggs, Now and Year Ago

While echoing throughout the length and breadth of the land, goes "the high cost of living" cry, it is interesting to compare the price of pork products obtaining now with the quotations ruling a year ago. This is at least one line where the change in price has been beneficial to consumers, and the dealer with this argument behind him should be able to make sales easier. Prices ruling now and a year ago are as follows:

	Pound A year ago.	Pound Now
Long clear bacon,	14½	11½
Smoked breakf't bacon	18½	18
Roll bacon	14½	13
Light hams	16	15
Large hams	15½	14
Shoulder hams	13½	12
Backs—plain	18½	18½
Backs—peameal	19	19
Lard in pails	16½	12¾
Lard, compound	12¾	11

Thus, it will be seen that if we had bought a pound of each of the above articles a year ago, it would have amounted to \$1.59¼, while at present, the same goods may be purchased for \$1.44¾. The reduction has amounted

to about 9½ per cent. Live hogs, which a year ago ranged from \$9.00 to \$9.15, are now quoted at \$6.90, while dressed hogs which brought \$12.25 last year are now \$9.25 to \$10.00.

Eggs supply another illustration of a line which has been greatly reduced, and compares as follows:

	A year ago.	Now
New laid eggs.....	31	24
Storage eggs	28	16

Cheese is ½ to 1 cent higher than a year ago, some lines of poultry are cheaper and others dearer while honey shows practically no change. The comparison in butter is as follows:

	A year ago	Now
Fresh creamery	29	28
Creamery solids	26	25
Farmer's separator....	24	23
Dairy prints	22	20
Tub butter	20	19

These are statistics which might be turned to future profit by a good live dealer.

Mr. C. T. Hicks, the Paisley street grocer, Guelph, has several attractive delivery outfits for which he has taken a number of prizes.

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

Mr. Geo. Williams, Guelph, is planning extensive improvements in his store on Windham street. He has just completed 29 years in business in this city.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER



Size A., Domestic, retails 60c.
Size C., Hotel, retails 75c.



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TARBOX
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SAVINGS and GAINS for EVERYONE with BOVRIL



THE DEALER never finds Bovril "going bad." It will keep in all weathers, in all climates. As an article of stock it pays him, because he can make no loss.

THE CONSUMER gets only the strength of beef without bones and scraps to throw away.

BOVRIL HELPS THE DIGESTION OF other foods. It is a genuine tissue builder and because of its purity, strength and reliability holds its premier position.

Bovril will bear out our every claim to the consumer.

Write us for a prepaid parcel
of attractive window cards.

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Agents:-

A Phenomenal Development!

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

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

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

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

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers.

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WINNIPEG REGINA SASKATOON EDMONTON CALGARY

Delivering the Dozen!

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



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

The Standard of Purity in Fruit Preserves.

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

Made
only
by

E.D. Smith, Winona, Ont.

at his own Fruit Farms

Agents:—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG;
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Is the opinion expressed by the
Epicurean Critic who has
tasted

GUNNS MAPLE LEAF Breakfast Bacon

Made under Government inspection
in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,
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Talking
Points



For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

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That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



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TRURO, N. S.
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-L-A-R-D-

There is always a good demand for lard during the Lenten Season. Prices to-day are very reasonable and we think the market is now as low as it will go.

We will be glad to quote you prices for the finest pure lard in

350 lb. tierces in wood
60 " tubs " "
20 " pails " " or tins
10 " " " " " "
5 " " " tins
3 " " " "
2 lb. and 1 lb. cartons

F. W. Fearman Co.
HAMILTON LIMITED

Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses

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70-72 Front St. East

TORONTO

Egg

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The Lenten season has its effect on the amount of large as between seasons camps having spring trade way. Railways caused an increase in prices while a steady market in the north. This spring looking for a steady market in the north. This spring looking for a steady market in the north.

The provision market in the north. This spring looking for a steady market in the north. This spring looking for a steady market in the north.

Butter prices advanced. There has been a steady market in the north. This spring looking for a steady market in the north.

It was pointed out that if milk prices would be which would increase. This increase has been good but and if the expected price breaking up may interfere with livery.

Although prices remain brisk but market movement. Sorry from been made

Provision prices are in a record week. Of dressed hams added to the amount of pickled account prevailed. pork is likely to decrease. Pure and hams the reduction in amount a few orders demand. prices on the weeks before the meat whether the reductions.

Egg Prices Fall Under Heavy Arrivals

Mild Weather Has Induced Larger Supplies and Quotations are Lower—Butter is Firm and Shipments are not Large — Montreal Provision Prices are Down—Market is Unsettled — Cheese Quiet but Firm.

The Lenten season seems to be having its effect on the provision trade and the amount of business passing is not as large as desirable. It is somewhat between seasons just now, most lumber camps having broken up, while the spring trade has not yet gathered headway. Railway construction camps have caused an increase in trade in some centres while at others many orders are being received from the mining camps of the north. However, prospects for trade this spring are bright and dealers are looking forward to a good season's business. The provision market still seems to be in an unsettled condition. While Toronto prices have been maintained, the market in Montreal has shown a number of slumps. Prices of live and dressed hogs have been dropping and this added to accumulation of spot stocks has caused the weakness. In the United States hog arrivals have not been quite as large as expected and prices are steady, but the future of the market is uncertain. In England, provision prices remain steady.

Butter continues firm and in some centres advances in price have taken place. There has been a good demand especially for the higher grades with quite a quantity of inferior being offered. The arrivals of late have been short both in dairy and creamery.

It was pointed out in our last issue that if milder weather continued there would be an increase in egg receipts which would have an effect on prices. This increase has materialized and prices have been reduced. The demand has been good but stocks seem to be increasing and if the weather continues fine, it is expected that prices will go still lower. It is pointed out, however, that the breaking up of the roads in the country may interfere somewhat with the delivery.

Although the trade in cheese is quiet, prices remain firm. Poultry is not brisk but there is a feeling that the market will soon show some improvement. Some shipments of storage poultry from Ontario to Nova Scotia have been made.

MONTREAL.

Provisions.—The market has shown a number of slumps again, the change being recorded at the very close of last week. Of late the price in live and dressed hogs has been dropping and this added to the accumulation of all lines of pickled and smoked meats on spot is accountable for the weakness that has prevailed. The demand for barrelled pork is lighter than usual and decided decreases have been made in this market. Pure lard is on the reduced list and hams and bacon are also down. At the reduced prices of the latter an improvement has been reported in the amount of business passing and not a few orders have been closed for Easter demand. The season is one of the influences on the market and it will be a few weeks before that cause is removed. In the meantime the trade are wondering whether to buy or wait for further reductions.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11 1/2
Cases, tins, each 10 lbs., per lb.	0 12 1/2
" " " " " "	0 12 1/2
" " " " " "	0 12 1/2
Pails, wood, 30 lbs. net, per lb.	0 12 1/2
Pails, tin, 30 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 37 1/2 lbs., per lb.	0 11 1/2
One pound bricks.	0 12 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 11
" " " " " "	0 11 1/2
" " " " " "	0 11 1/2
Pails, wood, 30 lbs. net, per lb.	0 11
Pails, tin, 30 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 10 1/2
Tierces, 37 1/2 lbs., per lb.	0 10 1/2
One pound bricks.	0 11 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 70
Bean pork	17 00
Canada short cut back pork, bbl. 45-55 pieces	23 50
Clear fat backs	25 10
Heavy flank pork, bbl.	22 50
Plate beef, 100 lb bbls.	17 75
" " 200 "	17 00
" " 300 "	17 00
Tripe Salt Meats—	25 00
Bolled ham, small, skinned, boneless	0 23
" " large, skin on roll	0 21
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11 1/2
Long clear bacon, light, lb.	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 12 1/2
Medium sizes, 10 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15
" " small, 9 to 12 lbs., per lb.	0 16 1/2
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 17 1/2
Smoked roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	7 25
" " dressed, per cwt.	8 35

Butter.—The market is firmer, although prices show no further change. The supply is reported to be decidedly limited and with a good demand still passing, and with no prospects of it diminishing, the situation becomes more interesting to those with stocks of butter on hand.

New milk creamery	0 27	0 27 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	

Eggs.—The receipts of eggs continue to be liberal and with the increased supplies there is a corresponding reduction in prices. Demand is good and business is favorable but stocks seem to be increasing. From 23 to 25 cents is the range now quoted for fresh eggs, and the tendency is lower. With the breaking up of winter and the country roads, the farmers' marketing is bound to be hampered, and the receipts of eggs may show some effect, but it is not expected to make very much difference.

New laid	0 23	0 25 1/2
Selects	0 23	
No. 1	0 20	

Cheese.—The position of cheese is firm and steady but there have been no changes in the quotations. Stocks are not very heavy and demand is normal. Trade, on the whole, is rather quiet.

Quebec, large	0 14
Western, large	0 14
" " small, 20 lbs.	0 14
Old cheese, large	0 16

Poultry.—There is nothing new to report in regard to poultry. Receipts are not heavy and prices are normal. The feeling is, however, that this market will soon begin to flourish.

Fowl	0 14	0 15	Trucks	0 17	0 19
Game	0 14	0 15	Turkeys	0 20	0 21
Chickens	0 18				

Honey.—Honey is quiet and is likely to remain so. The trading is limited, is

along well defined lines, and is without any special feature.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08 1/2	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12 1/2	

TORONTO.

Provisions.—Although trade in provisions is a little quiet at present, allowance has to be made for the fact that the Lenten season switches trade from this line to a certain extent. Dealers are looking forward to a good season, as prospects appear to be bright. Live hog prices show little change from a week ago, but dressed hogs are now quoted at \$9.00 per cwt. Provisions on the whole appear to be steady, with the exception of smoked meats, which show a slightly easier feeling. Smoked breakfast bacon is now quoted at 16 to 17 1/2 cents per lb.

