

**PAGES
MISSING**

THIS IS THE 1,325th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, MAY 2, 1913

No. 18

Velvet

THE SMOOTHEST
TOBACCO.



The object of this advertisement, Mr. Grocer, is to remind you to enter a few extra pounds of the "smoothest" tobacco on your next order slip, so as to have the goods to meet the increasing demand for the popular red tin. Build up your trade with brands of an established reputation, and insure your profits.

"Velvet is packed
in 1/10 lb. tins. 3
lb. Cartons.

\$1.05 per lb.

Sold by all the Wholesale Trade

ENTERPRISE

Beef Shavers

More than a Slice a Second is the
"Enterprise" Way

The Enterprise beef slicer is made in two styles—No. 23 is the smoked beef shaver with self-sharpening device. The knife is suspended pendulum-like, and each stroke cuts a slice cleanly and quickly. It is regulated automatically to cut from tissue thickness to an eighth of an inch.

Enterprise Rotary Smoked Beef Shaver with Self-Sharpening Device achieves the very highest point in the manufacture of this type of machine. The feed is easily regulated and cannot shift while in use. Slices are absolutely uniform always, the machine being capable of cutting from tissue thickness to a quarter of an inch. The sliced beef falls into a drawer which holds about two pounds.

Either machine will give you entire satisfaction for years and will rapidly earn its cost in increased sales and labor saving. All parts are interchangeable.

They cut without waste.

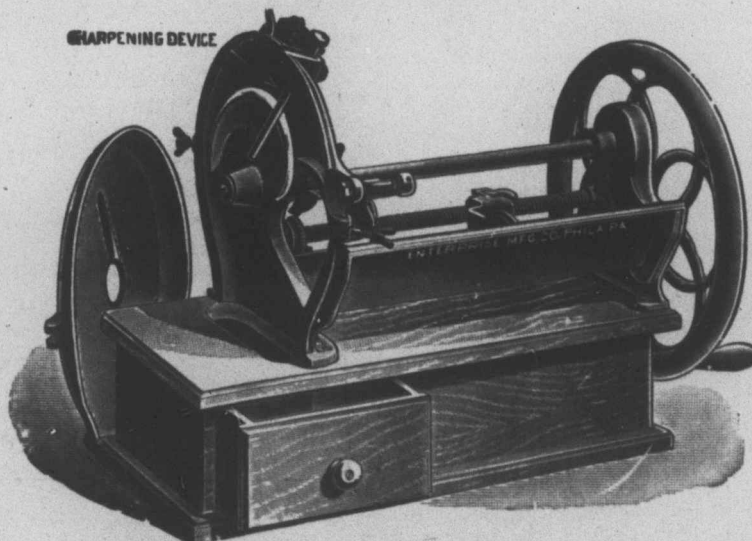
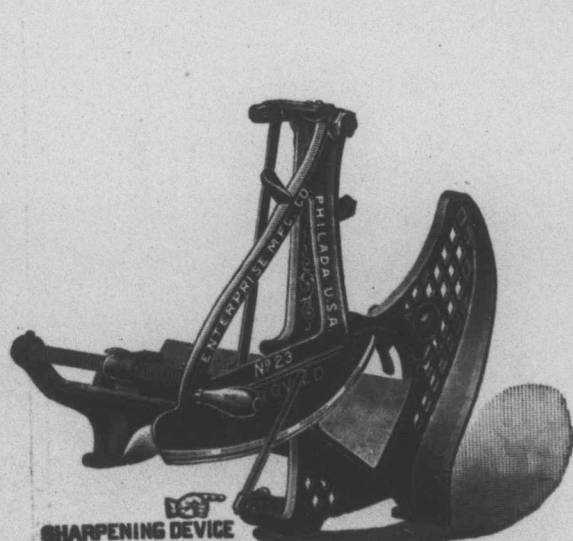
Write to-day for complete catalogue.

The **ENTERPRISE MFG. CO. of PA.**

Patented Hardware Specialties

29 Murray Street, New York
176 North Dearborn Street, Chicago
530 Golden Gate Avenue, San Francisco

Philadelphia, U.S.A.



THE CANADIAN GROCER

The Standard

The World Over

BRITISH MADE

FOR CANADIANS

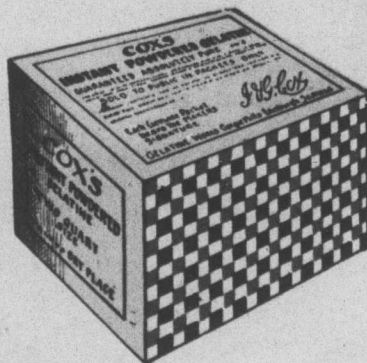
A Delicious Summer Dessert

COX'S INSTANT POWDERED GELATINE

And Fresh Ripe Fruits



FOR well nigh three quarters of a century COX'S GELATINE has been the standard the world over. It has been the summer and winter table delicacy since the days of our grand parents and has lightened the worries of many a tired housewife.



THE most delicious Jelly can be made in an instant without any labor or fuss. When this is added to fresh ripe fruits there is nothing so appetizing for a dessert in either hot or cold weather.

Suggest COX'S to your patrons.

For Sale Everywhere



A Table Delight for Old and Young

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



Chivers' Table Jellies

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

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

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LTD.

57 Water St.

VANCOUVER, B.C.

(British Columbia and Alberta)

FRANK L. BENEDICT & CO.

144 Craig St. West

MONTREAL

(Canada and Newfoundland)

**Eagle Brand
Condensed Milk**

(THE ORIGINAL SINCE 1857)



**St. Charles Brand
Evaporated Milk**

BORDEN'S MILK PRODUCTS

have held the pinnacle position for quality for over 57 years. They receive highest awards wherever exhibited. **Every dealer should handle Borden's.**

**Peerless Brand
Evaporated Milk**

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office No. 2 Arcade Bldg.,
Vancouver B.C.

**Jersey Brand
Evaporated Milk**



**REINDEER BRAND
CONDENSED COFFEE
CONDENSED MILK**

(Ready for use)

High Class Goods

There are some lines handled by a grocer which must be the highest grade obtainable.



Canned Lobsters

are a very important line of goods in this connection. You can't afford to handle any but the best.

Ice Castle Brand

is absolutely the highest grade on the market

Deliveries of 1913 Pack

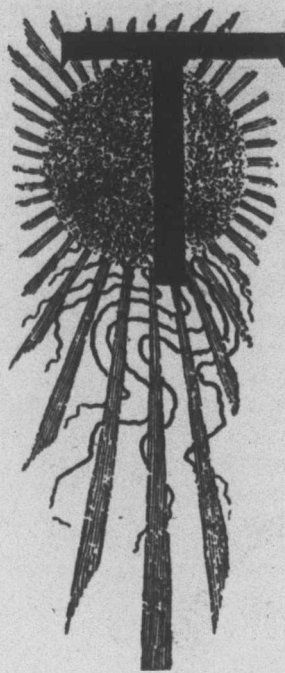
will be made to early purchasers next week.

Don't fail to get your order in if not already placed, as supply is very limited.

J. W. WINDSOR,



MONTREAL



TALK THAT IS PROFITABLE

Tell your customers about Simcoe Baked Beans Cheaper and Better.

Price and Quality is an absolutely convincing line of talk.

“SIMCOE” BAKED BEANS

are cooked in such a way that all of the nutriment is retained.

Pork and Sauces are added to give them piquancy.

Note the fine flavor of the Tomato Sauce in comparing with other Beans.

Dominion Cannery

LIMITED

Hamilton,

:::

:::

Canada



Conforms to the Government's Standard

SHIRRIFF'S True Vanilla conforms to the standard of the Dominion Government's New Pure Food Law which is now in effect. In fact, we are pleased to state that

Shirriff's True Vanilla



is stronger than the Government's standard for purity. It is absolutely pure, being the extract of the finest Mexican Vanilla Beans.

So far the Pure Food Law only fixes a standard for Vanilla and Lemon Extracts. But you can depend on all Shirriff's Extracts being high-class — well worthy of your strongest recommendation.

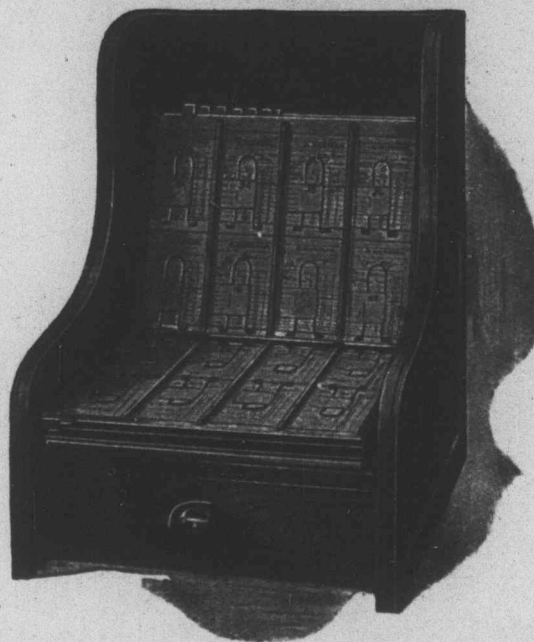
Look us your stock of Shirriff's Extracts. Perhaps some lines are getting low. And now that the Pure Food Law is in force, the demand for absolutely pure Vanilla and Lemon Extracts will be greater than ever.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Safe From Mistakes Safe From Fire



That's the way your accounts should be kept

A few of the advantages of using the Ullman Account Register are:

- First:— Your bookkeeping costs you nothing, and it is done correctly.
- Second:— Your accounts are safe from fire, that's important enough to think about.
- Third:— When you close your store at night you have the satisfaction of knowing that all your customers' accounts are posted up to the last cent. Write us to-day.

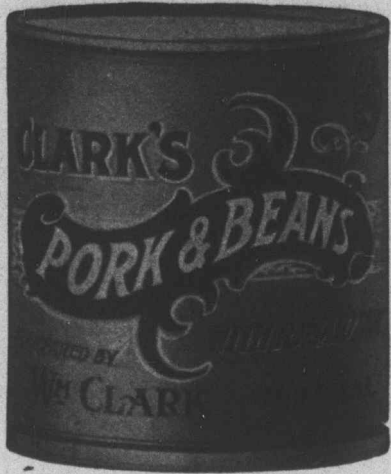


Live salesmen wanted in some localities.

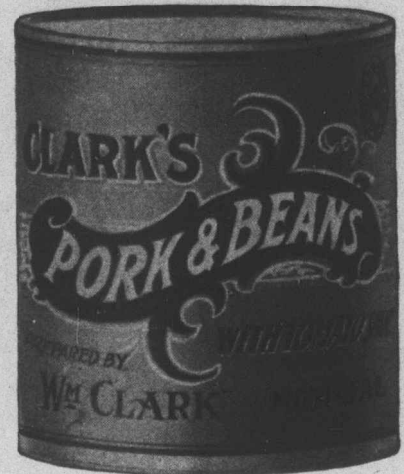
The Hamilton Ideal Mfg. Co., Ltd.

Hamilton, Ontario

Clark's Pork and Beans



ARE THE
BEANS
THAT HAVE
THE



REPUTATION

Not one of mushroom growth but one born of mature experience and retained throughout the years by the maintenance of a **QUALITY** which is both unrivalled and unsurpassed.

CLARK'S name is a synonym for **QUALITY**.

CLARK'S REPUTATION is of the kind which is lasting and ensures you a steady flow of business

CLARK'S ADVERTISING helps to increase your turnover, and **YOUR PROFIT** on Clark's products is an equitable one.

CLARK'S PORK and BEANS ARE SELLERS

W. CLARK, :-: MONTREAL



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

JAMES EPPS & CO., Ltd., LONDON, ENG.
25 East Front Street Toronto

IF YOU ARE A
CONNOISSEUR OF GOOD COFFEE
YOU KNOW

"KIT COFFEE IS THE BEST!"

THE "KIT"
PRICE IS RIGHT.
YOUR "KIT"
PROFIT IS RIGHT
SAMPLES FREE.

**F. E. ROBSON
& CO., TORONTO**

ALEX. TYTLER, Temple
Building, London, Ont.

W. H. LYNE USHER,
270 South St., Halifax,
N.S.



"KIT" WILL
PLEASE YOUR
CUSTOMERS. YOU
PLEASE THEM BY
SELLING THEM
"KIT."

**KIT COFFEE CO.
GOVAN, Glasgow**

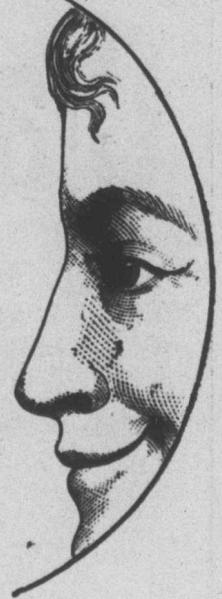
KIRKLAND & ROSE, 312
Water St., Vancouver,
B.C.

G. C. WARREN, Regina,
Sask.

COFFEE

"Perfectly simple to make
Simply perfect when made"

**CAN YOU
FACE YOUR
CUSTOMERS
WITH A
SMILE?**



You can if you have installed a McCaskey System. The McCaskey establishes a permanent and pleasant trade relation between the dealer and customer. It gently draws in the payments at the proper time, and checks over-running the credit privileges.

THE McCASKEY ACCOUNT SYSTEM

avoids disputes, mistakes and losses. Saves labor and worry. Everything is totalled to the minute in one writing at time of purchase. No night work posting books, making out accounts, etc., etc. Send for our Booklet, "Bookkeeping Without Books." It is interesting. Absolutely free.

Manufacturers of "Surety" Carbon Back Counter Check Books.

THE DOMINION REGISTER CO.

LIMITED

TORONTO ONTARIO

Trafford Park, Manchester, Eng.

The Largest Manufacturers of Carbon Coated Salesbooks in the World.



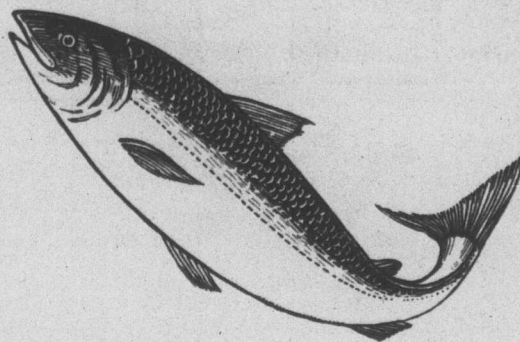
Showing Electric Recorder and Cash Till

British Columbia
COHOE
SALMON

"SWEET PEA" BRAND



The Kind
Your Customers
Come Back For.



Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B. C.



**DIAMOND
CLEANSER**

**ABSOLUTELY ODORLESS
HARMLESS TO THE HANDS**

Every good housewife in Canada will soon know and appreciate this superior cleaning powder. It is being extensively advertised. It is the best and most efficient for cleaning and scouring sinks, baths, tiles, cutlery, kitchen utensils, etc., etc.

DIAMOND WASHING POWDER

a superior dirt loosener for washing fine laces, fabrics, clothes of all kinds, dish washing, etc.
Satisfaction guaranteed.
Ask your wholesaler for them.

Diamond Cleanser Mfg. Co.

TORONTO LIMITED ONTARIO

Your customers are buying H.P.—SOMEWHERE

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H. P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business. Try a bottle on your own table and you will see why it's selling so freely.