Long clear bacon, per lb.	0 11	0 11 1/2
Smoked breakfast bacon, per lb.	0 16	0 17 1/2
Pickled shoulder	0 08	0 11 1/2
Roll bacon, per lb.	0 12 1/2	0 13
Light hams, per lb.	0 15	0 16
Medium hams, per lb.	0 14	0 15
Large hams, per lb.	0 12	0 13
Cooked hams	0 21	
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 18	0 19
" " pea meal	0 19	0 20
Heavy extra pork, per bbl.	21 00	23 00
Short cut, per bbl.	24 00	26 00
Lard, tierces, per lb.	0 11 1/2	0 12 1/2
" " tubs	0 12	0 13 1/2
" " pails	0 12 1/2	0 13 1/2
" " compounds, per lb.	0 10 1/2	0 11 1/2
Live hogs, at country points	0 19	0 20
Live hogs, local	7 05	7 10
Dressed hogs	8 50	9 00

Butter.—The firm feeling continues in butter and has resulted in slightly higher prices in some cases. Farmer's, separator and dairy prints have both advanced from one to two cents per pound, while some firms are asking higher prices for creamery also. The arrivals of butter have been none too large, while a percentage of shipments are lacking in quality. There has been a good demand, but for only the higher grades, so that the firmness is noticeable in this line. The short arrivals some time ago resulted in quantities of storage being taken up, so that it is believed that present storage stocks are not large.

Fresh creamery print	
Per lb.	0 27 0 28
Creamery solids	0 24 0 26
Farmer's separator butter	0 24 0 25
Dairy prints, choice	0 21 0 22
Fresh large rolls	0 19 0 20
No. 1 tubs or boxes	0 18 0 19
No. 2 tubs or boxes	0 16 0 17

Eggs.—With the continuance of the mild weather, arrivals have been larger, and this seems to have had a decidedly bearish effect on prices. There has been a big rush of eggs to the market, and prices have declined 2 cents on the dozen, now being quoted at 21 and 22 cents. The demand is good, and prices will probably tend to enhance this. If the fine weather continues, dealers look for a further reduction and a plentiful supply for Easter requirements. Storage eggs are nearly a thing of the past on this market.

New laid eggs	0 21	0 22
---------------	------	------

Cheese.—Stocks of cheese are low, and the market is quite firm, and advances over present quotations are looked for in

THE CANADIAN GROCER

some quarters. Trade in this line is normal.

New cheese—	New twins.....	0 13½ 0 13½
Large.....	Stiltons.....	0 14½ 0 15
Old cheese.....		0 14 0 15

Poultry.—The demand for poultry is not large, but prices remain firm at present quotations.

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

Storage, 2 cents lower.

Honey.—Trade in honey is only normal, with an occasional briskness in business noted by some firms. Prices are unchanged.

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

Michigan Butter Men Reaching Out for Sarnia Cream

By F. C. Slater.

The milk and cream industry in the Sarnia district received an impetus with the enactment of the American tariff law of August 5, 1909, whereby the duty on cream was reduced to five cents per gallon.

Prior to this time no cream was exported from this district to the American side, but immediately thereafter large quantities were gathered in the boundary territory of Ontario and exported to a creamery at Port Huron, Mich.

From the date of the passage of the tariff law to the close of December, 1909, 23,223 gallons were exported. For the year ended December 31, 1910, 2,268 gallons were sent to Michigan, for which the Dominion farmer obtained, on an average, 70 cents per gallon, aggregating \$122,168. The average test of butter fat was 27 cents per pound. It cost the creamery 3 to 5 cents per pound butter fat for transportation and duty to bring the cream to its factory. The Port Huron creamery plans to largely increase the business for 1911 by putting two or three cream express cars into service, whereby the cream can be gathered more quickly and systematically along the railroads for 70 or 75 miles from the border, these cars to go out in the evening and return loaded in the early forenoon of the following day. In expectation of this increased service, the farmers of this section have shown their intention of enlarging their herds. It has been estimated that the number of cows milked for this purpose will be nearly doubled by spring.

THE WEEK'S TRADE CHANGES.

What is Happening Among the Grocers
Throughout the Dominion.

Ontario.—The grocery and bakery store of E. C. Armand, Arnprior, Ont., was damaged by fire.

Frederick Granger, grocer, Richmond Hill, Ont., has assigned.

Isaac Bundy has sold his grocery store at Tillsonburg to H. Fell.

George Lamotte, grocer, Strathroy, Ont., has sold to J. E. Redlow.

W. W. Ames, Olinda, Ont., has sold his general store to J. H. Clark.

Martin Cochenour & Co., general merchants, Newmarket, Ont., assigned.

P. R. Elliott, general merchant, Comber, Ont., has sold to G. R. Dodgson.

F. R. Hare, grocer, St. Catharines, Ont., has sold to Bentham & Bradley.

Philip St. Arnaud, grocer, Victoria Harbor, Ont., has sold to M. E. Asselin.

A. E. Manning, grocer and butcher, Toronto, has sold to Robt. Hawkisston.

J. H. Simard, general merchant, Ste. Anne Des Plaines, Que., has assigned.

C. O. Gervais & Bro., grocery store, St. Johns, Que., was damaged by fire.

Quebec.—L. Dumais & Co., general merchants, Matane, Que., have assigned.

J. W. Plante, general merchant, St. Guillaume D'Upton, Que., has sold to J. C. Manseau.

The general store of the estate of Aylmer Place, Millington, Que., has been sold to W. R. Ball.

Maritime Provinces.—Duncan Carmichael, general merchant, Whyocoomah, N. S., deceased.

D. S. Betz, St. Johns, N. B., succeeded by F. H. McNair.

C. L. Syphers has purchased a general store at Blackville, N. B.

Thomas Robinson, general merchant, Harvey, N. B., deceased.

Western Canada.—The general store of Knight & McDonald, Basswood, Man., was destroyed by fire.

W. H. Tucker has opened a grocery store in Winnipeg.

Sterling B. Verza is opening a grocery store at Regina, Sask.

Krocker, Friesen & Co., general merchants, Herbert, Sask., have been succeeded by Krocker & Co.

Wm. Mahoney, grocer, Winnipeg, has sold to Stewart & Schwalm.

C. A. Maddin, general merchant, Beau-sejour, Man., succeeded by Madden & Son.

Huscroft Bros. have opened a grocery store at Creston, B. C.

Wm. Fleming, grocer, Vancouver, B. C., has sold to J. Gavin.

T. R. Spears, grocer, Vancouver, B. C., has sold to T. M. Pease.

H. B. Margenson, grocer, Vancouver, B. C., is discontinuing business.

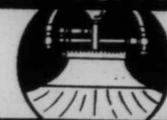
A. R. Bell, Evesham, Sask., has sold his general store to Jos. Wyman.

Husband & Beaucamp, grocers, Prince Rupert, B. C., have assigned.

Porter Bros., general store at Broadview, Sask., was destroyed by fire.

W. Kilkenny, general merchant, Broomhill, Sask., has sold to G. H. Knight.

RICE-KNIGHT



LIGHTING SYSTEM

Mr. Grocer—

If you could make your store more attractive, cheerful and inviting with a pure white light of intense brilliancy, that would display your stock to better advantage and would suggest to your clerks to keep your stock neat and clean—that would make your store as bright as day and cost you less than you pay at present for a poorly lighted store—wouldn't it pay you to investigate such a light?

The R-K System of Lighting costs less than gas or electricity, is easy to operate, requires little attention and is permitted by all insurance companies. It is used and recommended by thousands of Canadian merchants. Let us tell you more about it—Write to-day for Booklet "M"—a postal brings it—it's free.

RICE-KNIGHT, LIMITED
TORONTO, CANADA

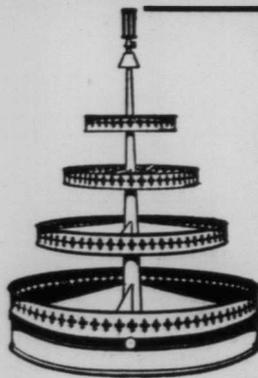
There is Health and Strength in Every Cup of **EPPS'S COCOA**

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

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price, will be your favorite.

Special Agents: . E. CLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg



Increase Your Sales and Profits on Vegetables

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

GALESBURG CORNICÉ WORKS
93 Cox Street, Galesburg, Illinois

GILLETT'S PERFUMED LYE

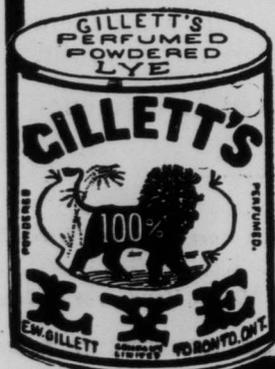
CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "Gillett's."

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

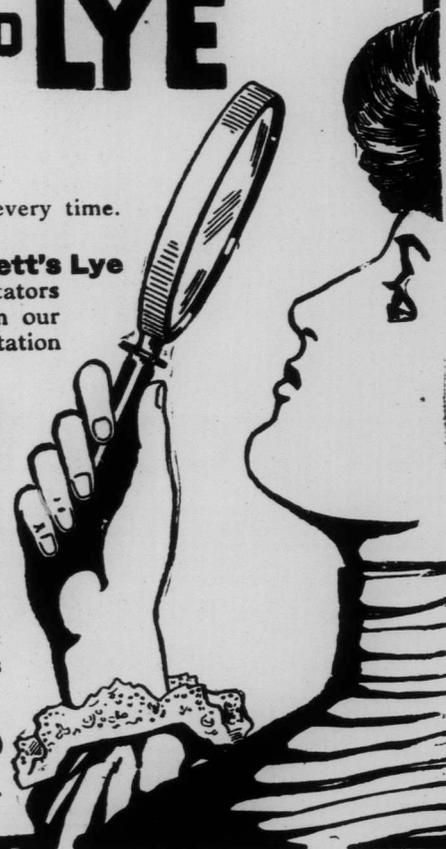
Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



E.W. GILLETT COMPANY LIMITED

WINNIPEG. TORONTO, ONT. MONTREAL.



There is no Profit in Keeping Books

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything**, is by the use of

The McCaskey Gravity Account Register System

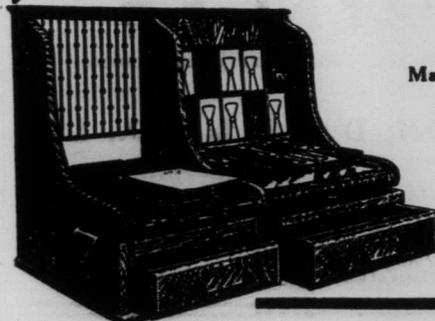
which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario Street, Toronto, Can.



Made in Canada

FIRST AND STILL THE BEST

Of All Clark's Prepared Foods

the two that are having unusual present popularity are

Clark's Pork and Beans

and

Clark's Chateau Brand Concentrated Soups

In ordering your supplies you are safe to add extra quantities of these.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties.

CANADA:
No better
Country

MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

G. J. Estabrook St. John, N.B.	J. M. Douglas & Co. Montreal	R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg	Tees & Perse Calgary	Johnston & Yockney Edmonton

Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

M^CVITIE & PRICE'S

BISCUITS

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

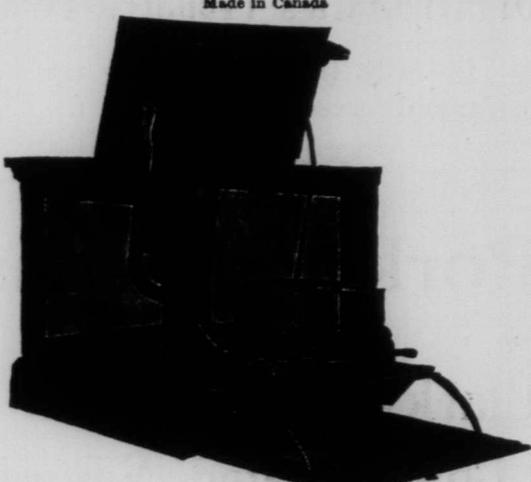
All goods packed in hermetically sealed tins.

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

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

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

- It cuts accurately.
- Saves trouble trying to cut accurately with a butcher knife.
- It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.
- The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada
Hamilton, - Ontario

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

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

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.	Watt, Scott & Goodacre, P.O. Box 1204, Montreal.	J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashler, Winnipeg.	Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.	

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Wheat Prices Continue at Low Level

Flour Prices Still Show no Change—Trade is Not Brisk—Export Enquiries Out of Line With Present Prices—Damage by Hessian Fly in States Said to be Small—Normal Trade in Cereals—Prices Remain Unchanged.

Canadian wheat prices continue at low water mark, but flour prices still show no change. First patents Manitoba are quoted in Montreal at \$5.60, and in Toronto at \$5.40 per barrel. Local trade is not brisk and export enquiry has not been heavy, many of the bids being considerably out of line with values quoted here.

United States wheat prices advanced at the end of last week because of rumors of damage to crops by the Hessian fly, but when investigation proved the damage to be insignificant there was a reaction in value. When the advance took place, United States millers asked higher prices for flour, but buyers paid not the slightest attention, as they did not seem to want flour at any price. So it would appear that flour prices will react also.

It will be the same old battle between the bulls and bears as the season advances, and the crop prospects become known. The Hessian fly was the beginning of the battle on the part of the bulls. The appearance of 16 Hessian fly eggs on a stalk of wheat near Canton, Ill., not only offset the bearish nature of foreign reports, but advanced prices one cent. No doubt this little insect will be used to good advantage if at all possible, there being no excuse for stories of damage by drouth, and none from alternate frosts and thaws. Other factors having apparently been exhausted during the past few years, this insect was turned loose in the wheat arena to aid in the movement for higher prices.

The total world's shipments of wheat last week were 12,320,000 bushels, as compared with 12,362,000 last week and 11,408,000 bushels last year. The visible supply of wheat in Canada is 9,390,000 bushels, against 9,539,000 last week, and 8,101,000 last year.

A normal trade is passing in cereals. Rolled oats remain unchanged in price, with oats slightly easier. It is the Plate oats that are keeping prices down in the English market, but it is felt that shipments from the Argentine will decrease in a few weeks' time and that there will then be a chance for the shipment of Canadian oats. The visible supply of oats in Canada is 6,659,000 bushels as compared with 5,045,000 bushels a year ago.

MONTREAL.

Flour—The local market shows no changes as far as prices are concerned. The demand is steady and a moderate amount of business is passing. Export enquiry has not been heavy and the bids were considerably out of line with the values here. The situation is rather in-

teresting just now. In the United States millers are looking for higher prices for flour because wheat has strengthened and at the same time the amount of wheat carried over is reported to be the heaviest in years. There are no surface indications here that suggest any movement.

Winter wheat patents, bbl.....	4 85	5 10
Straight rollers, bb.....	4 40	4 60
Manitoba 1st spring wheat patents, bbl.....	5 60	
" straight patents bbl.....	5 10	
" strong bakers.....	4 90	
" second.....	4 50	

Cereals—A steady business is moving in cereals but the market is generally rather quiet. Demand is good yet and no particular feature is manifest.

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

TORONTO.

Flour—Both flour and wheat are on the same level as a week ago, flour at \$5.40 for 1st patent and No. 1 northern Manitoba wheat at 97½ cents. The continued low price of wheat has induced some dealers to hope that lower flour values are warranted, but as the flour trade is not particularly brisk, being confined mostly to the delivery of contracts, it is probable that no change will take place. Ontario wheat continues at a low level, hovering between 80 and 81 cents, with trade in Ontario flour none too brisk, although there was an increase in the export trade at the first of the month.

Manitoba Wheat.		
1st Patent, in car lots.....	5 40	
2nd Patent, in car lots.....	4 90	
Strong bakers, in car lots.....	4 70	
Feed flour, in car lots.....	3 00	3 20

Winter Wheat.		
Straight roller.....	4 25	4 45
Patents.....	4 80	5 00
Blended.....	4 60	4 90

Cereals—There has been no change in cereal prices during the week. Trade remains about the same and the approach of spring will not add to its chances of improvement. A decided briskness in cornmeal is noted by the mills now and again.

Rolls oats, small lots, 90 lb. sacks.....	2 05
" 25 bags to car lots.....	1 95
Standard and granulated oatmeal, 58 lb. sacks.....	2 25
Rolls wheat, small lots, 100 lb. bris.....	2 75
" " 5 bris. to car lots.....	2 65

The business of Charles Abbott, a Toronto grocer and butcher, has been turned over for winding up, to an assignee. Mr. Abbot disappeared on Feb. 28 last, and it is reported he went to New York.

Frasers, Limited, have been incorporated in Montreal, with a capital stock of one million dollars to carry on a wholesale grocery, provision and wine business.



Mooney's Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honor to ship only stock that will increase the goodwill of our customers.

The MOONEY Biscuit & Candy Co. LIMITED

FACTORIES AT Stratford, Ont. Winnipeg, Man.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

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

Lesson Learned About "Quality" In our Foodstuffs

Vancouver, B.C., March 16.—"I was recently struck by a couple of lines in The Canadian Grocer's advertising section," remarked a dealer this morning to the Grocer representative. "The postman had thrown my copy face down on the counter, and on the back page I read the testimony of one of the big advertisers. It was: 'I like your paper all the more, because in every issue you advocate dealers handling quality goods.' I guess nearly every dealer has found that it really does pay to keep the best and satisfy the customer. Bargain qualities may go for a while, but the man who eats is heard very often to say that he does not care what he pays as long as he gets what he wants good. Even when eggs are over five cents each, the demand is greater than the supply. It is then, in fact, that the demand is greater in proportion, for being inclined to try cheaper eggs because of the very high price the customer often gets a tainted one. The principle applies to every line. And generally the profit is at a higher percentage than on the cheaper goods, which is an item to take into consideration besides getting a good name for one's store.

"With the older merchants this is well known about the Klondike trade. It is an old story now but it is always a fine lesson. When the rush started, Vancouver, being the nearest point, had the advantage. Everything available was

shipped — eggs of unknown age, butter that had secured strength with time, and such like. It was figured out that the men in the north would be glad to get anything. Although prices were very high there, the best was demanded, and Canadian trade lost out. Three years after it was difficult to place a consignment of Canadian perishables in Dawson, simply because of the record. The United States dealers saw what was required, met the demand and Seattle got the biggest part of the trade, and that out of Canadian territory.

"I think The Canadian Grocer should make those words a permanent fixture in a prominent part of the paper."

CUTTING IN SUGAR.

Considerable of This Being Done in Central Ontario City.

Peterboro, Ont., Mar. 16. — This city has seen a great deal of cutting in sugar lately, some of the retailers selling at cost and even under. One or two of them, some time ago, advertised the cut

price and were apparently selling sugar at a loss considering cost and freight, and expense of doing business.

This caused considerable talk among the trade, on sugar, but the majority of retailers refused to sell at prices which would mean losses to them.

"I find that the majority of my customers," remarked one dealer, "do not ask for the cut price. Some, of course do, but the majority do not care to deal with a merchant who has a tendency to cut prices; I don't believe the better class of householders care to have the neighbors see the delivery wagon of a price-cutter call—it looks too cheap. I do not think either that much permanent trade of a good character is gained by price-cutting and I for one will never do business on that plan."

Those who have been cutting claim they are selling quite a bit of sugar and no doubt they are. At present one dealer is quoting the best grade of granulated at \$4.53—the exact cost laid down here.

WILSON'S FLY PADS



By far the best fly killers made.

By far the best advertised fly killers.

By far the most profitable well advertised goods sold by Grocers.



Poor Bread?

There's a remedy—no necessity of being content with a dead, tasteless loaf, or even ordinarily good; you should have beautiful bread, and

Anchor Brand Flour

will produce the results so much desired
—always and all ways

Good Bread

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



CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, ENGLAND

"Kitchener Pork & Beans"

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

**Delicious
Appetizing
Satisfying**

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

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

**The Oshawa Canning
Co., Limited**

OSHAWA :: :: ONTARIO

TILLSON'S ^{Pan-Dried} OATS

A FOOD—NOT A FAD

have won their way into thousands of Canadian homes, because of their delicious flavor and health-giving qualities. They are the breakfast cereal "par excellence," and are prepared solely from the finest oats in the world—CANADIAN OATS—the entire process being one long tale of care, skill and cleanliness.