W. G. Patrick & Co., Limited, Toronto,
 Montreal, etc.
 R. B. Seaton & Co., Halifax, N.S.
 The Midland Vinegar Co., Ltd.,
 Birmingham Eng.



N. C. BRAND CATSUP

Is Pure Sales Sure Profits Good

Jams Jellies Maple Syrup Mince Meat

Gold Lined Tins Embossed Labels

NATIONAL CANNERS, LIMITED

Hamilton, Ontario

CANADIAN MACARONI

Success follows the efforts of the grocer who stocks goods that meet the basic requirements of modern merchandising, viz: AN ABSOLUTE, UNVARYING STANDARD OF HIGHEST QUALITY.

Your past experience will tell you that lines possessing that requirement will make successful stores. You cannot buy any better Macaroni or Vermicelli than that packed under

Hirondelle Brand

(SWALLOW BRAND)

Macaroni and Vermicelli

Quality never varies. Your trade always is satisfied. Hirondelle Brand will increase and build you a profitable trade as it has done with other merchants everywhere.

C. H. Catelli Co., Limited
 MONTREAL, QUE.

BRITISH and FOREIGN

**JAM & MARMALADE
 PULPS**

CITRONS, LEMONS AND
 BITTER ORANGES
 FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS
 LEMON, ORANGE,
 BERGAMOT

F. C. GOODING & CO.

FRUIT PACKERS AND SHIPPERS

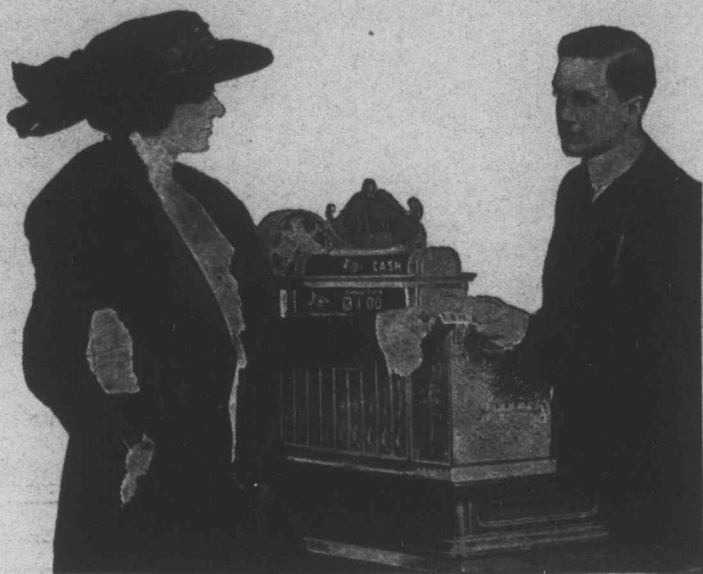
36 Eastcheap, LONDON, England

[CABLES "GOODINGITE LONDON," ALL CODES.]

Represented in TORONTO by W. B. STRINGER

The Grocer Gets His Money

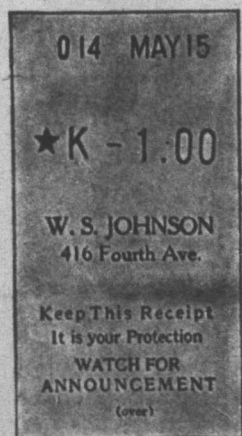
When the Customer Gets a Receipt



The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the grocer and the clerk.

The customer's printed receipt, the clerk's receipt on the sales-strip, and the grocer's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt



This receipt, which goes to the customer, is printed by the register.

The Grocer's Receipt

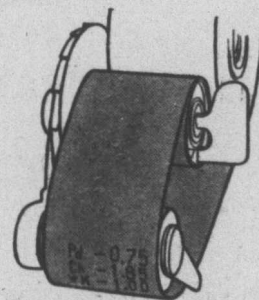


These are the adding wheels which must show the same record as the receipt. They are the grocer's receipt for a correct unchangeable record.

National Cash Registers range in price from \$30 to \$900.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.



Walker Bin & Store Fixture Co.,

LIMITED



Berlin,

Ontario

REPRESENTATIVES,

Manitoba: Watson & Truedale, Winnipeg, Man.
 Sask. and Alta.: J. H. Smith, Box 605 Regina, Sask.
 Vancouver: Western Plate Glass Co., 318 Water Street.
 Montreal: W. S. Silcock, 33 St. Nicholas Street.
 Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.S.



TWO CENTS PER WORD

with a Want Ad. in this paper.

You can talk across the continent for two cents per word



**Housecleaning Season
is at hand**

and with it comes the demand for Whitewash Brushes, in fact Brushes of almost all kinds. See that your stock of Keystone Brand Brushes is complete. They are the most reliable in the market.

Manufactured by

Stevens-Hepner Company

Limited

PORT ELGIN,

Ontario

By Royal



Letters Patent

**NELSON'S
Crystal
Leaf
GELATINE**

Unrivalled in the kitchen,
can be obtained from

**W. G. PATRICK & CO.
LIMITED**

St. Paul St.,

Montreal.

York St.,

Toronto.

CHARLES BOND Limited

Manufacturers of Fine Chocolates

BRISTOL,
England.

LONDON,
England.

MELBOURNE,
Australia.

CARSONS LTD.

Manufacturers of Highest Grade Chocolates, Pastelles
and Cachous

GLASGOW,
Scotland.

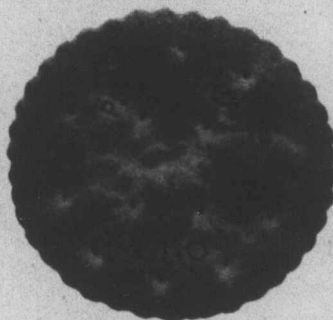
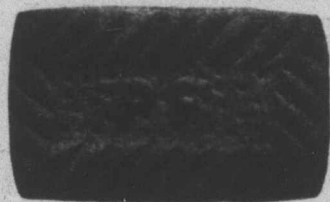
SHORTWOOD,
(Gloucester) England.

LONDON,
England.

MELBOURNE,
Australia

Mr. J. P. Wright is in Canada and will advise our friends
before calling.

THREE VERY POPULAR BISCUITS



P.F. SHORTCAKE

Delicious shortbread biscuits.

About 32 to pound.

About 325,000,000 sold first year.

GOLDEN PUFF

Very light and flaky.

About 42 to pound.

PAT-A-CAKE (reg'd)

Dainty shortbread squares.

About 60 to pound.

Over 425,000,000 sold in one year.

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.

Winnipeg—Ruttan & Chipman, Fort Garry Court, Winnipeg.

Toronto—The Harry Horne Co., 309 and 311 King St. West, Toronto.

Montreal—C. Fairall Fisher, 22 St. John Street, Montreal.

[New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers

LONDON - ENGLAND

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

If wanting car
**Corn, Peas or
Evaporated Apples**
write us
W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

Write
NORMAN D. McPHIE
Grocery Broker
HAMILTON, ONT.

For Bargains in Split Peas, Pearl Barley, Canadian and imported small White and Lima Beans of all grades on the spot.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

**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.

**CONVENIENT, MODERN,
WAREHOUSING**
at Ottawa, tracks at the door, connection
with steamers. Fireproof. Excise
Bond Free. Write for low rates.
DOMINION WAREHOUSING CO.,
46-52 Nicholas Street - - Ottawa

WESTERN PROVINCES.

ORR & McLAIN
Importers, Buyers
and
Manufacturers' Agents
Domestic and Foreign Agencies Solicited.
507 Confederation Life Building, Winnipeg

**H. P. PENNOCK & CO.,
LTD.**
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG
We solicit accounts of large and progressive manufacturer's wanting live representatives.

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

G. C. WARREN
Box 1096, Regina
**IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT:**
'Trade Established. 15 Years
Domestic & Foreign Agencies Solicited

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

CARDELL, NUTTING & FREE, Ltd.
Formerly
The Western Brokerage & Manufacturers' Distributing Co.
Commission Brokers, Customs Brokers and Manufacturers' Agents. Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Ave. West-Calgary, Alta.

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candles
We are still open for a few good Agencies

Woollard & Starratt, Limited
Manufacturers' Agents, Wholesale
Brokers and Importers
Room 200, Bruner Block, First Street
West, CALGARY, ALBERTA.
Domestic and Foreign Agencies Solicited

WESTERN PROVINCES—Continued.

Regina Office—1861 Scarth Street—Phone 2022
Calgary Office—222 North Avenue—Phone M. 6276
Edmonton Office—656 Third Street—Phone 6858
W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181 Bannatyne Ave., Winnipeg
We Carry Stock
PHONE US MAIN 6433
"We Have It" " 6434
AFTER 6 P.M. GARRY 2163
Canadian Chiclo Co.
Spearmint Gum and Corn Cracker
Pop Corn.

JOHN J. GILMOR & CO.
Wholesale Manufacturers' Agents and Commission Brokers
WINNIPEG, MAN.
Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers'
Agent
Canadian, British and Foreign Agencies
Solicited.
290 Chambers of Commerce.
P.O. Box 1812.

The J. J. TOMLINSON CO.
WINNIPEG
Wholesale Grocery Brokers.
Office and Truck Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic
and foreign lines.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

Manufacturers' Agents and Brokers' Directory

(Continued.)

Western Provinces—Continued.

SIMPSON PRODUCE CO.
Winnipeg WHOLESALE Man.
Produce and Provision Merchants
Bakers' and Grocers' Specialties
Open For One or Two Good Lines
Trackage, Warehouse, Splendid Storage

LEADLAY LIMITED
332 Bannatyne Ave., Winnipeg
Grocery Brokers and Importers
Facilities for Stocking.
Ready to handle Foreign and
Domestic Lines.

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale
Commission Agents
589-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class
Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office Vancouver, B.C.
Reference: The Bank of Montreal.

**Have You Had
Your Sample?**

There is a package of that
highly popular

**WHITE DOVE
COCOANUT**



Awaiting your enquiry.
Free for the asking.
We want all to know that we
are the leaders. Very few
don't.

Do It Now.

W. P. Downey
MONTREAL

**SHIP YOUR CARS TO
FERGUSON'S SIDING**

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.E., inter-switching with O.P.R. and Midland
Railway. Cars distributed carefully.
FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.
We have records in our vaults covering ten years' satisfactory service.

C. E. DISHER & CO.
WHOLESALE GROCERY BROKERS AND
COMMISSION AGENTS
CANNED AND DRIED FRUITS,
BEANS, SALMON
Victoria VANCOUVER, B.C. Calgary

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

NEWFOUNDLAND.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments
stored and distributed. Can give special attention to
a few good agencies.
857 Beatty Street Vancouver B. C.

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


**The CHAMBERLAIN-DOWNEY
Company, Limited.**
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign
Lines.
TRUCKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

FIREPROOF WAREHOUSE
We solicit your business for Storage
and as Forwarding Agents.
The FIREPROOF WAREHOUSING
CO., LTD., London, Canada.

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

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves.
So effective are they in all cases
of headaches that when once
tried they are immediately re-
commended. Every merchant can
with perfect safety recommend
Mathieu's Nervine Powders as a
perfectly safe and harmless reme-
dy in all cases of headaches. Any
merchant may try Mathieu's Ner-
vine Powders at our expense, as
per coupon attached. *Mathieu's*
is a specific in all forms of colds.

Syrup of Tar and Cod Liver Oil

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.....

BEANS AND PEAS

White Haricot Beans	Rice
White Pea Beans	Lentils
Rangoon Beans	Pearl Barley
Large White Peas	Pot Barley
Split Peas	Pea Flour
New Zealand Butter	Potato Flour
Honey	

We hold large and carefully selected stocks of the above, and can offer the very highest qualities at moderate prices, delivered to any points in Canada. We solicit trial orders.

ROTHON & CO.

23, St. Mary Axe, London, E.C. (England)

Cables: "CHYLE, LONDON."

(A.B.C. Code, 5th Edition used.)

RED RIDING HOOD BRAND



Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.

Toronto—Lind Brokerage Co., 47 Wellington St. E. Ottawa—E. M. Lerner & Sons, 11 York Street.

British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

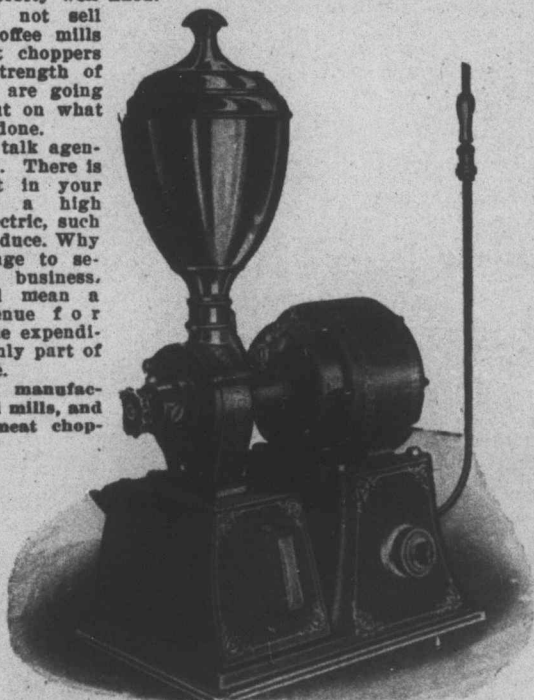
THE MARKET

Value of Promises is fluctuating—but the value of performances is pretty well fixed.

We do not sell electric coffee mills and meat choppers on the strength of what we are going to do, but on what we have done.

Let us talk agency to you. There is a market in your city for a high grade Electric, such as we produce. Why not arrange to secure this business. It would mean a nice revenue for you at the expenditure of only part of your time.

We also manufacture hand mills, and electric meat choppers.



Coles Manufacturing Co., 1615 North 23rd St., Phila., Pa.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

THE MARK OF OLIVE QUALITY

Club House Brand

the finest, smooth skinned Spanish olives obtainable from the best localities. They are scientifically processed under the strictest supervision, using great care, skill and cleanliness and "brine" made of water from our own pure Artesian well.

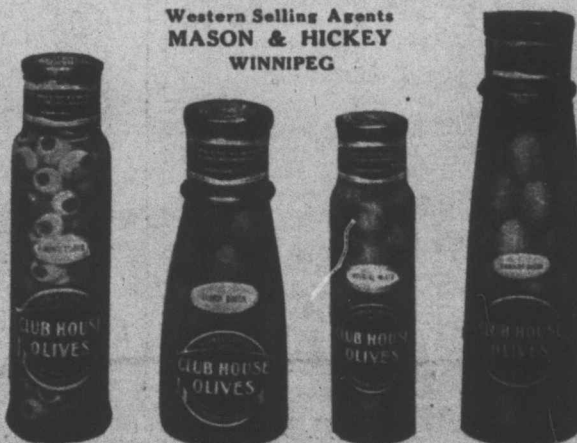
Back of every bottle is our guarantee of quality, assured sales with a good margin of profit.