Tillson's Oats, by reason of their generous consumer and billboard advertising, are so well and favorably known as to be in constant and increasing demand.

Are you fully ready to meet this demand? Better send along an order for Tillson's to-day.

Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE:

LUMSDEN BUILDING

Toronto



Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

Practical Methods of Retail Stores

New Brunswick Man Who Believes Dealer Should Know Goods Thoroughly—
How Brantford Dealer Made Seeds Profitable Side Line—Chatham Grocer Makes
Specialty of Telephone Customers—Montreal Dealer's Method in Getting Rid of
Dogs.

Learned From Manufacturer.

St. John, N.B., March 16.—A local dealer, who is convinced that a grocer must understand his goods before he can sell them properly, recently related how he went about the introduction of a new line of goods into his business.

"I decided to push the sale of a new line of goods that was being placed on the market," he said, "because it paid a good profit. I thought there was a good chance to extend sales in this line. However, before I put in a stock, I went to both the wholesaler and the manufacturer and learned everything possible about its manufacture and different uses, and, as a result, when the shipment arrived, I was enthusiastic about it. I instructed my clerks, and as a result when they introduced it to a customer, they could talk so well of the article and its qualities that they rarely failed in making a sale.

Now, if I had placed that line in stock without first studying it, very likely the first shipment would be still on the shelf, while at the present my sales in that line are quite large and still growing."

Seeds as Side Line.

Brantford, Ont., Mar. 16.—A local grocer says that he pushes seeds every year because, in addition to the reasonable profit which is reaped directly, it also serves to draw other trade to the store. He always gets in his supply of seeds early and begins to display them at the beginning of the season, that he may be the first to interest the farmer in this line. He places them in a prominent part of his store, so that they will catch the eye of customers. From the first he has made quality, the feature of his seed trade, and the keynote of his advertising and sale talks, and the result has been an increase in trade each year, as the farmer will continue to buy seeds from the merchant whom he can depend upon to supply the best only. This merchant, by display, both in the store and window, advertising in the local paper, proper sales talk and the handling of only the best seed, has built up a very profitable side line in his business.

The Telephone Customer.

Chatham, Ont., Mar. 16.—"Treat the telephone customer just the same as you would a man who comes into the store," is, in brief, the idea of Geo. S. Bartlett, of the King Edward Grocery, who makes a feature of the handling of telephone orders.

"We always make it a point to send just what is ordered," said Mr. Bartlett

the other day. "We never substitute—not in the least. It is better to say, out and out, that an article is not in stock, than to send something "just as good" that, you know very well, the customer will regard as inferior. If we haven't the article asked for we say so and usually sell something else—but we always let the customer know.

"And we never promise to send a thing up by a certain time unless we know it will reach the place by that time.

"Many a time I've had this experience. A customer will ask me to deliver an order by half past five. 'Make it six,' I say. 'Why don't you say you'll get it up by half past five?' he asks; and I answer: 'Because I can't promise. I do promise to have it up by six, and I may have it there by half past five.' In that way there are no come-backs, no complaints. Fair dealing is something which all customers appreciate; and telephone customers particularly appreciate it."

Mr. Bartlett features the telephone number in all his newspaper and other advertising. It is a particularly helpful item in regard to the fresh fruit and vegetable business, another feature of this store; for telephone customers, noticing an advertisement of something of this sort just in, instinctively feel the need or ordering immediately.

Selling Power of Comparison.

North Bay, Ont., Mar. 16.—A local grocer recently made window display of baking powder. In the foreground was a very badly baked cake, with a show card on which was inscribed: "She did not use Blank's Baking Powder." Back a little and raised above the window floor was another cake on which the cook's best efforts had been expended and which bore a card "She used Blank's Baking Powder." Around these exhibits were three pyramids of baking powder on the centre of which was a card with the words: "Of all sad words of tongue or pen, the saddest are these: 'It might have been.'"

Cash Arguments in Alberta Town.

Viking, Alta., Mar. 16.—Hilliker Bros., general merchants, who recently adopted the cash system, are determined to stick to the principle if they can, and also to hold the business of Viking in the confines of Viking. They use the news columns of the local paper freely to attain their desire. Recently an issue of the newspaper came out, containing a story in which the merchants

pointed out that the reason so many of the good folks of Viking sent away for goods, was the delusion that they saved money by so doing. They urged, that, now they were selling for cash they could sell as cheap as the cheapest." They urged customers to bring along their catalogues to their store and compare prices. And the dealers laid emphasis on the point that customers did not have to pay for goods a week ahead, but just at the time they bought them in Viking. Lack of carried accounts supplied them power to save to their customers.

Handles Potatoes by Weight.

Halifax, N.S., March 16.—Handling potatoes by weight only is the method which has been adopted by a prominent merchant of this city to set at rest the almost continuous grumblings of his customers.

"All the tubers that come in and go out of my store are weighed" said he, "so that I pay for exactly the quantity I get and my customers for the weight they receive. I think it is the best plan. When I bought and sold by the bag, I was continually receiving complaints from customers who imagined, rightly or wrongly, they were not getting full value for their money. Now all potatoes are weighed when received, and a slip bearing figures denoting the weight, pasted upon it. Complaints never come any more."

Getting Rid of Dogs.

Montreal, March 16.—There are a great many stores which have signs on the doors, "No Dogs Allowed Inside." "Some days ago," remarked a Montreal dealer, while waiting on a man customer, "I kicked a canine intruder gently from between the counters in my store and, while finishing what I was at, told the man about the progressiveness of certain cities in this regard. I expressed my approval of the idea and said that, if ladies really could see what miscellaneous dogs did in grocery stores where food was necessarily exposed for sale, they would be the most scrupulously careful to leave their dogs at home or outside.

"Just as the man left I saw a lady sitting near who looked a trifle grave. She would not have attentions from me. When she rose to go I saw the dog followed her. Then I understood. But I noted that she returned in a few days—without her dog—and permitted me to serve her. I was able to conclude, therefore, that maybe my little talk in her hearing had not been entirely lost."

Spring is the Cleaning Season

BON AMI

Is the Best Cleaner

Bon Ami

Will do 50% more
work, or last 50% longer
than an equal weight
of any other cleanser
or polisher.

It is the cheapest.

Get One Case Now from Your Wholesaler

*CAN BE HAD FROM ANY WHOLESALER
FROM OCEAN TO OCEAN*

Cases of 3 doz. \$1.19 per doz., or \$14.28 per gross

F.O.B. wholesaler's shipping point

Lots of 5 gross \$13.40 per gross

Delivered to any railway station from
Halifax to Vancouver

Terms: Net 30 Days

HUDON, HEBERT & CO., Limited

MONTREAL

Established A.D. 1839

WHOLESALE GROCERS AND WINE MERCHANTS

The Most Liberally Managed House in Canada

TOMATOES

Two cars extra Fancy for this week's shipment, price will be \$3.00.

STRAWBERRIES, PINTS
AND QUARTS
ORANGES
GRAPE FRUIT
LEMONS
BANANAS, etc



25-27 CHURCH ST. TORONTO
are Largest Receivers

HALF MOON NAVELS

See them—try them—buy them. The best in Toronto No trouble to identify. Can't put any substitutes on you—each orange is marked with the "HALF MOON" sticker, right on the orange. Great opportunity for ambitious grocers to create a high class, exclusive, profitable, orange clientele.

Get a box to-day

From
WHITE & CO., TORONTO

**J. J. McCABE, Agent
TORONTO**

Trade is Improved by Milder Weather

More Business in Both Fruits and Vegetables—With Approach of Spring Grocers Have Chance to Increase Sales—Imported Tomatoes Lower—California Celery Going — Florida Crops Attracting Attention.

The milder weather which has prevailed in most centres has had the effect of stimulating trade in both fruits and vegetables, and business will probably continue to improve as spring draws nearer. It is pointed out that as the weather becomes milder, people frequent the streets more and the merchant should take advantage of this to increase sales in fruits and vegetables by proper display of these lines in his windows. They sell better in this way than over the phone or by order.

The reduction which has taken place in imported tomatoes has put them on a better selling basis and an improvement in sales is noted. They are now low in comparison with prices at this time last year. Orange shipments have shown a decrease on account of the rains in California, and prices show steadiness. The fruit arriving now is showing a little waste and it is only a question of a few days until the oranges will have to be brought in in iced cars. All California celery is now in and attention has been turned to Florida crops.

Marmalade oranges, after a fairly satisfactory year, have been pretty well cleared off the markets.

MONTREAL.

Green Fruits—The evidences of business in new green fruit are becoming more apparent and the real opening of the season is rapidly approaching. Apples are still demanding considerable attention on account of their scarcity and consequent high prices. A steady trade is passing in oranges, and lemons are also receiving their share.

Apples, bbl. 6 50 8 00	Spies 7 00 8 00	Bananas crated, bunch 1 75 2 25	Cranberries, bbl. 10 00 11 00	Cranberries, bxs. 2 75	Cocoanuts, haz. 4 25 4 50	Grape fruit, Flo. 3 50 4 00	Malaga keg 7 50	Almerias, keg 8 00	Lemons 2 50 3 00
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Vegetables—Trade is still confined to certain lines, and as yet there is but little to report. Prices are holding steadily and it is this steadiness that characterizes the entire movement in this department.

Beets, bag 1 00	Carrots, bag 1 00	Cabbage, doz. 0 80 0 60	Cabbage, bbl. 1 00 1 50	Celery, crate 5 00 5 25	Cauliflowers, Cal., half crate 1 75 2 00	Ocucumbers, doz. 2 75 3 00	Garlic, 2 bunches 0 25	Green Peppers, small basket 1 25	Leeks, doz 1 75 2 00	Lettuce—Curly lettuce, box 1 60 2 40	Florida lettuce, hamper 3 75	Boston, box 2 25 2 50
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TORONTO.