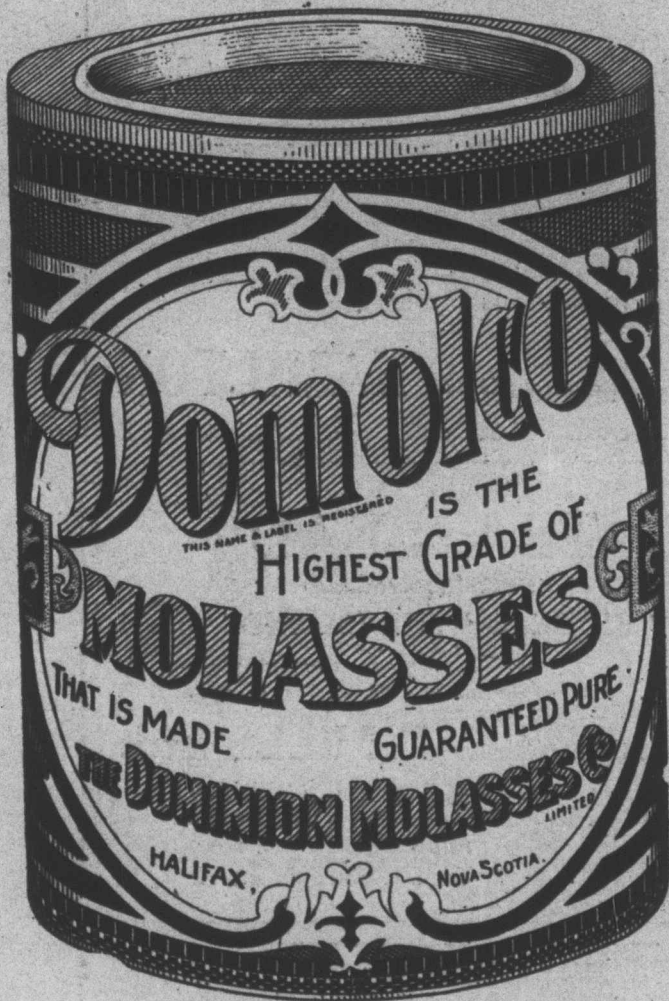
Handle "Club House" Brand Olives. Send your orders to-day.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG





Note the
registered
label

OFFERED TO YOUR PATRONS

as the most superior Molasses for table use to any other on the Canadian market.

We know this to be a strong statement, but the proof will be found in every tin.

Almost every family on your list of customers uses Molasses to some extent and the majority of them will come to your store regularly for their supply when once you get them started using

DOMOLCO

Put up in sanitary lever top tins in cases as appended:

- No. 2's—2 dozen to the case.
- No. 3's—2 dozen to the case.
- No. 5's—1 dozen to the case.
- No. 10's— $\frac{1}{2}$ dozen to the case.
- No. 20's— $\frac{1}{4}$ dozen to the case.

THE

Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Sartan
BRAND
THE SIGN OF PURITY

"Canned Goods"

have stood the test for years. Book your order now for new pack at 2½c. per dozen below Cannery's opening prices. 100% delivery guaranteed.

'Phone Numbers—462 Long Distance. Free to Buyers: 3595, 3596, 3597
3598 Order 'Phones. 748 Shipping Office.

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON



THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM ¼ TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. MCGREGOR
Patente and Manufacturer
411 Spadina Ave., Toronto

TEA LEAD

(Best Incorrodible)

Buy **"PRIDE OF THE ISLAND"** Brand
as extensively used for years past by most
of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. **LIMEHOUSE**
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: **HUGH LAMBE & CO., TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

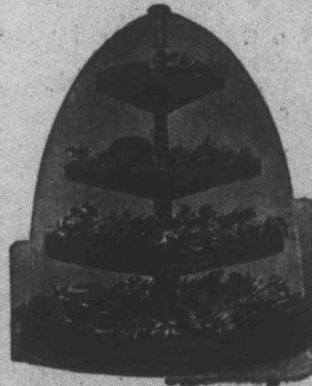
D. & J. McCallum
Perfection Scotch
Whiskey

One of the most widely advertised Scotch Whiskies of the day. McCallum's Perfection Scotch is distinctive in flavor, and is noted for its mellowness of age. It does not have that "smoky" taste of most Scotch whiskies.

Stock McCallum's Perfection
WM. E. McINTYRE, LIMITED

23 WATER STREET ST. JOHN, N.B.
General Agent

THE WILLIS DISPLAY STAND



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

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

Write to-day for complete description.

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

WILLIS MFG. CO.
GALESBURG, ILL.

Wholesalers or Jobbers: write for agency proposition.

For
"Green Mountains" "Delawares"
or other varieties of

POTATOES
FOR SEED OR TABLE USE

Bags or bulk in cars Write or Wire

CLEMENTS COMPANY, Limited

ST. JOHN N. B.

RICE'S SALT

**THE TABLE SALT ABOVE
THE AVERAGE**

Give your customers the best salt—Rice's, and you will coin their trade for other profitable goods. Rice's salt is the finest quality—Table and Dairy Salt produced. Purity is the key note.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd.

CLINTON & GODERICH, ONTARIO

THE CANADIAN GROCER

St. Lawrence Sugars

GRANULATED LUMP SUGAR and YELLOWS
PURE CANE SUGARS

AGENTS

The Handcleaner Business

in your district is yours if you simply take over the

GILMOUR YELLOW TIN

and push it.

It is decidedly better, selling at ten cents—a popular price.

We pay freight to all points East of Port Arthur on shipments of two gross and over.

Allow regular discounts all the same on latter shipments.

Write Immediately for Territory.

THE GILMOUR CO.

604 Papineau Avenue, MONTREAL



INCREASE YOUR SALES PROFIT AND PRESTIGE

Sell the fly destroyer that does the work.

Flyzac Flycatcher

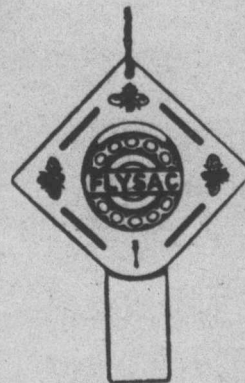
Hermetically sealed. No leakage. Covered evenly with gum.

HODGSON SUMNER CO.

LIMITED

MONTREAL

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



Sanitary Sectional Jar Cases

CREATE a demand for profitable bulk goods. You know just as well as we do that your customers are anxious to buy olives, pickles, brine and vinegar goods of all kinds; fish, etc., in bulk because it's cheaper. Here's a case that solves your problem of displaying these goods attractively, effectively and sanitary. This case will sell goods for you because it is doing it for others.

The Jar pulls out, the Lid remains stationary.

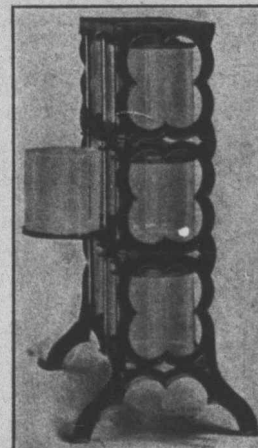
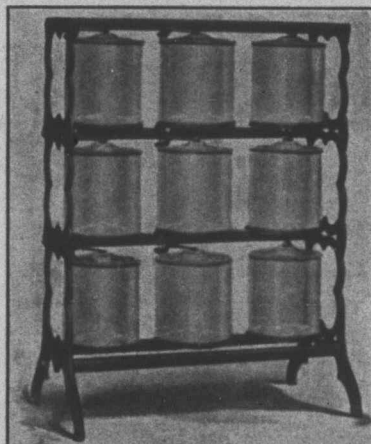
Capacity of Jars, 2 Gallons Each

Catalog of complete line free.

Koren Manufacturing Company

402-4 Windsor Ave., N. E.

CLEVELAND, OHIO

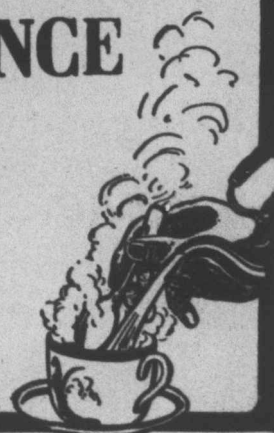


SYMINGTON'S COFFEE ESSENCE

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

Thos. Symington & Co., Edinburgh and London

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



JAPAN TEAS

FURUYA & NISHIMURA

By Royal Warrants of Appointment to
HIS MAJESTY KING GEORGE V.
HIS MAJESTY THE KING OF SPAIN
HER ROYAL HIGHNESS THE CROWN
PRINCESS OF SWEDEN
and for 22 years
TO HER LATE MAJESTY QUEEN VICTORIA.

CAIRNS'

MARMALADE

CAIRNS'

Orange Marmalade

Made from best Seville oranges and pure sugar. Marmalade is the breakfast delicacy of the masses. Cairns' never disappoints dealer or customer.

ALEXANDER CAIRNS & SONS
PAISLEY, SCOTLAND

Canadian Agents:
SNOWDON & EBBITT, Montreal
McLEOD & CLARKSON, Vancouver

CANNED SALMON Rebuilding Sale

"Argo" Brand

A Good Red Flaky Fish

\$2.10 per doz.

As we will be moving into our new warehouse, which is now being constructed, we have decided to give our friends the benefit in price which we would have to pay for removal of stock. Many of our friends, as well as those with whom we have not had the pleasure of doing business with before, are availing themselves of this opportunity to get their present as well as their early summer supplies NOW AT THESE REDUCED PRICES. Get in touch with our travelers or write us direct what line you are interested in specially at present. We are sure to have something for you. We have a good assortment of Sockeye, Cohoe and Pink Salmon, both in 1/2s and 1s. Get our prices. We can recommend "ARGO" Brand. It is a seller. Try a 5 case lot to-day.

FENWICK, HENDRY & CO.

Manufacturing Wholesale Grocers

KINGSTON ONTARIO

We are prompt shippers. All orders shipped same day as received.

PACKARD'S SHOE POLISHES

IN ALL COLORS. 10c, 15c & 25c sizes.

The most popular 10c. lines are

FRENCH GLYCERINE a self-polishing liquid.

BLACK "O" a combination of the liquid and paste.

50 OTHER LINES



Write your dealer for illustrated price list.

L. H. PACKARD & CO., Limited, MONTREAL
JOHN J. GILMOUR & CO., Winnipeg, Western Agents for the Grocery Trade.



What is there about RED ROSE TEA that keeps old friends and wins so many new?

The genuine goodness of the tea maintained year after year.



**CONSTANT DEMAND
FREQUENT REPEATS**

BOVRIL

"All that is good in beef."



Always keeps moving. Its body-building, health-giving properties are so well known that

EVERYONE NEEDS BOVRIL

Supply the Demand.

BOVRIL LIMITED

MONTREAL

MR. MERCHANT.

HAVE YOU EVER STOPPED TO CONSIDER THAT *QUALITY* IN FOODS IS REMEMBERED AFTER PRICE IS FORGOTTEN?

If you have, you will understand why we put the purest and best materials into every one of

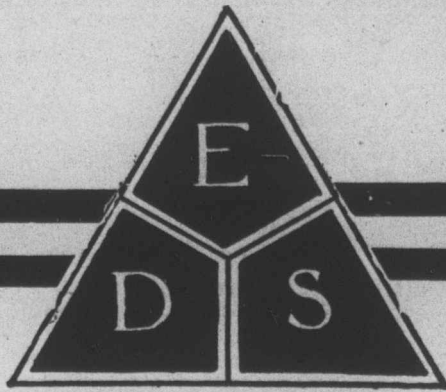
HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

regardless of price, and combine with it absolute cleanliness of preparation in our model, sanitary kitchens.

We are co-operating with you, Mr. Merchant, in holding the confidence of your customers, and thus assuring the permanency of their trade — for you and for us.

H. J. Heinz Company



PRESERVED FRUITS

have the distinction of passing government inspection with the stamp of "**GENUINE**," thus eliminating all doubt in the minds of your customers as to their purity and stability of quality. Our extensive advertising creates sales. Get your share by stocking E. D. S. Brand Jams, Jellies, Marmalades, Catsups, Pork and Beans, etc.

Made only by

E. D. SMITH & SON
LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL,
Toronto; W. H. DUNN, Montreal;
MASON & HICKEY, Winnipeg;
R. B. COLWELL, Halifax, N.S.;
J. GIBBS, Hamilton.



You'll make better
profits on
"NUT-LARD"

(Reg'd)

than on the lines
that it substitutes

This is a delicious substitute for pork lard, oils, butter or any kind of grease used for cooking or baking purposes. You know that the profit on some of these lines is particularly small, and very often the sale of butter is unsatisfactory to yourself and expensive for the housewife, biscuit and confectionery makers.

"Nut-Lard" is a delicate vegetable product (100 p.c. pure fat) taken from the cocoanut. It is cheap and works more satisfactorily than any other lard, butter or oil, as well as being more digestible.

The profits are good. The saving to your patrons is large. Write to-day for prices.

Manufactured by

ROCCA, TASSY & DeROUX
MARSEILLES, FRANCE

Dominion Agent

J. Russell Murray
MONTREAL

Do You Do a Credit Business?—then

you are probably sadly aware of the fact that the bane of the credit business is collections.

You probably have a large amount of money in outstanding accounts that you would be very glad to collect. If we said we could prove that the Barr Register system could collect this money for you, would you give us the chance to prove it?

Would it be worth your while to have proved to your utmost satisfaction that there really was something that could reduce your outstanding accounts to a minimum? Then use the coupon below.

The Barr-Register system has proved that it is a remarkable collector.

Then, too, it does away entirely with the out-of-date, clumsy, bothersome sending out of monthly statements. Your customer gets a statement of the account to date every time he or she makes a purchase. There is no chance of running up a bill beyond their financial ability to pay, without their knowledge.

You, too, have in the Barr Register system, a method of placing a limit on the amount of credit to be given each customer, and the register tells you automatically just when that limit is reached. You don't have to figure it up on the books.

The Barr Register not only makes your collections easier, but it saves you money in other ways. It saves you money in bookkeeping, for it enables you to do all your bookkeeping at one writing and keep your accounts constantly posted right up to date.

No, there is no other credit register system just like the Barr on the market. One glance at the machine itself will tell you that it has no equal, nor any near equal. We can prove this along with many other things that will be of interest to you, if you wish to save money and increase your profits.

So use the coupon now. Not a little later on, nor tomorrow, because then you would forget it. Take the pencil out of your pocket, and use the coupon **NOW**.

Barr Registers, Ltd.
TRENTON, ONT.



“Get Your
Money In”



Barr Registers, Limited
Trenton, Ont.

(Can. Groc.)

We would be very glad to have you prove to us that the Barr Register can save money in our store.

Name

Street and Number

City..... Province.....

Personal Chat With You About Ourselves

Not long ago when one of our representatives was in Hamilton, Ont., a retailer showed him a file of Canadian Grocers which he was keeping for future reference. "You see," he said, "I frequently notice articles on reading the paper each week that I have occasion to refer to again and with the file in the office I have no difficulty in turning to what I want." This merchant finds this file a handy reference. Occasionally, at the time of reading the paper on Friday of each week there are certain items and suggestions glanced at which just then do not always require close attention. Later on, he often wishes to re-read or adopt some of them, and with the file always at hand he is in a position to do so. This is but one case of many our representatives have come across recently and we would suggest that it become more general. By punching a couple of holes about five inches apart through the edge with the wire stitch and drawing a stout cord through—this to be done, of course, each week with each issue—a compact file will be had where none of the copies can be lost. It requires only the work of a minute once a week. When the file begins to get weighty, as it will with six months' issues, a new one can be started.

A WORD TO THE CLERKS.