Green Fruits—There has been a noticeable increase in the fruit trade since the arrival of milder weather, and dealers are looking for trade to improve considerably. The feature of the market is the reduction in the price of tomatoes. These have decreased \$1 per case within ten days, and are now quoted at \$3.50 to \$4 per case of six baskets. They are of good quality, and dealers report them as selling well, as they are now as low as the Florida article dropped last year. There is a good demand for lemons, which are arriving in good quality and are steady at present quotations. Likewise oranges, as shipments have been somewhat affected by the wet weather in California. Strawberries are selling fairly well considering the price, which still remains high.

Apples, bbl. 3 50 6 00	Apples, box 1 75 2 00	Bananas 1 50 2 00	Cocoanuts, sack 4 00 5 00	Grapes—Malaga, bbl. 7 00 12 00	Almeria, bbl. 5 00 7 00	Grape Fruit—Florida, per case 3 50 3 75	Jamaica, case 2 75 3 00	Lemons—Cal fornia 3 50	Messina 2 75 3 00	Limes, box 1 25	Oranges—Tangerines, a strap 5 50 6 00	California, half strap 1 50 1 75	Marmalade 2 50 2 75	Navels 2 85 3 00	Mexicans 1 75 2 00	Pineapples, crate 4 00 4 50	Strawberries, bx 0 40 0 45	Tomatoes, case of 6 baskets 3 50 4 00	Rhubarb, doz. 1 60
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Vegetables—Dealers report that the trade in vegetables is fairly brisk and will undoubtedly improve as the weather grows milder. Shipments of California celery have been cut off on account of the rains in that state, but the Florida product is arriving freely. Sweet potatoes are in shorter supplies and \$2 per hamper is asked for them, while Ontario potatoes are moving quite freely at \$1 per bag. Spanish onions are moving none too briskly, they being affected to a certain extent by the arrival of home-grown on the market.

Beets, Louisiana doz 1 00	Canadian beet, bag 0 60 0 75	Cabbage, case—Canadian 0 75 1 25	Cabbage, per 100 3 50 5 00	Carrots, Canadian, bag 0 50 0 60	Carrots, Louisiana, doz 1 00	Celery, dozen 0 50 0 40	Celery, California, case 4 50 4 75	Celery, Florida, case 3's, 6's, 4's 2 50 3 00	Ocucumbers, Boston, doz 2 25 3 00	Endive, 12 heads 1 00	Lettuce, Canadian, head 0 40	Boston head lettuce, doz 1 25	Boston head lettuce, hamper. 2 50 2 75	Onions—Spanish, large 3 00	Spanish, 4-cases 1 50	Yellow, per bag 1 75 2 00	Potatoes, Ontario, bag 0 90 1 00	Sweet, hamper 2 00	Parsley, per doz 0 75	Parsnips, bag 0 60	New turnips, per 11-qt. basket 0 50
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J. S. Davidson and F. McKinnon, Sudbury, Ont., have united their stores and forces. The business will be carried on in the premises occupied by F. McKinnon. This move was made with a view to the saving of expenses.

J. M. Bothwell, of Barrie, who for the past forty years, has been conducting a grocery business on the one stand, is retiring from business. The stores will be remodelled.

Cranbrook, B.C., may soon have a wholesale grocery establishment.

(Continued)
used them, more. It sh customers th used in c strictly sani preparation. choose one t elusively, s particular bi aiter day. l to secure th from one fa be more brands are prices shoul that particu another bra bought at convinced th he sells equ should have brand.

The C Care shou being equal, tractive lab portant in have been i otherwise a ered by an storing the is required. boxes of ca one of the ment. Can Also a dea on the sh That hinder should not the original him, if the slightest i within. Wl the housel preserves i and tolerat sealer or c sticky ma little stock If a can g the chances up, and the and be c things cou also be ke some who have been five or six stands in simple bus

PROSPECT OF THE CANNED GOODS MARKET.

(Continued From Page 30)

used them, they will come back for more. It should be impressed upon the customers that only the best goods are used in canning, and that methods, strictly sanitary, are employed in their preparation. Sometimes it is well to choose one brand and sell that one exclusively, so that the quality of that particular brand can be forced home day after day. If possible, it is often wise to secure the full supply of each line from one factory, that the quality will be more uniform. Well advertised brands are easier to sell, but higher prices should not be paid only because that particular brand is well known, if another brand of equal quality can be bought at a lower rate. Thoroughly convinced that the quality of the goods he sells equals any other a merchant should have no difficulty selling any brand.

The Care of Canned Goods.

Care should be taken, other conditions being equal, to select brands with attractive labels as these are really important in making the sale. Instances have been reported where the sales of otherwise appealing goods, were hampered by an unattractive label. And in storing the goods, care, much care, also is required. It does not suffice that the boxes of canned goods be piled away in one of the darkest corners of your basement. Canned goods need light and air. Also a dealer should not pile his goods on the shelves, up against the wall. That hinders the passage of air. And he should not allow his goods to remain in the original box in which they came to him, if there exists in his mind the slightest idea that all was not well within. What would the dealer think of the housekeeper who stored away her preserves in a musty part of her cellar, and tolerated the presence of a broken sealer or container, dripping a pasty, sticky mass over the balance of her little stock? That's the way it often is. If a can gets wet and is not wiped dry the chances are the can is going to rust up, and the label turn up at the corners, and be discolored. All these little things count. The age of stocks should also be kept in mind, because there are some who profess that where goods have been on the shelves for more than five or six months the product within stands in danger of spoiling. It is simple business to be careful.

**Fancy Florida Tomatoes
\$3.50 per Crate**

The quality is fine this year and advise the trade getting started.

Crates weigh about 30 lbs. net. Cost say 12½c. lb. delivered.

PINE APPLES—Season approaching. Fancy 24's and 30's, this week \$4.00 crate.

FISH FOR LENT—Every kind of seasonable fish at reduced prices.

SPECIALS—1 car Qualla Salmon, Case lots, 7c.

1 " Frozen Haddock, " " 3¾.

YOU CAN'T AFFORD TO PASS THEM.

WHITE & CO., Limited

WHOLESALE FRUIT, FISH and PRODUCE

TORONTO

Branch at HAMILTON

FINEST QUALITY

**FLORIDA
TOMATOES and CELERY**

Prices Very Reasonable

Send us Your Orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

**It's mighty nice to handle
our Lemons.**



Everybody is satisfied—Wholesale—Retail—Consumer. Our lemons are carefully cut, handled with gloved hands, are immediately wrapped to prevent absorption of the acid by the action of the air. Ask for Follina's Lemons and see that you get them.

W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



Fish - Oysters



Weather Conditions Affect Fish Trade

Slight Reduction in Volume of Business Due to High Temperatures—Real Success of Trade Dependent on Weather—Good Steady Trade Looked For—Frozen Fish Quite Plentiful, and Salt Fish Scarce—Oyster Trade is Light.

In the fish market this week there is no very material difference to refer to. The weather has had a rather adverse effect on the demand for fish, the change to comparative mildness being not at all desired. The supply of frozen fish of all kinds is plentiful and the various conditions are tending to bring about lower prices. The volume of business has shown a slight reduction recently but the trade anticipates a good steady business through the rest of the Lenten season. In spite of the heavy demand that has been met it is reported that stocks of frozen fish are pretty heavy yet.

Salt fish is scarce and many lines are entirely off the market. In the smoked lines there is an active demand for fillets and haddies; kippers and bloaters are also moving rather freely.

The volume of the oyster business is also lighter. The trade is fair but the demand is falling off and the season shows signs of waning. Lobsters continue scarce and are quoted a little higher. The supply is from hand to mouth and for this reason a high price is obtainable. The real success of the Lenten trade in fish is largely dependent upon the weather and probabilities are anxiously scanned. In the meantime the retailer should not forget this trade. Only two of the six weeks have passed as yet and there are still opportunities for new business.

QUEBEC.

Montreal.—Fresh frozen fish is still inclined to be easy and prices are correspondingly light. Demand is good but the milder weather is not looked upon favorably by the trade. Should it continue it will prove a drawback to the lines of frozen fish. Salt fish is still very scarce; some lines, such as sea and lake trout, green cod, green haddock, etc., being reported off the market by some of the houses. There is a steady demand for smoked fish with supplies apparently sufficient for the trade. Oysters are unchanged in price but conditions indicate a falling off in the demand. Lobsters are scarce and are bringing a stiff price.

FRESH	
Steak cod	0 01 0 05
Haddock	0 05 0 06
FROZEN	
Codfish	0 03 0 03
Dore, winter caught	0 07 0 08
per lb.	0 3 0 03
Haddock	0 07 0 08
per lb.	0 07 0 08
Hallibut, per lb.	0 07 0 08
Pike	0 05 0 05
Salmon, B.C., red 0 08	0 08
Gaspe salmon	0 20
per lb.	0 07 0 07
Quality salmon	0 07 0 07
No. 1 Smelts, boxes,	10 and 15 lb. each.
No. 2 Smelts, boxes,	15 and 5 lb. each.
Whitensh, large,	0 17 0 18
lb.	0 17 0 18
Whitefish, small	0 06 0 17

SALTED AND PICKLED

Green cod, small	10 lbs., per lb.	0 03	Lake trout, half bbl.	6 00
Labrador herring, 2 bbl	3 50		Salmon, B.C., sea, 100	12 00
Labrador sea trout,			per lb.	12 00
100 lbs.	12 50		Labrador, sea	12 00
Labrador sea trout,			per lb.	12 00
100 lbs.	7 50		300 lb.	22 00
No. 1 mackerel, per lb.	2 00		Salt cod, per lb.	0 17
100 lbs.	8 00		Salt salmon, 20 lb. per	1 00
No. 1 pollock, bbl	6 00		Scotch herring	6 00
Scotch herring, No.			per lb.	1 00
2, bbl.			Holland herring, 1/2	3 50
			keg	0 75

SMOKED

Bloaters, large, per box, 60s.	1 20
Haddock	0 06
Herring, NEW Smoked, per box	0 25
Kipper herring, per box, small	1 00

SHELL FISH

Shell oysters, bbl, choice	12 00	13 00
A.A. Small Oysters	10 00	10 00
Lobsters, live, per lb.	0 35	
Oysters, choice, 100 lb. drum	1 50	
Oysters, select	1 60	
Solid meats—Standards, gal.	\$1.85	selects, gal. \$2.