Every clerk is invited to express his opinions in our Clerks' Page. We want to make this a page of practical suggestions of benefit to the young men behind the counter and the more frequently the clerks write "The Cub Reporter" the better. If there is any question taken up in any issue that is not made clear; if you want to know how some particular article is produced or manufactured; or if you have good illustrations of how salesmanship has made extra sales in your store, don't hesitate to write—the more the merrier. Frequently clerks run across new "stunts" for increasing sales of a particular line. It may be a new display method; a happily worded show-card; a conversation or a catchy newspaper advertisement. Whatever it may be, send it along.

THE GROCER'S MARKET QUOTATIONS.

Every month the Department of Labor at Ottawa issues a report on wholesale prices in Canada, and once a year publishes a large book with the ups and downs in prices of the past twelvemonth. The idea is to show the trend of the cost of living. Recently a report for the year 1912 was submitted to the Minister of Labor by R. H. Coats, editor of the Labor Gazette, containing 255 pages. To get the information used in compiling the tables and statistics many different mediums had to be used. It is, however, interesting to note that so far as foodstuffs are concerned,

the majority of the prices were secured from The Canadian Grocer. For years the Government have come to us for wholesale quotations on groceries. Our markets are carefully secured and corrected every week, and the Government as well as the trade have long since realized them to be the most authoritative in the country. They can be relied on as being the standard quotations existing from week to week. Not a week passes but some retailer in some portion of Canada tells our representatives or writes direct about money he has made or saved from watching carefully The Grocer's markets. So far as markets alone are concerned, this paper has, therefore, become a gilt-edged investment for many dealers.

WHAT READERS SAY.

Editor Canadian Grocer.—I have been in touch with The Canadian Grocer for 16 years and it is most valuable to me. I long for Monday night to come to get it.

Yours for success,
Yarmouth, N.S. W. P. CROSBY.

BRINGS VALUABLE INFORMATION.

The Canadian Grocer:—

Gentlemen:—We have much pleasure in enclosing our annual subscription to The Grocer. We find it a very useful and welcome store assistant, as it brings us lots of useful and valuable information.

Wishing you every success, we are,
Prescott, Ont. McDERMOTT & McCARTHY.

A GOOD INVESTMENT.

Canadian Grocer:—

Gentlemen:—Please find enclosed Two Dollars for renewal of my subscription to your paper, The Grocer.

I consider the money for your paper to be a good investment for any person engaged in the grocery business.

With best wishes for its success, I remain,
Kleinburg, Ont. O. F. ALBRIGHT.

READER FOR QUARTER CENTURY.

Canadian Grocer:—

Dear Sirs:—Inasmuch as I have given up business, do not send The Canadian Grocer any longer; my subscription expired with the present number.

While it will seem like losing an old friend, having taken it for 25 years, I do not now require the kindly advice, and inestimable information which it had always conveyed.

Wishing you every success, I remain,
Bridgeburg, Ont. A. B. HURRELL.

WOULD NOT DO WITHOUT IT.

The Canadian Grocer:—I have been a reader of your valuable paper for three years and would not do without it for anything.

Calgary, Alta. J. L. BYERS.



A NEW RECORD



The sales of "SALADA" last week at all Branches surpassed those of any other week so far, amounting to

181,497 pounds.

The increase alone over the corresponding week of last year was equal to the total trade in the same week four years ago. This is the result of serving the public with fine Tea, and there is no other country in which the public can procure Tea of "SALADA" Quality at the prices "SALADA" is sold at in Canada.

LONDON, ENG. BUFFALO NEW YORK TORONTO MONTREAL BOSTON CHICAGO DETROIT
 41 Eastcheap 11 Terrace 108 W. Broadway 32 Yonge St. St. Paul St. 34-35 S. Market St. 361 N. River St. Shelby Block
 Branches also in Pittsburg and Philadelphia.

ROYAL SALAD DRESSING



belongs to all Seasons, but just now, look up your stock and be ready for the specially big demand of Spring and Summer.

The Horton-Cato Mfg., Company

WINDSOR . ONTARIO

SOCLEAN

Dustless Sweeping Compound



**Pays Dealers
A Big Profit**

Extra Large Pail, 25c.



A trial is all that is required to make housewives steady buyers of "Soclean."

They are quick to realize the advantage of using it because it prevents dust from rising, kills moths, disinfects the home and makes rugs and floors bright and clean.

Extra large PAIL sells at 25c.

Sold in barrels for use in buildings.

We supply dealers of Soclean with transparent signs, cards and counter booklets.

SOCLEAN LIMITED, Toronto

The originators of the Dustless Sweeping Compound in Canada.

Agents for Western Canada—J. J. GILMOR & CO., Winnipeg. Agents for Montreal, SUCKLING & CO. Agents for Ottawa—W. R. BARNARD & CO.



**One Quality
Always and
That the Best**

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

**COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS**

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Ltd.

Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street



ARTISTIC COLOR POSTER
Creating Consumer Demand

The Canada Starch Co., LIMITED
Manufacturers of Edwardsburg Brands
CARDINAL, BRANTFORD

Retail Merchants in Annual Convention

President's Address Touches Upon Many Items That Are Being Discussed—Bulk Sales Act, Working Men's Compensation Bill, Business Tax and Other Resolutions on the Slate—Do Co-operative Society Promoters Print Misleading Statements in Prospectuses?

Staff Correspondence.

Toronto, May 1.—President A. Welsh, of Berlin, Ont., opened the fourteenth annual convention of the Retail Merchants of Canada, Ontario Board, on Tuesday morning with a fair representation of members from various parts of the province.

Past president, Ald. B. W. Ziemann, Preston, Ont., gave the first address at the convention.

He expressed his pleasure at being present again at the annual meeting of the R.M.A. and was glad to see the trade well represented. "Organization," said Mr. Ziemann, "was the keynote of everything. Organization was taking place at a great rate in various ways." This was true so far as almost every line of endeavor was concerned.

"We have met in convention to-day," he added, "to push the claims of the Retail Merchants' Association. Western Merchants are getting together and many associations there are affiliating with us. I trust our gathering here will be profitable and pleasant." The speaker pointed out how good returns must necessarily be secured if good seed is sown and urged that such be the case with regard to the present convention.

The secretary announced that thirteen resolutions had been submitted for discussion in the afternoon, and after giving a synopsis of them, the President requested any others with resolutions to hand them in.

Welcome From Toronto Branch.

To open the Tuesday afternoon session, J. C. VanCamp, president of Toronto Branch, welcomed the delegates to the city. "Very effectual work," said Mr. VanCamp, "is being done throughout the province by the organizers. Retailers are realizing that without an association of this character they cannot right their grievances. Legislation is apt to be passed at any time at Ottawa and Toronto unless a very careful watch is kept on the legislators. We believe that more effectual work can be accomplished by a united body of men such as our association, than from any single line association, although doing good work, can possibly do."

J. C. Higgins a Toronto grocer, added words of welcome. "As a retail merchant I have been interested in the R.M.A. for a good many years. I believe our plan of one general association is the best for organization work. I have nothing to say against the men engaged in

one-line association work, but I do not think any one-line association can do the work that has been accomplished by this organization. There is work yet to be done; a future to be faced, problems to be solved, and if so, we must get together the best elements of the retail trade and aim to do the work and solve these problems as men.

"I have been more than pleased with the standard and character of the men I have met in past years at our various conferences. Our motto is "make it easier to do right and harder to do wrong." Some men count success no matter how it is obtained, but many who have made pecuniary successes have made utter failure of life. We should not bring discredit to our name. The seed is planted and we can look with every prospect for a splendid harvest."

Mr. Higgins maintained that the problems of the grocer are much similar to those of the butcher, baker or restaurant keeper and that a merchants' association was the best medium in which to study these problems. "A man should be a merchant first and a grocer afterwards," he added.

In response to the welcome extended by the Toronto merchants, B. W. Ziemann, of Preston, replied: The speaker considered that retail merchants should not have anything to do with party politics. "Remain independent," he said, "and we will have both sides of politics catering zealously for our support; and that is what we want."

THE PRESIDENT'S ADDRESS.

A. Wesloh, the president, delivered his address in part as follows:—

"With the uniting together of the various other interests, for their own protection—such as—Labour Organizations; Manufacturers' and Wholesalers' Organizations; Farmers' Associations; etc.—comes the danger of unfair encroachments on the territory of the Retailer; not with any wrongful intention, but through ignorance of our conditions, and these conditions are only known to ourselves. This being the case, it behooves us to still further strengthen our forces and increase our numbers, and there can be no good reason whatever, to my mind, why every Retail Merchant in Canada should not regard Membership in our Association, for the protection of his business, in the same manner as he regards his life, or his fire insurance.

"Our chief aim is to protect, in every manner, the interests of the Retail Class; and this can only be done by having ready—when it is wanted—an Organization that can act immediately, and one that is strongly equipped for any and all emergencies. To wait until the enemy arrives, before we think of building our Forts, or securing our ammunition, would be regarded as the height of folly, and yet, without our Organization, with its Officers and its equipment, we would be in exactly that position; or, in other words, the best way to secure peace, is to be properly equipped for war. Our position in this direction could not, perhaps, be better illustrated, than in the case of the introduction into the Ontario Legislature, at the last Session, of the proposed "Bulk Sales Act," or "The Workmens' Compensation Act," and a number of other proposed amendments, that would have had a bad effect on the Retail Merchants of this Province, had they been made law. By being prepared, through our Organization, we were able to muster our forces at a moment's notice, and call the attention of the Members of the Ontario Legislature to the fact, that as a class, we were alive to our interests, and able to point out to them wherein we would be endangered, had the proposed legislation become law, without recognizing and making provision for our objections.

"All this should strengthen our belief in our Organization, and impress upon us the fact that, no matter what other Organizations we may belong to, trade or otherwise, we cannot afford to neglect contributing our yearly Membership fee, to support and sustain "The Retail Merchants' Association of Canada"; and I sincerely hope that every Retail Merchant will regard the payment of his Membership Fee, not only as his duty, but as the most important payment that he makes during the year. As individuals we are helpless, but by and through united effort, and our Organization, we can become such a mighty power, that we can direct public attention to every fraud and trick in trade, and have placed upon the Statute Books such Legislation that affects us as Retailers, that the other Nations of the earth may look to with admiration and satisfaction.

Sees Retail Pitfalls.

"It is not my nature to be pessimistic, but if I can read 'The hand-writing

on the wall' correctly, I can perceive more dangers to the retail trade looming up in the future, than we have ever had to contend with in the past, and I sincerely hope that we will be ready and prepared to meet them. If the editorials that we read, in some of the large daily newspapers, and in some of the large circulating magazines, express the feelings of the public mind—the retail class, whom we know to be among the most honorable traders in the world—are not being portrayed in their true light, but are being blamed for almost every existing commercial evil, and are being deprecated, in order to magnify other selfish interests. In this connection, I believe that we, as Retail Merchants, should consider at some future time, the desirability of co-operating with a properly equipped press-clipping Bureau, and keep a close tab on those newspapers and magazines, who make a practice of writing articles reflecting on the position of the Retailers, and of charging them with being the 'Cause of the high cost of living,' and a host of other things that are absolutely untrue; and whether these newspapers or magazines write these articles out of ignorance, or design, the attention of every Member who advertises in these publications should be called to them, and they should be asked to not support these mediums, by advertising in their columns. I am pleased to say that the percentage of newspapers and magazines of this class are very few, and they are almost wholly confined to those mediums in large centres, who carry Mail Order and Departmental Store Advertisements.

"Another matter I would like to call the attention of the Members to, and that is;—the lack of facilities possessed by the Ontario Government, to give information on the Commercial Conditions of the Province. They have A Department of Labor; of Agriculture; of Mining; and for almost every other interest—but the most important of all—the Commercial interests of the Province, seem to have been overlooked, as it has no Department at all.

Indiscriminate Distribution.

"At the present time, some very important rules and regulations concerning Retail Merchants, are placed under the direction of the Department of Agriculture, or the Department of Labor; and the result is, that we have Inspectors giving us instructions, who are not familiar with our work. This is a matter which I think our Convention should deal with.

"Another important matter which I think should be carefully considered by this Board, and that is—the desirability of pointing out to the Ontario Government, the need for more time, from the

date a Bill which concerns commercial matters, is read the first time, and the time it receives its third reading. Ontario is a large Province, and there are some important commercial matters that are introduced, either as new Legislation, or amending some present Act; and when not sufficient time is given, to enable the Merchants to properly understand them, an injustice may be done, or unnecessary opposition may arise. Unlike the Province of Quebec, or the Dominion Parliament, we have no Senate before whom these matters would again come, and which certainly acts as a further safeguard to hasty legislation; and for this reason I think that this subject should receive the careful consideration of this Convention.

Thefts in Department Stores.

"Another matter which I think is of sufficient importance to receive the attention of this Convention, and this is;—the increased expense of our criminal courts, by petty thefts that take place in departmental stores. I believe that the Proprietors of these stores should be compelled to protect their goods in such a manner, that the prosecutions that take place can be greatly reduced. This has been done in other Cities in the United States and Europe, and it should be done in Ontario. I trust that this will receive your attention.

"Before closing, there is another important matter that I desire to call your attention to, and one, to my mind, that is of such great importance, that it would be well if every Member gave it his careful consideration, with a view to bringing about a satisfactory and mutual remedy. When our organization was formed, the chief object we had in view, was to centralize the thought of the retail merchants, so that after all the sections of the retail trade had an opportunity of coming to a decision, on any matter of importance to them, we could bring our entire weight and influence, as a united body, to bear on the subject, and in this way endeavor to secure the desired legislation for trade improvement that we agreed upon.

"We must all admit that results have more than justified our plan, and its success has been due to the manner of our organization. A few merchants still continue to cling to the old-fashioned single-line trade Associations, and without having either the proper equipment, or a sufficient Membership Fee to carry on their work properly; and without having the means, or the time, to investigate the subject sufficiently, they consider and resolve on certain legislative matters, that are not only of interest to them but also to all other Retail Merchants, and they present these one-sided and not well considered views

to the Government, and in some cases, they advocate measures that are diametrically opposite to the views arrived at by the united body of all classes of Retailers, as represented by our Association; and while their views have not as yet, had any effect on the Government, in preventing our decisions from prevailing, yet it weakens to that extent, an influence that should be united, and a voice that should be of one accord.

Wants Harmony Among Retailers.

"The battles we are fighting, are hard enough to win, and there should be, and there is, no good reason why there should not be perfect harmony among all Retailers. In fact, it is absolutely necessary, if we desire to sustain the retail influence. I mention this here, because I believe that if the entire Retail Trade had an opportunity of understanding the necessity that there is for united action, and how helpless any line of trade is without the moral and financial support of all, and all working under all one Organization, and in the same direction, that this question would be settled without any discussion."

EXECUTIVE COMMITTEE REPORT.

The report of the executive committee on Provincial Legislation was given by the secretary.

Provincial Legislation.

"Defence from an iniquitous system of taxation," was one of the problems to be dealt with. The business tax in Toronto at present is 25 per cent. In outside places it is 30 per cent., where population is above 10,000, and 35 per cent. below. "We are paying the highest rate of assessment in the world," the secretary maintained, "and on top of that we have this business tax. We asked, not for a total abolition all at once, but for a reduction all over the province to a 10 per cent. flat rate. The committee is quite satisfied with what we are going to get next year. One thousand merchants in Toronto have promised the association 25 per cent. of the saving to the association.