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	6, 7, 9, 10, 11
Shredded cod, 2 doz. in box, per box	2 25
Smoked cod, 100 lb. drum	6 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	6 00

ONTARIO.

Toronto.—The fish trade although affected to a certain extent by the milder weather during the past week, is keeping up well under the circumstances with fresh frozen fish still enjoying a good trade. Oyster business is at a low ebb but dealers appear well satisfied with the season's trade. There are practically no sea herrings offered here, while Labrador herring are about cleaned up. In the opinion of a local wholesaler Toronto dealers gauged the requirements in fish for this market to a nicety this year and that if trade continues as expected for the remainder of the Lenten season stocks will be pretty well cleaned up. Prices show very little change this week.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 06 0 07
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FROZEN LAKE FISH

Goldeyes	0 05	Salmon trout	0 12
Hallibut	0 09 0 10	Smelts, No. 1	0 18
Lake superior herring	0 03	Smelts, extra	0 14
Pike	0 05	Tullibees	0 06
Pink sea salmon	0 08 0 09	White fish, winter caught	0 09
Round red	0 09	Yellow pickerel	0 08

OCEAN FISH (FROZEN)

Flounders	0 05	Mulletts	0 04
		Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. box	5 40	Oysters, extra	2 25
per crate	2 25	selects, gal	1 85
Shredded cod	1 25	Oysters, standard, gal	1 65
Bloaters, box	0 15	Pickled lake herring,	3 80
Cod, Imperial, per lb.	0 12	100 lb. kegs	0 07
Filletts, per lb.	0 07	Quail on toast, per lb.	0 07
Haddie, Finnan	1 25		
Kippers, box	1 25		

NEW BRUNSWICK.

St. John.—There has been a marked improvement in the fish situation here.

A few weeks ago the dealers were viewing the outlook with considerable alarm, but during the last week the weather has been very mild and the fishermen have been able to get out regularly. In consequence receipts have been very satisfactory. Cod and haddock are in good supply and some fresh caught halibut have been received from Nova Scotia. Herring and gaspereau are plentiful, and in frozen fish, shad and mackerel are offered, as well as British Columbia salmon.

Dry fish continue scarce and high. Medium cod are now quoted at \$6.75 per 100 pounds; pollock are offered at \$4.50; No. 1 Labrador herring are \$3.25 per half bbl. and medium smoked herring, 22 cents per box.

NOVA SCOTIA.

Halifax.—Halifax dealers report a demand for all the fish marketed. Only a limited supply of fish is coming in and the dealers are kept at their wits' ends filling the orders. There are no lobster on the local market, and very few are being exported to the United States.

The coming season promises to be a brisk one in the fish business. Some dealers are quoting prices, and purchasing before the fish are caught. All the catch of the French fleet fishing out of St. Pierre, Miquelon, which will number about fifty sails, has been purchased by three large French firms. The average price is \$3.85 per quintal dried salt bulk. This is an increase of 45 cents per quintal over the price paid last year. No price has yet been fixed for the catch by the shore fishermen.

Despite the presence of ice some of the fishermen on the Newfoundland coast are already at work and fish are reported plentiful. About 20 bankers are fishing at the La Poile grounds and are said to be making good catches. Of course it will be some time before the weather is sufficiently favorable for the curing of these fish.

Very few fish are left in the warehouses for export, and the local stocks of mackerel have been cleaned up. Since the Lenten season opened, grocers report a good demand for canned salmon.

TRADE NOTES.

Frank Graham, Richmond Hill, Ont., has sold the Lorne store to Will C. Savage.

Frank Heath, general merchant, Mount Brydges, Ont., has sold to F. Toles.

Hellard Bros., grocers and butchers, Kirks Ferry, Ont., have dissolved partnership, Harry J. Hellard continuing. Alphonse Beaubien, grocer, Montreal, has assigned.

Mrs. H. L. Batchelder, general dealer, Boynton, Que., has assigned.

Wiggins & O'Connor have opened a grocery store in New Westminster, B.C.

M. McLeod, general merchant, Erickson, B. C., succeeded by McLeod & Harrison.

The grocery store of W. L. Sandhoff, Vancouver, B. C., was destroyed by fire. Le Page Bros., general merchants, Rapid City, Man., have sold to John B. Wilson.

Pri

Branch
MO
ST.
GR.
GA



FISH FOR LENT

Fresh Haddock

" Halibut

" Salmon

" Smelts

Fresh Whitefish

" Pickerel

" Pike

" Codfish

New Haddies

" Fillets

" Kippers

" Bloaters

Large Frozen Sea Herring
Skinless Codfish in 100 lb. cases

Salted Eels

Fresh Oysters in Bulk and Shell

Boneless and Prepared Codfish

Labrador Salmon in Tierces, barrels and half barrels

Sea Trout

All Kinds and Varieties in Season

Fresh Fish Every Day in the Year.

Price List sent on Request.

Prompt Service.

"THE LARGEST FISH WAREHOUSE IN CANADA."

LEONARD BROS.,

Branches—

MONTREAL

ST. JOHN, N.B.

GRAND RIVER

GASPE, QUE.

PRODUCERS, CURERS AND EXPORTERS

20, 22, 24 & 26 YOUVILLE SQUARE

MONTREAL.

P.O. BOX 639.

5 LONG DISTANCE
TELEPHONES.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous

Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When next ordering, be sure and get the name right

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Hubbard, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.



ITEMS FOR BUSY DEALERS.

Little Jottings of Interest to Busy Retailers.

Twenty grocers in the city of Olean, N.Y., have a co-operative bakery which supplies these grocers with bread. So far no attempts have been made to supply other stores.

Grocers in Iowa and some of the other States of the American union have adopted the plan of selling bananas by the pound. They claim this method is popular with consumers.

The world's production of tea is about 1,200,000,000 pounds annually. Of

this, China produces 600,000,000; India, 262,000,000; Ceylon, 191,000,000; Natal, 2,000,000; Japan, 63,000,000; Java, Formosa and all other countries, 82,000,000 pounds. Thus it will be seen that 455,000,000 pounds are produced in the British Empire.

In a few years the production of raw cocoa beans has increased from 75,000 to 205,000 tons, while the nine leading consuming nations advanced their requirements 60 per cent. from 1903 to 1909.

A new substitute for butter has been placed on the market in Western Bohemia. It contains no animal fats, but is manufactured from cocoanut oil, the yolk of eggs, and a small proportion of

cream. Coconat oil has been used for some time in Europe in the manufacture of oleomargarine under various names, but in combination with lard or other animal fats.

New York wholesalers, it is said, have decided to sell beans and peas by the hundredweight instead of bushel. All beans and peas will also be sold net weight and the following sets of tares was adopted: on cotton, seamless sacks, 3/4 pound; one-bushel pockets, 3-8 pound; imported beans, jute sacks, 220 pounds, 2 pounds; California lima, 1/2 pound.

A co-operative society of consumers has been formed in Allentown, Pa., with a capital of \$300,000 for the purchasing and selling of groceries at "a reasonable price." All prices charged will be the regular market prices, but all profits will be turned back to the members every three months. Over 100 families have already joined.

NO PAY FOR HOLES.

Mrs. Newed—I would like a pound of your best cheese.

Grocer—Yes, ma'am.

Mrs. Newed (examining it)—Why, this cheese is full of holes.

Grocer—Yes, ma'am; that's the way it comes.

Mrs. Newed—Well, I don't want any of it. I'm not going to pay for a pound of cheese that contains a half pound of holes!—Exchange.

Dicker & Co., Aurora, Ont., have purchased the business of T. H. Broad, grocer, of that place. Mr. Clarence L. Dicker managed the latter's business during the last two years. Mr. Lewis Wise, formerly with Towns & Co., has joined the new firm.

The members of the Toronto Retail Grocers' Association have arranged to hold an evening's entertainment on Wednesday, March 22, at the St. Charles. In addition to a program there will be a dinner. The secretary is C. F. Thorne, 107 Nassau Street, and the president, W. C. Miller, Yonge street.

DEMONSTRATE FOOD VALUES OF CHEESE

University Students Caged by United States' Department of Agriculture, and Dieted on Product—Results Show Green Curds as Digestible and Nutritive as Riper Cheese—A Comparison With Meats.

Washington, D.C., March 16.—For several weeks the Department of Agriculture "caged" a number of Wesleyan University students and others and fed them on cheese for the purpose of demonstrating the food value of this American product. The preliminary experiments indicated that the welsh rabbit was a much-maligned institution. Secretary of Agriculture Wilson has issued a formal bulletin, giving the results of the experiments and singing the praises of American cheese.

The fact is brought out in the report that many of the volunteers who were "caged" and stuffed with cheese were Wesleyan University students at Middletown.

"The work at Middletown," says the report, "was planned to include green and ripe cheese, or cheese as soon after it was made as it was possible to ship the samples to Middletown, and cheese in all stages of ripening, up to the point where it was becoming unfit for consumption."

A total of 184 cheese experiments were made at Wesleyan and 65 human subjects, the most of them college students, availed themselves of an opportunity to fill up on free cheese. Each undergraduate who applied got at least a three-day diet of cheese, but one subject liked it so well that he submitted to fourteen experiments of three days each, a 42-day "cheese debauch." The department's report says that the students ranged from the ages of 19 to 32 years.

How Diet was Arranged.

The Wesleyan students were not

held down absolutely to cheese. They got a few slices of bread with the crust removed, some bananas, and now and then, as a treat, a dose of charcoal. The charcoal was taken in capsule form and everything else possible was done to make the tests novel and pleasing. For instance, the students were not compelled to bite into a lump of the cheese, for it was cut into small pieces and then run through a finely graduated meat chopper.

"The results show," says the report, "that there is little or no difference in the comparative digestibility of cheese at different stages of ripening. The perfectly green curd was evidently as digestible, and so far as nutritive value was concerned, was as good a food as the cheese at any stage of ripening."

On the whole, the health of the cheese eaters, so the department says, seems to have been as good while they were on this cheese and banana diet as when they were eating a more varied and attractive fare.

Food Value and Cost.

Secretary Wilson says that a pound of cheese has nearly the same food value as two pounds of fresh beef or any other fresh meat. It is worth as much or more than a pound of ham, and is more digestible, and is equal to two pounds of eggs and three pounds of fish.

In price good cheese costs about a third more than round steak, and twice as much as the cheaper boiling beef, and costs practically the same per pound as smoked ham or bacon.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.

ESTABLISHED 1886
Ingersoll - Ontario

Would you like our Weekly Circular?

MAPLE SUGAR

We handle only Pure Unadulterated Maple Sugar
Write us.

WOODMAN & McKEE

Coaticook - - - - - Quebec.



FROZEN GOD

YES, Mr. Jones, I want those over there. I guess my wife forgot to give you the order. I told her to ask you for the best fillets and, of course, she, like every wise one, knows that

Boutilier's Smoked Fillets

are the best. I have come to the conclusion that the name BOUTILIER is analogous to perfection. "I always like quality goods and deal only with the man who stocks them."

Don't forget the Ocean Brand
Three:--

Haddies Kippers Bloaters

FROZEN HADDOCK

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., *Selling Branch,*
45 William St., Montreal

FISH - FISH

To clear out our stocks we have cut prices very fine.

WE WANT YOUR TRADE

And we feel sure it will be to our mutual advantage.

SPECIAL PRICES

PREVAIL IN OUR PRICE LISTS NOW.

Have you received one?

The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO

The Grocer's Encyclopedia—Eastern Fig

Conditions Under Which Little Food Fruit of Mystical East Grows and Ripens—The Care of—Picking and Packing for Market—Place of Fig in Life of Eastern Countries—Its Growing Sale.

If people would but recognize the medicinal value of the fig and its marked food values, a much greater quantity would be consumed than is now the case. Just now there is a fairly active demand but dealers say it is almost altogether due to the fact that the price is down pretty low and that as other lines of dried fruits are high in price, the call has merely swung fig-ward.

It is a pity that more figs are not used in Canadian households. Probably one reason is the deeply-rooted Occidental idea that all things are dirty that come from the far east. And yet that is not applicable in this case. The fig has always been a great factor in the life of the easterner, and its important place in the life of the nations is evidenced by the illuminating references that are frequently made to it in the pages of Holy Writ. Great care is exercised that it may be packed sweet and clean and the westerner may well dismiss from his mind all thoughts of uncleanliness when thinking of this fruit. Maybe some day some traveler from the far east will explain how welcome was the flesh of the fig to him, as he sat at rest under the spreading palm after a tiresome journey over the blistering desert or plain.

He would partake probably of what is called in this country, the Eleme fig. These are large, and hand picked, and are sold to the retailer at the present time at prices ranging from 8 to 12 cents, according to size. These are packed in small boxes and are called "Elemes," the Turkish word for hand picked.

Then there are the other more ordinary grades which come packed in bags, mats and tapnets and which are lower in price. In gathering these a sheet is held under the tree and the branches shaken to make the ripe fruit fall. A bruised fig is not fit for curing. A bath of strong potash lye is prepared and when boiling hot, the figs are dipped into it by means of a wicker basket for the space of two minutes, and then again dipped in clear water. After dripping, they are ready for drying, either in the sun, or in ovens or machines.

The fig is a native of the Mediterranean region, but is now grown in all warm countries. There are about three hundred varieties—green, white, yellow, brown and black. The fig tree grows 15 to 30 feet high with dark green leaves, rough above and downy beneath. The tree bears fruit in June and September with a later-imperfect crop in December.

Figs are medicinally, a mild laxative. The pulp of the fig contains over 60 per

cent. of sugar, and three pounds of fresh figs are required to yield one pound of dried fruit.

The cheaper kind are commercially known as "naturals." They are liable to be affected with "fig smut," a reproductive parasite which commences work in the interior of the fruit and soon converts the whole into a sooty mass. However, more care is being taken yearly in the preparation of this fruit, and the quality of the cheaper figs is gradually improving.

SHOW CARD PHRASES.

Just off the farm; these eggs.
Fresh from the hive; this honey.
Not how cheap, but how good, is our motto.
The label on this can looks nice but you ought to see inside.
Easy to cook, delicious to eat.
Cheapness does not always mean a bargain; consider the quality.
This coffee makes the meal a success.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD
IN QUALITY.

ALL OTHERS ARE IMITATIONS

Never Run Short of
SHAMROCK

**BIG PLUG
SMOKING TOBACCO**

Your client will buy his
groceries where he buys
his **SHAMROCK** tobacco

McDOUGALL

Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

**SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.**

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade

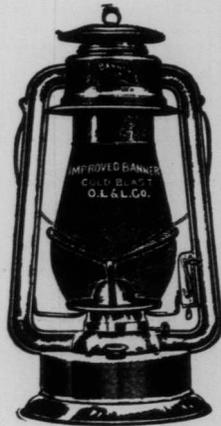


"BANNER" 1911 Cold Blast Lantern

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

New Well!
Solid Brass Burner!

Supplied with Wicks!



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

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

AGENTS WANTED.

FIRST-CLASS English Vinegar and Sauce Makers require Agent to represent them in Montreal. Apply Box 61, CANADIAN GROCER, 88 Fleet Street, London, England. (13)

WANTED—Manufacturer's agent making regular and thorough canvass of Toronto retail grocery trade, to handle well-known specialties which are already placed with jobbers and retailers. Liberal commission will be paid. Only reliable people considered. SULTANA LIMITED, Montreal. (12)

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 catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

RETAIL MERCHANTS AND OTHERS WITH A limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well known makes, taken as part payment on the MONARCH, and at the prices we offer them, they are remarkable bargains. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto, Ont.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing, 1,200 to 5,000 sheets an hour; gets new business with form letters or printed advertising; saves 25 per cent. to 75 per cent. of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 180 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

TRY A CONDENSED AD.
IN THIS PAPER.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

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.

Diamond
1-lb. tins, 2 do
1-lb. tins, 3
1-lb. tins, 4
IMPERIAL
Cases.
4-dozen.....
3-dozen.....
1-dozen.....
3-dozen.....
1-dozen.....
1-dozen.....



or more of



WHITE SWA
White Sw
doz. in case
1-lb. tins, 50c



Cartoons—
No. 1, 1-lb.,
No. 1, 1-lb.,
No. 2, 5-oz.,
No. 2, 5-oz.,
No. 3, 9-oz.,
No. 10, 12-oz.,
No. 10, 12-oz.



DO
Aylm
Strawberry
Raspberry
Black curr
Red curr
Raspberry
currant
Raspberry
gooseb
Plum jam
Greengage
stonel
Gooseberr

Strawberry
Black curr
Raspberry
Freight

THE CANADIAN GROCER

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 2 doz. in case..... \$2 00
 1-lb. tins, 3 " " " " " " " " 1 25
 1-lb. tins, 4 " " " " " " " " 0 75

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	2 1/2-lb.	10 50
1-dozen	5-lb.	19 80



MAGIC BAKING POWDER
 Ontario and Quebec Prices

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
2 " "	12 " "	1 80
2 " "	16 " "	2 25
2 " "	16 " "	2 30
1 " "	2 1/2-lb.	5 00
1 " "	5-lb.	9 60

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

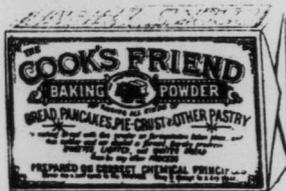


ROYAL BAKING POWDER

Sizes	Per Doz.
Royal-Dime	\$ 0 95
1-lb.	1 40
1/2-lb.	1 95
1-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Baking Powder—1-lb. tins, 3-doz. in case, \$2 doz.; 1/2-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.



COOK'S FRIEND BAKING POWDER

Cartoons—Per doz	No. 12, 4-oz., 6 dz	0 70	
No. 1, 1-lb., 4 doz	2 40	0 75	
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 8 doz	0 80	No. 13, 1-lb., 2 dz	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2 1/2-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2 1/2-lb.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lb.	14 00



FOREST CITY BAKING POWDER

6 oz. tins	Dozen
12 oz. tins	0 75
16 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES & CEREALS, LTD.
 White Swan Breakfast Food, 2 doz. in case, per case \$2.00.
 The King's Food, 2 dz. in case, per case \$4.80.
 White Swan Barley Crisps, per doz. \$1.
 White Swan Self-rising Buckwheat Flour, per dozen \$1.
 White Swan Self-rising Pa n c a k e Flour, per dozen \$1.
 White Swan Wheat Kernels, per doz. \$1.40.
 White Swan F l a k e d Rice, per dozen \$1.
 White Swan F l a k e d Peas, per dozen \$1.



DOMINION CANNERS, LIMITED

Aymer Jams	Per doz	Jellies	
Strawberry	1 95	Red currant	2 00
Raspberry	1 95	Black currant	2 15
Black currant	1 95	Orange	1 45
Red currant	1 75	Plum	1 70
Raspberry & red currant	1 95	Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengate plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

5 lbs.	7 lbs.	14's & 30's per lb.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

Freight allowed up to 35c per 100 lbs.