The proposed Workmen's Compensation Act was next dealt with. The committee had taken the ground that the retail merchants should be exempted from having to pay for support of sick and poverty-stricken workingmen. Merchants have no dangerous machinery and nothing to injure a working man, and the question was why should they be called upon to pay anything? The bill has not yet gone through, but is held over until next session.

Bulk Sales Act.

The committee took the ground that the proposed Ontario Bulk Sales Act

(Continued on page 33.)

A Strong Display of Spring Selling Lines

Window Trimmer Points Out That Now is Time to Show Such Lines as Potted Meats, Olives, Salmon, Peas, Etc., as Well as Fresh Vegetables—These Are Goods That Spring Appetite Has Craving For—Symmetry a Strong Feature.

Written for Canadian Grocer by Bruce McDougall.

THE author of this article and the trimmer of the window shown herewith, is an enthusiastic young display artist. A number of his windows have lately appeared in *The Canadian Grocer* and all have been executed with great care and with a view to making sales and attracting custom. This paper wants to hear from other window trimmers in Canada with samples of their work. The careful dressing of the window with a view to selling as many goods as possible, has become an every week occurrence with hundreds of stores. There is no greater selling force within reach of the dealer than the space behind the plate glass. Bruce McDougall writes: — "Anything I can do to help your window trimming department, will be gladly attempted." The same assistance is requested from others. Send along your good windows.

By following the seasons with the window display direct sales are bound to be substantial if the display is attractive and has selling power.

Am sending you a photograph of our Spring window, which has been a pretty good seller for us. It contains everything a person could desire to appease the appetite at this time of year. From the photograph you will observe the class of goods that were shown, my aim being particularly to display the varieties that sell easily at this season. I believe strongly in symmetry in display, and tried to bring out this feature as well as possible. It will be observed

that everything balances, even to the price tickets. Good selling effect is created by regularity.

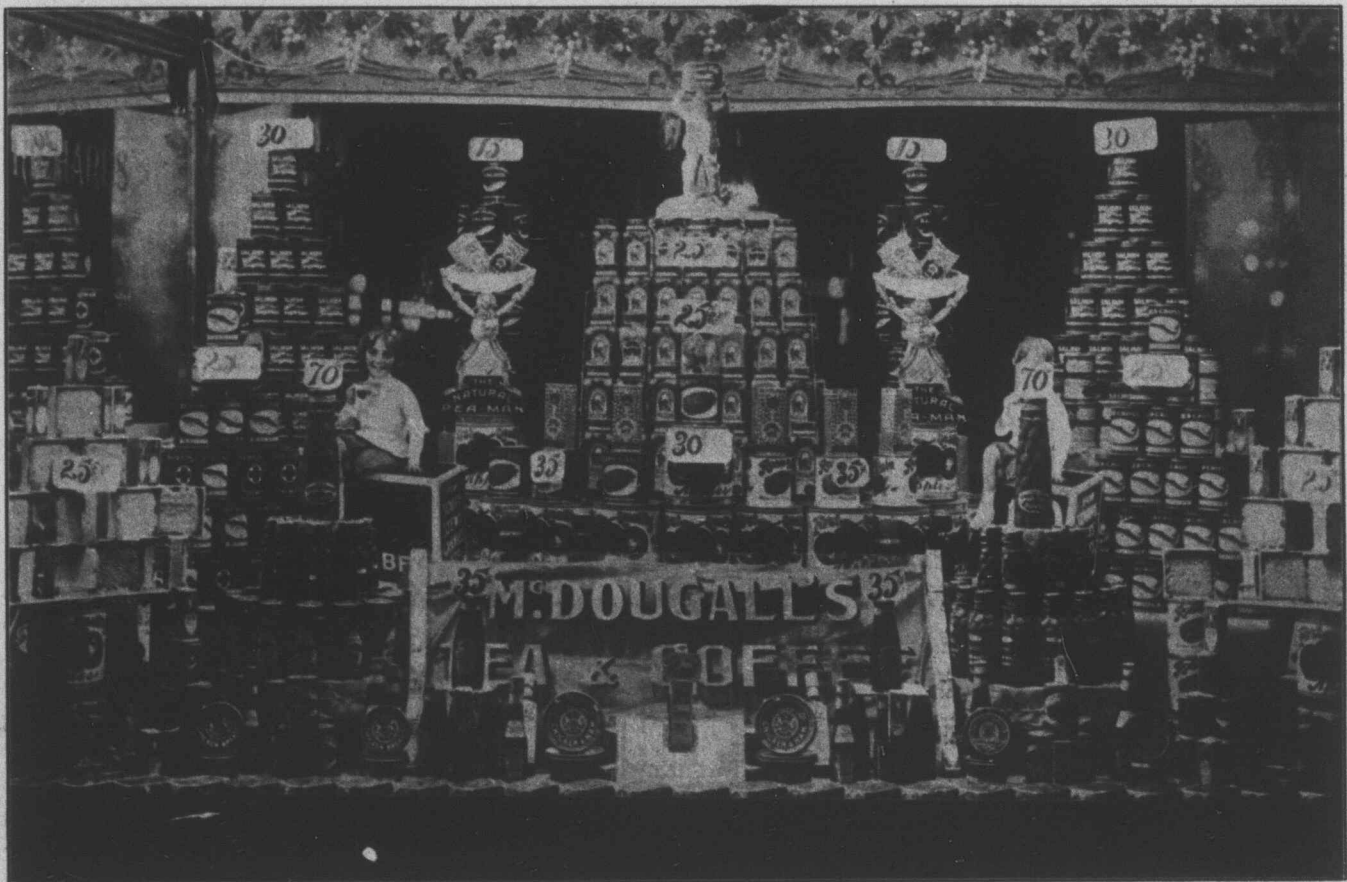
Good Windows All the Time.

It should be the aim of every window-trimmer to have each display a little better than the preceding one. The window-trimmer should not dress a good window one week and let it go for a couple of months. That is not what the window is for. If strong, attractive displays appear all the time, people look for them, and you are then building up business.

Now is one of the best times of the year to be particularly careful with the

window. Spring is here; people are more free with their money, and appetites are improved. High-class goods should be shown. Show, for instance, such lines as potted meats, canned peas, canned apple for pies, and delicacies such as lettuce, radish, onions, cucumbers, and new cabbage. These are lines that create demand and are sure business getters. At the same time they show good profits.

It is always a good idea at this time of year to display something new and fresh. People are looking for it, and the display is sometimes all that is necessary to make a sale.



Spring Goods Window dressed by Bruce McDougall, Ingersoll, Ont., a promising young window-trimmer whose work, as shown in *The Canadian Grocer*, has been highly commended.

The CANADIAN GROCER

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John Bayne MacLean - - President.

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TORONTO, MAY 2, 1913

THE TRANSIENT TRADERS' LICENSE.

There are few things that do a town more harm than to have transients come along, open a store for a month or two in the best season and then "fold their tents" and depart. This is not building up a town on a sound basis.

In Listowel, Ont., a license of \$100 is charged transient traders. A case has come before the council of a man who is anxious to rent a store to a tenant who will deal in fruits. The latter doesn't mind paying the business tax for two years in advance, but objects to the \$100 license. He intends remaining but a short time. Be that as it may and apart from this particular instance altogether, it is undoubtedly proper that a substantial license fee should be charged traders who open a fruit or any other store for the season when the particular line sold is in greatest demand. A low license certainly promotes such business. It is never permanent and while it lasts injures the trade of the regular dealers who pay their taxes from year to year, and who help, by their permanent citizenship and continuous moral support, to build up their town.

It is a pleasure to note that members of the Listowel council took this view of the case. "Just such men as these should be forced to pay a license," stated one councillor. "They come in here for possibly six months while the season is good and then get out." The mayor of the town remarked: "We must protect our own merchants against transient traders who come to town for a short time, slash prices and then get out."

These men have caught the spirit of the thing and it is to be hoped it will be contagious.

PARCELS POST IN AUSTRALIA.

In another part of this issue, reference is made to the fact that Parcels Post as operated in Australia has been a severe handicap on the local merchant, in that country. Quotations from an article published in the Queensland Storekeeper bear out the assertion that under parcels post, the mail order houses have waxed fat and prosperous, while the local dealer has grown correspondingly lean and unlucky. The result in our sister commonwealth has been, in fact, quite identical with what has been pre-

dicted for Canada should a similar measure be introduced here.

Conditions in Canada and Australia are in many ways identical. Both are countries of immense distances, and with certain thinly populated sections. To suppose that a system, which works well in a thickly populated country like England, would of a surety do for such a country as Canada or the Commonwealth of Australia, is assuming far too much. The result in Australia demonstrated that conditions of a detrimental nature follow. All will agree that anything which tends to centralize trade, to take it from the small dealer and the small town and place it with the large corporation in the large city is inimical to the best interests of the country at large; and that is what is happening in Australia.

It may be that the difficulty has largely arisen through the fact that a flat rate has been fixed by which goods can be shipped immense distances at low rates. It is quite possible that a change to the zone system would effect some relief and an effort is now being made to have the change made.

EASIER MONEY COMING.

Although money in Canada continues to be tight, nevertheless business is normal and in volume quite as large as that of last year, and the outlook is quite bright. This is the opinion of The Financial Post in dealing with the business outlook. Over the entire West a feeling of hopefulness now prevails as the result of good seeding weather at a proper season of the year. In the East the crop outlook is promising.

It appears to be a general conviction that with an average crop there will be no falling of real estate prices in any part of the Dominion. This statement must be qualified by adding that it does not apply to outside subdivisions.

A tendency to economize is becoming evident, The Post declares. Instead of increasing their plants, manufacturers are seeking to increase the efficiency of the plant they have. It is noted also that in such a staple business as that of groceries a disposition on the part of the public is found to buy less of the high priced lines. Fancy packed goods are in less demand among the middle classes. This tendency is apparent in every part of the Dominion.

There are no general signs of contraction in business. Bank clearings show a tendency to remain practically on the same level as last year. In view of the elimination of so much speculative trading the fact of the bank clearings remaining in volume as large as last year cannot be interpreted as being other than an exceedingly healthy indication.

There does not appear to be in Canada any easier money than a week ago. External conditions, however, are such as to warrant the hope that easier money will, in a short time, eventuate.

B.C. COMPANY LAW.

A decision of more or less importance to the manufacturers of Canada has been given by the Supreme Court in the case of the John Deere Plow Co. incorporated under the laws of Canada, in connection with its method of doing business in British Columbia.

The company, whose head office is at Winnipeg, appointed an agent to sell its products in one section of British Columbia. This agent gave his notes in payment for the goods in question and disposed of what was consigned to him when he could find a customer. The notes became the subject of a dispute in the courts. Those in

British Columbia held that the John Deere Company, not being registered under the law of the province, had no standing.

The matter was an important one to a large number of commercial corporations in Canada, and was brought by appeal to the Supreme Court. This tribunal, while giving judgment in favor of the company, did so on the ground that it was not, in connection with the transaction in question, doing business within the province, within the meaning of the law of British Columbia. The constitutional issue involving the right of a province to exclude a Dominion incorporated commercial company from its courts was not touched.

One of the justices, commenting on what he called "reckless and improper legislation," expressed the view that destroying the right of contracting or suing does not seem to fall within the taxing powers of a province; but this was not a ground for the judgment. The important matter of the right of a province to exclude a federally incorporated company from its limits is yet to be decided.

Meantime, it is of importance to have it declared that a merchant company say in Montreal can enter the courts to enforce payment for goods purchased here and delivered to the buyer in another province.

COMPETITION AND PRICES.

That "competition is the life of trade" is an old saying which very often appears in the light of a fallacy. Competition is a good thing to a certain extent; when it goes beyond that stage, it becomes ruinous to all concerned.

Some time ago facts came to our knowledge which demonstrated that competition is often not only bad for those who compete, but also for the interests whose patronage is competed for. Shippers on a certain line, which had a monopoly, were discontented, believing that the rates charged were too high. As a result of the agitation stirred up, a second line was started. The results, however, were the direct opposite of what had been anticipated. Rates advanced instead of receding. Becoming convinced that the two lines were in collusion to bleed them, the shippers started a second agitation, with the result that in time a third line was started. It did not take long for the same inexplicable result to manifest itself. Rates went up still higher.

The reason for this condition was explained by the head of the first line of transport. "When we were alone in the field," he said, "our expenses were small, and we charged a rate which allowed us only a fair margin of profit. The second line came cutting in and we had to share the business with them. To make matters worse, competition became keen and we had to hustle for business. We had to put out solicitors, to advertise more, and so on. Our expenses went up, while our revenue was smaller, owing to the splitting up of the business. We had to advance our rates.

"Then a third line came into the field, and took away a certain amount of business from us and from our competitors as well. Again rates advanced, and for the same reason as before. Expenses in connection with the handling of freight in this field had practically been trebled. Where there had been one agent in a place before, there were now three. The same ratio of increase applied all around. Competition had stirred up more business, but it was split among three, and the increase did not begin to equal the advance in expenses. Can you wonder that rates were advanced?"

There is much food for thought here. Competition in a field which is large enough to support more than one concern, means better service, and, perhaps, better prices to the public. As soon as the number of competitors becomes larger than the maximum amount of business, warrants or the rivalry becomes keener than the possible returns would justify, then business becomes bad. The public suffers in the end, as much as the interests entered in the competition.

Too much competition is the end of profits and the beginning of higher prices.

MADE-IN-CANADA TRAIN.

The organization of the second "made-in-Canada" train has been practically completed, in preparation for a tour of Manitoba, Saskatchewan, and Alberta in May and June. The experimental trip of 1912, when about one hundred places in the three Provinces were visited, was endorsed by such an enormous attendance of interested citizens that it was an easy matter to decide that a second tour should be made this year, though principally over a different route so that places not visited last year might be included in 1913. The space in the entire train has been taken up by exhibits, which will have special interest in the West.

A new feature will be the Ontario Agriculture Department's display of apples and other fruit, besides dairy products. These will be taken from cold storage, invitingly arranged in a car for the inspection of exhibition visitors.

The tour will be organized on practically the same basis as that of 1912, and will cover about 120 cities and towns in the West occupying about 52 days. The train will leave Montreal on May 14, and after visiting half a dozen cities in Ontario will exhibit in Winnipeg about May 21, proceeding westward, and returning to Montreal about July 5. The itinerary will embrace the principal points on the lines of the Canadian Pacific Railway, the Canadian Northern Railway and the Grand Trunk Pacific west of Winnipeg.

EDITORIAL NOTES.

A clean store means an orderly one as well as a clean one.

. . .

By pushing sales of seeds now, a small harvest can be made out of seed time.

. . .

The customers worth while are nowadays looking for value rather than cheapness.

. . .

The article of doubtful quality is not appreciated by the average woman at any price. The days of the bargain-hunter in foodstuffs are numbered.

. . .

In the Spring Sales Number of Canadian Grocer was a package tea window display shown by the Acme Co., of Edmonton, Alta. This window was the direct cause of selling eleven cases, or more than 600 lbs. of tea. What further evidence does one want of the power of a good window to make sales.

Going Into Grocery Business in the City

Inquiries From Country Merchant Contemplating Taking Over Small Store In Large Centre—Figures On Gross Profit, Expenses, Salary And Net Profit—Good Opportunity To Build Up Paying Business—A Watch On Credits.

*By Henry Johnson, Jr.

I am asked for advice on the gross profits of a grocery store, expenses, etc., by a man who is now in a small country store and wants to move to Toronto. He has the offer of a store, 20 ft. by 20 ft., with basement, but with no back warehouse, about two miles from the centre of the city, at \$450 a year rent. He figures that his expenses will be about \$840 a year, including \$300 for a delivery boy with a small wagon. Adding on his salary, which he figures at \$1,000, we have a total of \$1,840. The store is now doing about \$200 a week cash business. He asks if this is, in my opinion, a desirable business and what should his net profit be if his expense is 17 per cent on turnover. His customers may include some of the middle class and some of the laboring class. He wants to know whether it will be best to start on a cash basis until he becomes acquainted through experience, and asks for suggestions on caring for his credits, etc.

Depends on the Management.

I judge that most decidedly it will be well for this man to take that store and get busy, providing only that he is correctly informed as to the status of the population he is to serve. If he has to sell only to the laboring families of a city his way will be hard and his profits precarious; but if he can also add to that line of trade a fair proportion of the middle class of consumers, and perhaps a few families in comparatively easy circumstances, then his success will depend only on his own good management and hard work.

This man is going in well equipped. He has had country store experience, which means plenty of hard work and long hours, coupled with leisure to learn intimate details about merchandise. Now he goes into business for himself in a location where his neighbors in the same line are apt to be ill-grounded in the business because city bred and accustomed to regard their trade as transient, to be readily replaced if not satisfactorily handled, therefore not as painstakingly served as that of the country merchant.

Advantages of Small Store.

The small store is a great advantage. One man can do a world of work in a space so limited that he can reach al-

most everything without moving from behind his main counter. He can be his own buyer, receiver, salesman, cashier, bookkeeper and general manager. Little that is his will have a chance to get away. Thus he should make more money in proportion to his investment and expense account than he can ever hope to make in a larger business.

This matter of size of store in the city as compared with the country is the most interesting thing that comes under my observation. In the country town the store whereip a business of \$10,000 is conducted occupies a space 22 ft. by 100 ft., with cellar, and often with second storey and rear storage. Often it is larger than that. By the same token it is filled up with all kinds of merchandise, much of which is little better than junk. In fact, the man who runs that kind of place for a generation or so is often simply stock poor—he has a great accumulation of outworn stuff, but nothing much of a home, with few comforts and no real, genuine prosperity. Of course, rent, or value which takes the place of rent, is low.

When that man moves—if he moves in time—into the city and pays such figures as this man plans to pay, he begins to realize what can be done, and what must be done, with little space. And so well does he often do it that he frequently becomes a merchant prince in a comparatively short time, moves down town and covers a block in a few years.

Recommends Cash Business.

By all means this business should be conducted on the spot cash plan until such time as the merchant can look up every applicant for credit and become personally acquainted with the circumstances of each. The business runs to \$10,000 annually now. If it is carefully conducted, this will pay 20 per cent. on sales easily—maybe more. But 20 per cent. will give \$2,000 gross margin per year. From this will come the expenses of \$1,840, leaving \$160 net profit.

This being the condition, it can readily be seen that as credit trade is added later on these net earnings will be augmented by the profit on the credit trade, minus only some small extra expense of handling—for rent, light, insurance, heat, etc., will remain the same so long as the room is not expanded. If the business is later on increased so that this man does not \$10,000, but \$20,000, the probability is that the added earnings of \$2,000 will go to swell the net profits of

that business, minus only some extra expense for boy or girl help or the intermittent services of some man on busy days, etc. Moreover, it is not unlikely that more than 20 per cent. gross will be realized because of the elimination of much waste.

Suggestions as to Credits.

Now as to the credits. I cannot give advice on this subject as applied to a large city except in a general way.

I know that many credit accounts are settled every Saturday night. This because of the floating character of the people and the consequent danger that they will move and forget their bills, and also because credit is there much more of a mere convenience than in the small places. I suggest that this man study conditions very carefully from his own standpoint, and for himself, and be guided by his conservative conclusions. It is better to have \$20 worth of stock on the shelves than to have it out in doubtful accounts—remember that point.

In the case of Saturday night settlers, the merchant must have their accounts ready for settlement and stop on the minute any and all those which are not settled on that night. If the party comes in Monday morning saying why he had not been in Saturday and pays in full, why, that is the same thing; but the account must be paid up once each week, with little variation in the routine or grave risk of failure is run. It is very easy for the resources of a small business to be dissipated in this way.

Take Out Salary Each Week.

It is well that this man has set aside \$1,000 as his own annual salary. That is practically \$20 per week. If he is to be guided by anything I can say he will take out that \$20 each Saturday night and in no circumstances whatever put any of it back into the business again. Let that money be his, outside of the business, just as much as if he were paying it to an outsider. If he saves anything out of it let him put that saving into sound investment securities, thus building up an independent savings fund. If such fund is ever needed to tide over an emergency, he has it; and it will then be evident to him how good it is that the fund was not put back piecemeal into the business to be absorbed and lost. The only safe way is to make the business pay its own way every week, just as the customer must do. Each tub must stand on its own bottom.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 20 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

RETAIL MERCHANTS IN ANNUAL CONVENTION.

(Continued from page 28.)

was an improper one from the standpoint of the retailer. Many reasons were cited, among them the following:

(a) It prevented an honest merchant from disposing of his business rapidly.

(b) A purchaser before buying a business ascertains what the seller owes before any money is paid over, and this could be used as a lever to get the stock more cheaply if the purchaser so desired. Particularly if the creditors were owed a large proportion of the purchase money.

(c) It was claimed to be too expensive for the seller. He would have to pay 5 per cent. of the selling price over to the trustee.

(d) "Character" was overlooked in drawing up the bill. The committee claimed there were so few absconders, that the bill would injure hundreds of honest men to get at one or two dishonest men.

(e) Wholesalers and manufacturers should be more careful in giving credit; if honest men only were given credit there would be no fraudulent sellers.

G. B. Ryan, Guelph, Ont., took exception to some of these claims. He had been in business a good many years and had seen rascals sell out and disappear, leaving creditors without their money and injuring legitimate honest business. He maintained that some such act should be passed. He did not deem it a reflection on the character of an honest retailer. "If I owe," he said, "a lot of money to a creditor, part of my stock is his. If I'm going to sell out I consider he should know it. If there are some hardships in the bill, let us have them eliminated, but as I read it, it seems to be a pretty good bill. I do not see that it will cost the seller anything to dispose of the business."

Mr. Ryan quoted from the Bill as follows to substantiate this contention: "The fees or commission of any such trustee shall not exceed 5 per cent. of the total proceeds of the sale which shall come to his hands, and shall, with any disbursements, be deducted out of the moneys to be received by the creditors and shall not be charged to the debtor."

After some further discussion the matter was held over until Wednesday when the question would be taken up as to whether the R.M.A. wanted or did not want a Bulk Sales Act of some kind or other.

In the meantime, the secretary stated, that the opposition of the R.M.A. to the bill, had kept it from going through this session.

Another bill had been introduced into the Legislature regarding the importations of bread, cakes, buns, biscuits and confectionery into the province. This stated that before this could be done a permit from a labor inspector must first be secured. This bill did not go through.

Still another called for lights on both sides of delivery wagons at night all over the province. This was opposed on the grounds that in some cities the streets were bright enough without such lights and that the bill should be amended to read "where desirable."

RESOLUTIONS SUBMITTED.

A number of resolutions were dealt with, discussed, some amended, and others passed as read. Among them were the following:—

"Following out the recommendations made in the president's address, we hereby request the executive officers to call the attention of the Ontario Government to the fact that there is not sufficient time given between the time that a bill is introduced and the time that it receives its third reading, and this does not give the merchants sufficient time to consider the same."

This was left in the hands of the executive committee.

One resolution dealt with the contention that a Department of Trade should be formed by the Government in the interests of the retail merchants. Labor had its separate department, and the convention considered the retail trade should be similarly recognized.

Objection was taken in a resolution to the indiscriminate distribution of an annual publication from the Department of Labor at Ottawa dealing with wholesale prices. This book, it was pointed out, gets into the hands of labor people and others who know nothing of business conditions, and tends to create a prejudice against the retailer.

To Watch Detrimental Articles.

The incoming executive was instructed to watch articles appearing in newspapers, journals, magazines, reflecting on the character and ability of retail merchants.

E. H. Kerneghen, a Peterboro grocer, and E. C. Matthews, grocer, Toronto, moved and seconded the carrying of a resolution dealing with thefts in departmental stores. The Board of Police Commissioners will be requested to look into the matter. Objection was taken on the grounds that it cost the country a lot of money to investigate these thefts, and because they were out of proportion to thefts in other stores.

Another resolution asked that the attention of the Government be called to

the fact that the association believes that "false and misleading statements" are made by some co-operative societies through their promoters in prospectuses when applying for charters. If found to be untrue these statements should be taken from the books of the Government.

The prospectus of a society in Peterboro was read in part, in which it was stated that nine organized societies in Canada had in 1910 made \$46,201.61 on an investment of \$53,416.66. At the same time, it was claimed in the prospectus that the existence of a multiplicity of merchants under the competitive system of distribution was an unnecessary tax on the wage-earning population.

Neil Cameron stated that the members of the association under their charter had the right to agree not to buy from any wholesaler or manufacturer selling to others than the legitimate retailer. "If we can stop co-operative stores from getting goods from wholesale grocers we can stop them from going into business, for they always begin with groceries," he said.

Remainder of the proceedings of the convention will be dealt with in next week's issue.

NATIONAL CONVENTION.

Retail Grocers of the United States to Meet at St. Louis, Mo.

The annual convention of the National Retail Grocers' Association of the United States will be held in St. Louis, Mo., in May. One of the important features will be an address by Arthur J. Giles, secretary of the Federation of Retail Grocers' Associations of England. As announced in The Grocer last week, Mr. Giles will pass through Canada (Montreal to Toronto to Niagara Falls) on his way South.

Dr. Carl L. Alsberg, successor to Dr. Wiley, will also be one of the speakers, as well as Geo. E. Lichty, president of the National Wholesale Grocers' Association and J. E. Linihan, president of the American Specialty Manufacturers' Association.

John S. Taylor, secretary of the Minneapolis R.G.A. will give a talk on Salesmanship. W. H. Ukers, president of the Grocery and Allied Trade Press Association is another speaker on the list. President Lux and Secretary John A. Green, anticipate the most successful convention on record.

AN APPRECIATIVE READER.

Editor Canadian Grocer,—I have been a reader of your valuable paper for three years, and would not do without it for anything.
J. L. BYERS,
Calgary, Alta.

Solving the Problems in Selling Coal Oil

The System of Years Ago and What Dealers Are Doing to Prevent Loss and Make the Oil Business Profitable—The Part Played By the Self Measuring Pump—Overcoming Losses in Delivering Oil by Using Tank Connected With Wagon.

"Well, do I remember the first job I ever had in a grocery store," remarked a grocer the other day when asked about his up-to-date method of handling oil. "It was pumping coal oil from barrels into big open tanks from which it was sold. This pumping of the oil was a nasty, dirty job, and mentally I condemned every stroke of the pump," he continued, "and as the job was distasteful to me much oil was wasted. I hadn't the heart to be particular.

"Handling oil in this way is very expensive and costly when the waste is figured in. It takes a man from 20 to 30 minutes to pump out a barrel of oil; the barrel will absorb a gallon or more of oil and a couple more will be spilled in making the transfer from barrel to tank. Then after it is in the tank you lose oil from evaporation, from waste in measuring out, extra measure, etc., till you only have pay for about 38 gallons out of a 42 gallon barrel. Occasionally, a barrel would spring a leak and then the loss was considerably more.

"Why, on the floor in the oil room—we had to have 'oil rooms' in those days as the oil would otherwise taint all the groceries that were susceptible to its odors—was literally and actually so soaked with oil that it would not hold any more.

Made Change in Their Plans.

"Of course, all this is inside history you know, and is probably ancient history to some, but it is a regrettable fact that there are a lot of dealers still in the rut, still pumping and slopping, still dipping and dripping, still losing money where they should be making. But thank goodness, we woke up a long time ago and are now making money and good money, too, but mark me, you've got to have the equipment to do it and the better the equipment the more you'll make.

"What started us on the improving idea," he continued, "was that one day in rolling in a new barrel of oil to be pumped, the blamed barrel burst the hoops when it struck the floor and we lost the whole barrel.

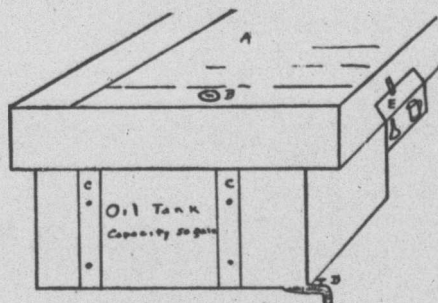
Installed Self-Measuring Pump.

"That set the proprietor thinking, with the result that he soon discarded the open tank with all its 'fire-coaxers' and leaks, and installed the most up-to-date, self-measuring, fire-proof, evaporation proof tanks that money could buy at that time. It was just a pleasure to fill those oil cans. You could step out

there, set the gauge for the quantity you wanted, hang the can on the spigot, turn the handle and you had the can filled without getting even so much as a drop of oil on yourself. You could serve your customers better, give them better measure and make some money for yourself in the bargain. This tank had another big advantage over the old one. It told us, by means of a float, the amount of oil in the reservoir at all times and thus warned us when our supply was running low to order a new lot."

Cutting Out Delivery Loss.

This dealer told of another oil problem he solved to his satisfaction in connection with his delivery.



Drawing showing coal oil tank at rear of delivery wagon. (a) represents the wagon bottom; (b) brass inlet with heavy screw cap for filling; (c) iron straps to hold tank in place; (d) brass tap; (e) box for measures and funnel.

"When we first got our measuring tank, delivering goods was not fashionable, and our customers came to the store, made their purchases and carried them home. But little by little this was changed and delivery systems came into vogue, then into necessity. As coal oil was a nasty thing to carry, it was one of the first articles to be delivered. For many years we struggled with this problem, and profiting by past experiences, we devised a system that is the nearest to perfection of anything I have yet seen or heard of," he declared.

"For many years, we delivered oil in cans placed either at the front or rear of delivery wagon, and every once in a while, a can would upset or oil would splash over the groceries and ruin them. On one occasion we lost \$65 worth of groceries at one crack when a number of cans upset on a rough piece of road. One of our competitors suffered a larger loss about the same time through the bursting of a five gallon glass demijohn when crossing a railway track. We also had considerable trouble with com-

plaints from short measure due to loss of oil during delivery.

A Partial Remedy.

"These experiences led us to adopt a new plan. We had a mechanic make us a wire cage to attach underneath the rear of the delivery wagon which was so arranged that by using wire partitions, one, two and five gallon cans could be held snugly in place and prevented from tipping. This was a decided improvement, but yet it had many disadvantages. The biggest one was the slopping over of the oil. Being out of sight of driver, the tops would come off or the plugs off the spouts and the oil would be wasted. Another disadvantage was getting the cans mixed. Customers would complain that they did not receive their own cans. We partially overcame this by attaching labels to each can when received, but occasionally this would be forgotten and trouble was the result.