Blue
 Keen's Oxford, per lb..... 0 17
 In 10-box lots or case..... 0 16
 Gillett's Mammoth, 1/4-gross box..... 2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED

Cocoa—
 Perfection, 1-lb. tins, per doz..... \$4 50
 Perfection, 1/2-lb. per doz..... 2 40
 Perfection, 1/4-lb., per doz..... 1 30
 Perfection, 10c size 5-lb. tins per lb..... 0 37
 Soluble, bulk, No. 1, per lb..... 0 20
 Soluble, bulk, No. 2, per lb..... 0 18
 London Pearl, per lb..... 0 22

Special quotations on Cocoa in barrels, kegs, etc.
 Unsweetened Chocolate—
 Supreme, 1/4 and 1/8, cakes, 12-lb. boxes
 Perfection chocolate, 20c size, 2 dozen boxes, per dozen..... 1 80
 Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen..... 0 90

Sweet Chocolate—
 Queen's Dessert, 1/4 and 1/8, 12-lb. bxs., per lb..... 0 50
 Queen's Dessert, 6's, 12-lb. boxes..... 0 40
 Vanilla, 1-lb., 12-lb. boxes, per lb..... 0 35
 Parisian, 8's..... 0 28
 Royal Navy, 1/4, 1/8, boxes, per lb..... 0 30
 Diamond, 7's, 12-lb. boxes, per lb..... 0 24
 Diamond, 1/8, 12-lb. boxes, per lb..... 0 25

Icings for cake—
 Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, in 1-lb. pkgs., 2 doz. in box, per dozen..... 0 90

Confections—
 Milk chocolate wafers, 5-lb. boxes..... 0 36
 Maple buds, 5-lb. boxes..... 0 36
 Chocolate wafers, No. 1, 5-lb. boxes..... 0 30
 Chocolate wafers, No. 2, 5-lb. boxes..... 0 25
 Nonpareil wafers, No. 1, 5-lb. boxes..... 0 25
 Nonpareil wafers, No. 2, 5-lb. boxes..... 0 25
 Chocolate ginger, 5-lb. boxes..... 0 30
 Milk chocolate, 5c bundles, per box..... 1 35
 Milk chocolate, 5c cakes, per box..... 1 35

EPF'S.
 Agents, C. E. Colson & Son, Montreal.
 In 1/2, 3/4 and 1-lb. tins, 14-lb. boxes, per lb..... 0 35
 Smaller quantities..... 0 37

JOHN P. MOTT & CO.'S.
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.



Mott's breakfast cocoa, 10c size 90 per dz.
 " breakfast cocoa, 1/4 s..... 0 38
 " " " " " " " " " " " " " " 0 38
 " No. 1 chocolate, 1/4 s..... 0 32
 " Navy, 1/4 s..... 0 26
 " Vanilla sticks, per gross..... 1 00
 " Diamond Chocolate, 1/4 s..... 0 24
 " Plain choice chocolate, liquors..... 0 32
 " Sweet Chocolate Coatings..... 0 20

WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1/4 and 1/2 lb. cakes, 35c lb.; Breakfast cocoa, 1-5, 1/4, 1 and 1/2 lb. tins, 41c lb.; German's sweet chocolate, 1/4 and 1/2 lb. cakes, 6-lb. bxs., 26c lb.; Caracas sweet chocolate, 1/4 and 1/2 lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, 1/4 lb. cakes, 3 and 6 lb. bxs., 32c lb.; Vanilla sweet chocolate, 1/4-lb. cakes, 6 lb. tins, 41c lb.; Falcon cocoa (hot or cold soda) 1 lb. tins, 38c lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c lb.; Caracas tablets, 100 bds., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

COCOANUT
CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages..... 0 26
 1/2-lb. packages..... 0 27
 1-lb. packages..... 0 28
 1 and 1/2-lb. packages, assorted..... 0 27 1/2
 1-lb. packages, assorted, in 5-lb. boxes 0 28
 1-lb. packages, assorted, in 5-lb. boxes 0 29
 1-lb. packages, assorted, 5, 10, 15 lb cas 0 30

Bulk—
 In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.
 White moss, fine strip 0 12 0 21 0 17
 Best Shredded..... 0 18 0 17
 Special Shred..... 0 17 0 16
 Ribbon..... 0 19 0 15
 Macaroon..... 0 17 0 17
 Dedicated..... 0 16 0 16
 White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Cocoanut—
 Featherstrip, pails..... 0 15
 Shredded..... 0 15
 1-lb. packages, 2-oz., 4-oz., 8-oz., lb. 0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.

Case.	Doz.
Eagle Brand Condensed Milk.....	\$6 00 1 50
Gold Seal Condensed Milk.....	4 50 1 15
Challenge Condensed Milk.....	4 00 1 00
Peerless Brand Evaporated Milk	
Five cent size (4 dozen).....	2 00 0 50
Peerless Brand Evaporated Milk family size.....	3 50 0 90
Peerless Brand Evaporated Milk pint size (4 dozen).....	4 80 1 20
Peerless Brand Evaporated Milk hotel size.....	3 70 1 85



TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)..... \$3 50
 "Reindeer" brand, per case (4 dozen) 5 25
 "Reindeer" Condensed Coffee, case 4 80
 "Reindeer" Condensed Cocoa, case..... 4 80



COFFEES
EBY, BLAIN CO. LIMITED.
 Standard Coffees
 Roasted whole or ground. Packed in damp-proof bags and tins.
 Club House..... \$0 32 Ambrosia..... 0 25
 Nectar..... 0 30 Plantation..... 0 22
 Empress..... 0 28 Fancy Bourbon 0 20
 Duchess..... 0 26 Bourbon..... 0 18
 Crushed Java and Mocha whole..... 0 17
 Golden Rio..... 0 17 1/2
 Golden Rio..... 0 14

Package Coffees.
 Gold Medal, 1 and 2 lb. tins, whole or ground..... 0 30
 Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground..... 0 30
 German Dandelion, 1/4 and 1 lb. tins, ground..... 0 22
 English breakfast, 1 lb. tins, ground 0 18

WHITE SWAN SPICES AND CEREALS LTD.
 White Swan Blend.



Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.60
 Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4
 Presentation (with 3 tumblers) \$10 per doz.

Cheese—Imperial
 Large size jars, doz..... 8 25
 Medium size jars, per doz..... 4 50
 Small size jars, per doz..... 2 40
 Individual size jars per doz..... 1 00

Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 15 00

Requesfort—
 Large size, doz. 2 40
 Small size, doz. 1 40

Canada Cream Cheese—
 In carbons, each 1 dozen..... 0 90
 Large blocks, dozen..... 2 30
 Medium blocks, dozen..... 1 30

Cream



FUSSELL & CO., LTD.
 London, Eng.
 "Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.70
 "Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50

Coffee.



Ground or bean—
 W.S.P. R.P.
 1 and 1/2 0 25 0 30
 1 and 1/2 0 30 0 40
 1 and 1/2 0 35 0 50
 Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER
 Small, cases (en)..... 0 95 dozen
 Medium, cases dozen..... 1 80 " "
 Large, cases 1 dozen..... 2 75 " "
 Tumblers, cases 2 dozen..... 1 35 " "
 25-lb. pails..... 0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemin & Fils, Montreal.
 \$2, \$3, \$5, \$10, \$15 and \$20.
 All same price one size or assorted.

UN-NUMBERED

Under 100 books..... each 04
 100 books and over..... each 03 1/2
 500 books to 1000 books..... 05
 For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.



Flavoring Extracts

SHIRRIFF'S
 1 oz. (all flavors) doz. 1 00
 2 " " " " 1 75
 2 1/2 " " " " 2 00
 4 " " " " 3 00
 5 " " " " 3 75
 8 " " " " 5 50
 16 " " " " 10 00
 32 " " " " 18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine Per doz
 2 oz. bottles (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

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
 Agents, Rose & Lafamme, Montreal and Toronto.
 1-lb. glass jar, screw top, 4 doz., per doz. \$2 20

T. UPTON & CO.

Compound Fruit Jams—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per doz. 1 80
 5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb..... 0 07 1/2
 7 wood pails, 6 pails in crate, per lb..... 0 07 1/2
 30-lb. wood pails, per lb..... 0 07

Compound Fruit Jellies—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case, per lb..... 1 80
 7-lb. wood pails, 6 pails in crate, per lb. 0 07 1/2
 30-lb. wood pails..... 0 07

Soups

CHATEAU BRAND CONCENTRATED SOUPS

Vegetable	Mutton Broth	Chicken
Mulligatawny		
Ox Tail		Pea
Scotch Broth		Julienne
Mock Turtle		
Consomme	Vermicelli	Tomato

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

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

**A
Brilliant
Lasting
Polish**

--Quick--

There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.



USE NEW BRUNSWICK "KRAFT" WRAPPING PAPER

ASK YOUR WHOLESALER

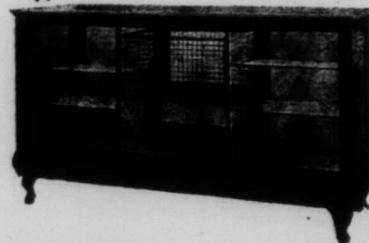
The New Brunswick Pulp and Paper Co., Ltd.

SALES OFFICE AND WAREHOUSE: 124 RICHMOND WEST TORONTO. Main 1093

Silent Salesman Refrigerator One of the Famous Arctic Line

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

Representatives in West: Ryan Bros., 147 Bannatyne Avenue
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QUICK
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TRY IT
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1.5 lbs tin—
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SOONER or LATER
 you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.
 And the public, so cute and discerning, says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. You want an article that sells.
 Order "SNAP" the hand-cleanser, from your jobber to-day.

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Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

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GIVES PERFECT LIGHT

The most economical high-grade oil
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 0 35
 0 42
 0 56

33.50
 33.35
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We have mince meat to just suit
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ST. CATHARINES, - ONTARIO

The First Step in the Distribution of Goods is to Get Them ON the Dealer's Shelves; the next

step is to get them OFF. To try to get
them OFF before you get them ON is
contrary to sound business principles.

Once the goods of a manufacturer have
secured a place on the dealer's shelves, the
more assistance that manufacturer can
render the dealer in getting them into the
homes of consumers, the greater will
be the ultimate results. The Canadian
retail dealer is a salesman capable of both
creating demand for worthy goods and
increasing the demand for staples. That's

why his interest in a particular article is a
valuable asset to the manufacturer of that
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It has been proven by many manufacturers
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out of which he makes **HARD CASH** and
the one on which he can rely.

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Would you like absolute proof of this?