"As the cage had to be set fairly low to permit the entrance of cans, it was quite frequently knocked off by an unevenness in the road. We had two accidents like this that caused serious loss. Then after use for some time the cage was so battered that partitions were useless. In the end we discarded the cage entirely and went back to the old method of carrying the cans inside the wagons till one day the 'big idea' came."

Adopts Tank System.

By referring to the illustration on this page, readers will be able to follow better this dealer's method.

"It is the ideal system," he maintains, "for handling coal oil and for our trade it was our salvation as our oil trade had increased so rapidly that it was practically impossible to deliver 250 to 300 gallons of oil per week, profitably, in the old way. But with this new tank we were able to deliver the oil at an increased profit and more satisfactorily to all concerned."

Construction of Tank.

The tank he uses is made of heavy galvanized iron in the form of a rectangle, its dimensions being made to conform with the size of the space under wagon. It should be on a level with the rear axle as this will give a good road clearance, and will not be so hard on the springs. The tank can be placed either at the rear or between the front and rear wheels if there is room. It is held in place by two iron bands or straps

Selling Tobacco in the Grocery Store

Passive and Aggressive Methods Contrasted—Evidence Showing That Modern Methods Mean Good Sales—Value of the Silent Salesman—Makes Sales Itself and Keeps Tobacco in Good Condition.

with tensions on both to take up the slack caused by wear. The tank should be large enough to hold 40 or 50 gallons of oil. Underneath the wagon box in a convenient place is a box for the gallon and half gallon measures and a funnel.

In the construction of this tank great care must be taken with the tap and filler. These should be brass, as other metal wears away too quickly. The tap on a 50-gallon tank should be at very least a 1½-inch and it would be better if it were a 2-inch tap. In selecting the tap, care should be taken to see that it is well buffed on the wearing parts, for if this point is neglected and a tap that is not well buffed were used it would soon begin to leak. This can be avoided by using care in selection. The above dealer paid \$5 for a 2-inch brass tap and it was money well spent, he claims. "We could have bought them for \$2 up. The filler on the wagon bottom is just an opening into tank with a heavy brass nipple and screw cap. The tank is filled according to orders and the oil is measured out at the door by the delivery boy. With a two-inch tap a five-gallon can can be filled in 2 minutes. By placing tap, which should be operated with a removable key to avoid meddling, so that it draws oil from under the tank, all the oil can be drawn off otherwise there would always be a little left in the tank.

"By making a special price on five-gallon lots larger orders can be secured and thus time is saved in measuring out oil. By this method of handling the oil you safeguard your groceries as there is no chance for it to come in contact with them. You prevent complaints from lost cans, short measure, etc., and are able to sell and deliver oil at a profit."

Using a Special Tank.

Another dealer has adopted the plan of delivering his oil by special tank wagon arranged to hold about 150 gallons. So many days a week he sends this wagon over different routes to supply his customers. It is a paying departure, he states.

Another point is in buying oil. The dealer should be sure he is getting the lowest rate. The dealer who designed the tank had two stores and had to pay 3c a gallon more at one than at the other, while the haul was shorter to the store which had to pay the long price. It took him nearly a year of persistent effort to clear this matter up with the result that the store which was paying 3c more, paid 1½c less than the other store when the adjustment was made.

O. J. Crockford & Son have entered into grocery business at 75 Don Mills Road, Toronto. Mr. Crockford, jr., has been lately with D. Bell, Yonge St.

Recently a Grocer representative was assigned to investigate the sales of tobacco in grocery stores. Twelve stores in all were called on and the conditions existing in these stores are given below:

First Store.—This store on the main street is a typical grocery for the section in which it is located. When asked whether he handled tobacco and what he did to increase sales the proprietor replied "yes, we handle tobacco but don't find much call for it. Too much competition around here to sell much tobacco. We don't push it but just keep it to accommodate our regular customers." "Where do you keep it?" he was asked. "Why, down here in a drawer," replied the proprietor as he led the way to the back of the store and pulled open a drawer disclosing a rare collection of ancient tobaccos. How he ever made a sale at all was a wonder.

2nd Store.—The conditions existing in the first, but the stock was kept nearer the front and was of a little better quality, but it too was hidden away out of sight of the consumer in a dark drawer. Both these grocers complained bitterly of competition. Is it any wonder?

A Striking Contrast.

3rd Store.—The tobacco here was kept in a neat glass case on the counter. The tobacco was tastily arranged in the case. When asked regarding his sales the grocer replied: "I used to keep my stock of tobacco in a drawer and sold very little, but my sales increased over 25 per cent. when I put in that case and sales are now showing a monthly increase. Customers buy tobacco here who never did before, simply because they can see it. The case also helps to keep the goods in better condition and the sponge there keeps the tobacco from drying out."

4th Store.—Tobacco in the fourth store was heaped up on two shelves and liberally covered with dust. Trade here was only fair and the dealer did not push sales, but sold only when asked to do so. This dealer also complained of competition. It should be remembered that if you don't go after the business the other fellow is sure to, and you will be the loser.

5th Store.—Didn't handle tobacco at all until customers' demands forced him to do so. Had a case but doesn't push line very hard. However, sales are on the increase and a nice business was done during the past year.

These instances demonstrate that

there is a certain demand for tobacco in the retail grocery store, and all that is necessary to get this profitable trade is to push the line and keep it where the purchasing public can see it.

At the next stores called on, up-to-date methods were employed to boost sales.

Well Kept, Easily Sold.

6th Store.—The tobacco stock in this store was kept in a shining silent salesman in the front of the store. The display of tobacco would tempt any user to purchase, as it looked so clean and well kept. "Do we sell tobacco? Certainly we do and lots of it. We sell 8,000 to 10,000 cigars a month to say nothing about tobaccos. Competition is pretty keen up here at that, but the boys know that we keep our tobacco in first-class shape, and we have no fear of our competitors; in fact we hardly know they are in business at all," added the dealer.

7th and 8th Stores.—These two stores were almost identical, although many miles apart. The proprietors of both stores were loud in praise of the profits derived from sales in their tobacco departments. Both departments were well kept and in each instance the tobacco was kept in silent salesman cases.

Merchant Provided Smoking-Room.

The 9th, 10th, 11th and 12th stores were country stores where the sale for tobacco and cigars is not as great as in the city and town groceries. In these stores, however, tobacco was pushed and the sales made were a revelation. In one store the dealer always bought his tobacco in 25 caddy lots, his cigars in lots of 5,000. He had customers that would buy \$5 and \$6 worth of tobacco at a time and quite a large number of smokers who bought their supplies in pound boxes. This dealer overcame the trouble of smokers sitting around his store by providing a small room at the rear where those who wished could go and enjoy their smoke in comfort. This room was a big incentive to smokers to make their purchase at this store. It also increased the sale of other lines the dealer handled as the smokers were mainly farmers who came to the crossroads store to get their supplies and enjoy a smoke with their friends. The other stores all had a good tobacco trade and were pushing the line energetically. The silent salesman cases were a big help in making sales even in these remote places.

The result of these investigations is

the conviction that there is an enormous demand for tobacco; that tobacco can be sold profitably in the country as well as in the town or city grocery; that modern equipment coupled with aggressiveness will increase the sales 25 to 100 per cent.; that competition is never feared where up-to-date selling methods are used.

Letters to the Editor

Toronto, April 23, 1913.

Editor, Canadian Grocer.—In The Canadian Grocer of April 18 there appeared a little article headed: "Tea Sales Showing Dealer's Power to Sell," and in this the writer bragged of refusing to handle a certain brand of tea. He told of his town being sampled, of a lady coming in and asking for the tea, and of his telling her he did not stock it, but as she insisted on getting this particular brand he suggested to her that she buy a pound of the tea he was selling, and lead her husband to believe he was drinking the tea he favored and desired. This he tells us she did, etc., etc.

I am astonished at The Grocer giving space to such an immoral article. Surely you, Mr. Editor, did not read it. What confidence could be put in this man's word? He tells his little story in cold blood, and boasts of successfully tempting a wife to deceive her husband.

Surely when this is drawn to your attention you will not again lend your columns to a character of this kind.

Yours truly,

**One Who Supplies the Public
With What They Ask for
and Does Not Even Try to
Deceive Them.**

Editorial Note.—It was far from The Grocer's intention in the article referred to, to suggest or even intimate that the dealer quoted in that article wilfully tempted a wife to deceive her husband. The article was written for the purpose of illustrating the selling power of the retailer who has the confidence of his customers, and who thoroughly understands his goods even in such an extreme case as where a certain article has been at first insisted upon.

We feel, therefore, that our correspondent has not quite read the article aright in so far as his statement that a wife was tempted to deceive her husband is concerned. The article states that the dealer suggested that she take home what he recommended to be a better tea, costing less money. Eventually the husband found that as far as he was concerned it was superior, and the wife

has since been a continual buyer of that brand. As the following quotation from the article will prove, there is no suggestion that the dealer used his influence to get the wife to even intimate to her husband that the tea he (the dealer) offered was the same as the husband had liked so well. Here is the extract:—"I felt sure that the tea I was offering was every bit as good, if not better, than the one for which she asked. I told her I could safely guarantee satisfaction from it in every way, but that was not enough to persuade her. Finally I made the suggestion that she take a pound of the tea I was offering, give it every care in the making, and serve it to her husband for several days **without informing him where she got it, or what tea it was.** The suggestion appealed to her, and as there was a difference in price in favor of the tea I recommended, she readily conceded to give it a trial and to inform me as to results."

When our correspondent reads this paragraph again we believe he will come to the conclusion that here was a straight case of salesmanship—selling an acknowledged superior article at less money—and not a case of attempting to deceive. Surely such a sale would induce the wife as well as her husband to place even more confidence in her dealer, and, therefore, to become larger buyers from him. The article later intimates that such was the case. Had the customer been led to really deceive her husband, confidence in the grocer would have been lost, and the customer would have gone elsewhere.



Following are items from The Canadian Grocer of May 5, 1893:—

"George Vick, grocer, of Orillia, has introduced a unique feature in his business. The space between his two stores, which has hitherto been used as a storehouse, has been turned into a department for the display of canned goods and fancy groceries. It is semi-circle in form, and is fitted with large sliding glass windows. At night it is brilliantly lighted, and the effect is said to be very pretty."

Editor's Note.—While time has made some changes in the personnel of this firm, Geo. Vick & Sons is still a name well known around Orillia. This firm a year or so ago refitted up a new store in modern style, making it one of the

brightest and most attractive in Ontario.

"Hudon, Hebert & Co., wholesale grocers, of Montreal, have dissolved, and a new partnership has been registered, composed of Joseph Hudon, Chas. P. Hebert, Leandre Brault, Irene Jarret, Albert Hebert and Zepherin Hebert."

Editor's Note.—After the lapse of the two decades, Hudon, Hebert & Co. are still in business in Montreal and well known throughout Canada. The last named in the above paragraph, Z. Hebert, is now at the helm.

"Taylor, Scott & Co., manufacturers of woodenware and brooms, Toronto, have dissolved. The dissolution was by lapse of time, and was in compliance with the agreement entered into when the partnership was formed five years ago. Mr. Scott retires, and the business will be carried on by Mr. George C. Taylor under the old style."

"The deputation of Montreal wholesale grocers who waited on the Hon. Messrs. Bowell and Foster in regard to the tariff were George Childs, George Lightbound, J. C. Rose, C. C. Hebert, Charles Chaput, W. M. Kinloch and C. E. Colson. The actual changes which the trade desires are rather of a trifling character, and not in any sense calculated to disturb the general principles of the national policy. At the same time there is a very general feeling in the trade against specific duties in favor of ad valorem duties, which they consider in reality is the proper method of imposing protective duties."

CATALOGUES AND BOOKLETS.

The catalogue of the Uno Company, manufacturers of coffee roasters and grinders, Tower Hill, London, Eng., has come to hand. This shows by half-tone cuts the various roasters and grinders manufactured by this company, and gives a description of each. There is also information on the roasting of coffee with the process of the Uno Co.

Mrs. M. G. Boutellier, grocer, of 340 Toronto Street, Winnipeg, has purchased the grocery stock of Mistress Wilson, Beverly Street, and will move there next week.

An Appeal For More Members

<i>D. W. Clark,</i> Toronto, President,	<i>John Diprose,</i> London, 1st Vice-Pres.	<i>J. A. McIntosh,</i> Hamilton, 2nd Vice-Pres.	<i>F. W. Ford,</i> Ottawa, 3rd Vice-Pres.	<i>W. C. Miller,</i> Toronto, Secretary	<i>Thos. Shaw,</i> London, Treasurer.
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Ontario Retail Grocers' Association (Incorporated)

Toronto, April 28th, 1913

The Canadian Grocer :

Gentlemen:—At the Convention of the Ontario Retail Grocers' Association held in this city on Apr. 16 and 17, the following resolution, which was embodied in the Secretary's Report, was unanimously carried, a copy of which I herewith submit:

"Resolved that the O.R.G.A. at its first annual convention express to our trade journals the sincere thanks of the Association for the valuable space and earnest appeals made to the trade through the columns of their papers and to the publicity given to the work and deliberations of the Association during the year."

We would further request that through your columns you would express to the trade the appreciation of the above association for the very hearty co-operation and assistance extended to us in our efforts to bring about the said amendments to the two petitions which have been in circulation throughout the year, and of which we feel very hopeful of having ratified.

Any who have not yet had these two petitions might communicate with the secretary, and he will be pleased to send same on application, as we still want more signatures; in fact, Attorney-General Foy said, "When you come again, I hope you will have 10,000 signatures."

We also want more members and trust that before next annual meeting to have our present membership trebled. In order to do this, we must have the co-operation of the retail grocers of the province, and for the nominal fee of \$2, we hope to receive application from all parts.

Sincerely yours,

W. C. MILLER,
Secretary.

The Clerks' Page

By the Cub Reporter

COURTEOUS TREATMENT.

The Cub Reporter.—When a clerk goes to serve a customer I claim he should advance with a bright, inviting countenance. This is appreciated by everybody. Customers will not only remember it, but will mention it to their friends how cordially they were treated. If not regular patrons of your store, you may make them so. At any rate, they will come back when in your locality. Not only that, but the advertisement you get through a pleasant smile is inexpensive and shows results. The clerk should give a customer his whole attention, relieving the customer of having to repeat, if possible, and saving time for both clerk and customer. If the article asked for is not carried or out of stock, sell something else, if possible, without giving the customer the impression you are trying to force the substitute on her. Very often a sale that is made this way is not satisfactory, consequently they do not come back again. The article you sell should be equal in quality, if not superior, to the one asked for, otherwise dissatisfaction is almost sure to arise.—A. J. N., Toronto.

MAKE GOOD WHERE YOU ARE.

An enthusiastic clerk in a Sydney, Cape Breton, store writes the Cub Reporter, who looks after this page, as follows:—

Editor, Clerk's Page.—“Wait until I get a chance; I'll get out of here so quickly that it will make you feel dizzy to watch me.”

How often do we hear young men who have a fairly good position, with good prospects, make the above remark. Young men in the grocery business who, if they took a little interest in their work, made their employers' interests their own, would be better off.

If they saved their pennies it would be a comparatively short time before

“the clerk of to-day would be the merchant of to-morrow,” or if not to enter business for himself would merit recognition from his employer and stand in line for advancement.

“Oh, but what's the use of killing yourself?” some clerks will say. “There is no chance here to get ahead. I am getting now as much pay as I ever will.”

This is a mistake. If a clerk does not make good in his present position, it isn't likely he will better himself permanently elsewhere.—A. R. McLeod.

THE CLERK AND THE WINDOW.

There is no better method of proving one's worth to the store than by taking an interest in the window displays. Many a young man has gained strong recognition from his employer, simply because he took upon himself to see that at all times the store had something worth while to show the passerby. In Hamilton, Ont., recently, the writer met the young clerk who attends to the windows of A. G. Bain & Co. His name is O. S. Holmes and one of his windows appeared in the Spring Sales Number of Canadian Grocer. Mr. Holmes never knew he could dress a window until once when the regular trimmer was away. He was asked to make a display. His work was well done and ever since he has had charge of the windows in this store.

Many a clerk does not realize his latent abilities along these lines until he has tried. Where there is a young salesman in a store with any spare time at all, the windows should never be without a good selling trim.

Bruce McDougall, of Ingersoll, Ont., is another young clerk who has marked abilities along window dressing lines. He has concentrated on display. He has read article after article on the subject, and has been watching for a long

time the windows shown in this paper. Now when he dresses a window, it draws custom every time. He gets the people of Ingersoll talking about his work, and has had deputations from civic authorities call to congratulate him.

What these young men are accomplishing others can do. A good window trimmer is always in demand.

CLERKS WANT HALF HOLIDAY.

A general meeting of the Retail Employees Organization of Victoria, B.C., was held recently. The executive reported that progress had been made since the last meeting. The Butchers' committee submitted a resolution to the effect that a weekly half holiday for the perishable goods trades was workable and taking the facts into consideration held a strong preference for Saturday early closing. Arguments were introduced dealing with all phases of the question and the resolution was unanimously endorsed by the meeting. D. W. Poupard was appointed organizing secretary on a salary.

OBSERVATIONS OF THE CLUB REPORTER.

All things come to those who hustle while they wait.

The most successful salemen are those who have taken the thirty-third degree in the creation of desire.

See that your language and your intonation carry enough courtesy over the telephone so that the cordial smile that cannot be seen will not be missed.

The clerk who shows his enthusiasm in his work by dressing neat windows, making display cards, or by devising some method for increasing sales, is bound, sooner or later, to secure recognition from his employer.

Current News of the Week

Quebec and Maritime Provinces.

J. P. Buckley, a Halifax, N.S. grocer, died recently.

Mrs. A. Boucher, grocer, Sherbrooke, Que., has sold to A. T. Roy.

United Coffee Stores, Limited, has been organized in Montreal with capital of \$100,000.

Wentzells, Limited, Halifax, N.S., have added a confectionery department to their retail store.

Wylie Brewster and Jas. Noyse have joined the staff of Lamont and Steadman, Kentville, N.S.

W. G. Patrick and Co., Montreal, are moving their showrooms from St. Paul St. to The Read Building, where they will occupy larger and better premises.

P. Cliche of Beauce Junction, Que., has been granted a loan of \$7,000 for seven years and exemption from municipal taxes for ten years by the council of Megantic, Que., on condition that he establish a broom and brush factory there.

Peak, Frean and Co., Ltd., have appointed F. L. Benedict and Co., 144 Craig St., West, Montreal, P.Q., as their representatives for Eastern Canada, including Ottawa city. Formerly they were represented by two different firms, one at Montreal and another at St. John, N.B.

Ontario.

Geo. M. Sawyer, grocer, Leamington, Ont., has sold to C. Ellis.

H. Wiltse and J. C. Medd are opening a new grocery in Clinton, Ont.

A. E. Stetson has opened a grocery and confectionery store in Renfrew, Ont.

M. M. Mulhern has purchased the grocery business of R. J. McGillis, Cornwall, Ont.

Wm. Collins, a Peterborough, Ont., grocer, died recently. He was in business for 27 years.

Thos. Harker, in the grocery business in Oakville, Ont., for some eight years has sold to E. O. Taylor.

Edgar Burnham has been appointed representative in Peterborough, Ont., and district of the Montreal Biscuit Co.

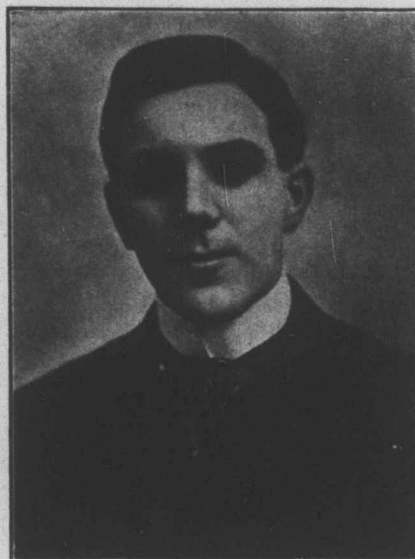
The officers of the Retail Merchants' Association, of Guelph, Ont., were recently elected and are as follows: — President, R. S. Cull; First Vice-President, A. J. Groom; Second Vice-President, B. Hewer; Treasurer, W. Hood; Secretary, Geo. E. B. Grinyer.

H. P. Eckardt, of H. P. Eckardt & Co., wholesale grocers, Toronto, has returned from a three month's trip to the

South. He visited, among other places, Palm Beach and Atlantic City. He motored in his touring car from New York to Boston, then across New York State to Toronto, via Albany.

Mr. Henri de Leeuw, grocery broker, Front St., Toronto, has left for Vancouver to meet Mr. Teu Hope, managing director of the Biscuit Factory, Victoria, Holland. They will return through Canada, appointing agents in the principal centres.

James Bicknell, K.C., addressed The Canadian Credit Mens' Association, Toronto, at its last meeting on the need of a bankruptcy law for Canada that would



HARRY RANAHAN,

Who was recently elected President of the London Retail Grocers' Association.

improve credit conditions. The following were nominated as members of the Board of Governors, and at the next meeting will be elected for two years:— J. A. Malcolm, J. A. Catto, H. D. Eby, J. A. Lawrence, L. F. Monypenny, A. R. Clarke and Thomas McMillan.

At a meeting of the Trades and Labor Council, held at the Labor Temple in Toronto recently, intimation was given that it is proposed that a company be formed of labor unionists, with a floating capital stock of \$1,000,000, to be issued in shares of \$5 each, par value, the company to be called "The Union Label Stores," with the supposed object of reducing the high cost of living by entering into distribution through retail stores throughout Canada of dairy products,

furniture, coal, groceries, clothing, and any other domestic necessity which the board of directors see fit from time to time to market. The company, according to present plans, shall be governed by a board of directors, who meet in Toronto at periods as arranged by themselves. Each store shall have an advisory board, made up of members who are dealing in this stock, and a member for each local, who has taken stock, and which shall report to the general management upon the general welfare of this store. One member of each advisory board is to be elected to act in conjunction with the general board. It is further understood that the company shall undertake from time to time to manufacture such articles as are in large demand, and in doing so to use none but union labor.

Western Canada.

A number of merchants of Lashburn, Sask., have decided jointly to close at six o'clock every evening except Saturdays and nights before holidays.

The Leaf Grocery store, Burnaby, near New Westminster, B.C., sustained a \$6,000 fire loss recently. Employees of The American Can Co., saved \$700 worth of the stock.

W. H. Siddall, formerly manager of grocery department of the Ashwell store, Chilliwack, B.C., has formed a partnership with a Mr. Haley, of Vancouver, and purchased the stock and grocery business of B. T. Malcolm in Chilliwack.

The Railway Commission at Ottawa last week gave judgment that there should be a 20 per cent. reduction in express rates in Western Canada, in the standard maximum tariffs for traffic classified as merchandise. The present minimum charge of 25 cents is not interfered with. The reduction comes into force on July 15.

VENGEANCE.

Nibble: "I never used to eat beef, but now I eat all I can of it, three times a day."

Gibble: "Ah! Come to be too fond of it, eh?"

Nibble: "No. Revenge. A bull chased me clear across a ten-acre lot the other day, and pitched me over a six-rail fence."—Ex.

General Review of the Grocery Markets

Sugar Situation at Moment Steady But Requires Close Attention — Montreal Molasses Situation Holds Same With no Further Developments—Cardamon and Celery Seeds Take Big Advance—Cardamon Not Likely to be Lower—Collections Improving.

QUEBEC MARKETS.

POINTERS:—

- Sugar—Steady.
- Molasses—Unchanged.
- Dried Fruits—Demand improving.
- Coffee—Advancing.

Montreal, April 29.—There is a very brisk trading in groceries this week. Lake and river navigation is open, and a large number of orders have come in for shipment on these early boats. The week has seen few price changes, and generally market is featureless.

Money is easier and buying more liberal than for some time past, while fine weather has given retailers more confidence in trade conditions. Retailers generally report good business, although this week will be rather dull on account of annual moving. It is estimated that 30,000 families will change homes this week. Last year's estimate was 27,000.

Rosin has declined, and is now selling at \$7.25 per 280 lb. cask, while it formerly sold for \$8.75. Pepper is stronger, having advanced on the primary markets. Fairbanks' compound lard is 10c higher than last week.

New pack of a certain brand of lobsters will be delivered next week. This will be the earliest delivery on record.

Beans are advancing under a heavy demand. Peas are also meeting with a heavy demand, and prices are firm. Clover seed is scarce and hard to get, while other seeds are moving freely. The warm weather has brought on the demand with a rush, and stocks are very low.

SUGAR.—Although New York market has fluctuated several points during past week, local sugar market remains steady at last week's level. There is at moment an upward tendency to market. It is stated by refiners that at present prices no one is making any profits, and there is a strong feeling that this condition should be terminated.

Granulated, bags	4 50
Granulated, 20-lb. bags	4 00
Granulated, 5-lb. cartons	4 50
Granulated, 2-lb. cartons, per cwt.	4 50
Granulated, Imperial	4 35
Granulated, Beaver	4 35
Paris lumps, boxes 100 lbs.	5 25
Paris lumps, boxes 50 lbs.	5 35
Paris lumps, boxes 25 lbs.	5 55
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
Crystal diamonds, 100-lb. boxes	5 25
Crystal diamonds, 50-lb. boxes	5 35
Crystal diamonds, 5-lb. cartons	6 30
Crystal diamonds, Dominos, cartons	7 00
Extra ground, bbls.	4 90
Extra ground, 50-lb. boxes	5 10
Extra ground, 25-lb. boxes	5 30
Powdered, bbls.	4 70
Powdered, 50-lb. boxes	4 90
Powdered, 25-lb. boxes	5 10
Phoenix	4 50
Bright coffee	4 45
No. 3 yellow	4 35

No. 2 yellow	4 25
No. 1 yellow	4 10
Bbls. granulated and yellow may be had at 5c above bag prices.	

MOLASSES. — Molasses situation is practically same as last week, as there have been no further developments, both factions still maintaining their positions. Prices are slightly higher this week, with ruling price at 37, although there are still occasional offerings at 36½.

It is stated that one of the prominent bears has offered 36½c f.o.b. Montreal for 1,000 puncheons, but the offer was refused. This party advised waiting when molasses were selling at 34c. This case must not be taken as an indication that market is going up, for market is still a test of strength of the two factions.

Situation as it appears to-day is this: Production is short about 25,000 puncheons, this year's production being about 60,000 puncheons of all grades, practically all of which has been sold by the producers. Buyers have covered booked orders fully, but have scanty stocks in store and prefer to do with out molasses rather than pay the high prices now asked. High prices will curtail consumption to a large extent, which in turn will help to offset shortage. Importers will have to accept deliveries shortly, which means that the molasses will have to be paid for. As money is tight, it is reasonable to suppose that the importers will attempt to finance this by selling as much molasses as possible. As buyers refuse to purchase at present prices, it is very probable that prices will be shaded to compromise the situation, and it is here that the real struggle will be. It is indeed a very puzzling situation, with very little to indicate the ultimate outcome. Prices to-day range from 36c to 37c.

Fancy Barbados molasses, puncheons	0 40	0 42
Fancy Barbados molasses, barrels	6 43	0 45
Fancy Barbados molasses, half-barrels	0 45	0 47
Choice Barbados molasses, puncheons	0 35	0 37
Choice Barbados molasses, barrels	0 38	0 40
Choice Barbados molasses, half-barrels	0 40	0 42
New Orleans	0 25	0 28
Antigua	0 30	0 32
Porto Rico	0 40	0 42
Corn syrups, bbls.	0 05½	0 06
Corn syrups, half-barrels	0 05½	0 06
Corn syrups, quarter-barrels	0 05½	0 06
Corn syrups, 25-lb. pails	1 75	1 80
Corn syrups, 5-lb. pails	1 25	1 30
Cases, 2-lb. tins, 3 doz. per case	2 40	2 45
Cases, 5-lb. tins, 1 doz. per case	2 75	2 80
Cases, 10-lb. tins, ½ doz. per case	2 55	2 60
Cases, 20-lb. tins, ¼ doz. per case	2 60	2 65

MAPLE SYRUP. — Production of maple syrup for this season is practically over. Season's production is about same as last year, if not a little heavier, and prices have sagged off a little from

last week's quotations. Syrup is practically all made, but producers are still making sugar. Maple syrup has declined to 10c and 11c per lb.

Pure maple syrup, in 8½ lb. tins	0 75
Pure maple syrup, in 15-gal. kegs, 8c per lb., or per gallon	1 00
Pure maple sugar	0 10 0 11

DRIED FRUITS.—Demand for dried fruits is improving. Prunes are moving freely, with prices firm. Raisins are in good demand, and prices are firming. Currants are meeting with a steady demand, while prices have advanced on primary markets. Other dried fruits are selling well for season of year.

Raisins—		
Choice seeded raisins	0 07½	0 08
Choice fancy seeded, 1-lb. pkgs.	0 05	0 05½
Choice loose muscatels, 2-crown, per lb.	0 05½	0 06
Choice loose muscatels, 3-crown, lb.	0 05	0 05½
Choice loose muscatels, 4-crown, per lb.	0 07	0 07½
Seedless, new, in packages, 12 oz. pkgs.	0 07	0 07½
Seedless raisins, new, 16 oz. pkgs.	0 08	0 08½
Select raisins, 7-lb. box, per lb.	0 07	0 07½
Sultana raisins, loose, per lb.	0 11	0 11½
Sultana raisins, 1 lb. cartons	0 12½	0 13
Malaga table raisins, 3-crown, lb.	3 40	3 45
Malaga table raisins, 4-crown, lb.	4 00	4 05
Malaga table raisins, 5-crown, lb.	5 20	5 25
Malaga table raisins, 6-crown, lb.	5 50	5 55
Malaga table raisins, 7-crown, lb.	6 75	6 80
Malaga table raisins, clusters, per ¼ box	0 75	0 78
Valencia, fine, off stalk, per lb.	0 05½	0 06
Valencia, select, per lb.	0 07	0 07½
Valencia, 4-crown layers, per lb.	0 08	0 08½
Evaporated apricots	0 14½	0 15
Evaporated apples	0 05½	0 06
Evaporated peaches	0 05½	0 06
Evaporated pears	0 12½	0 14
Currants, fine filletras, per lb., cleaned	0 08	0 08½
Currants, 1-lb. pkgs. fine filletras, cleaned	0 07	0 07½
Currants, Patras, per lb.	0 09	0 09½
Currants, Vostizzas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 05	0 05½
Dates, Hallowee, loose	0 05	0 05½
Figs, 3 crown	0 10½	0 11
Figs, 4 crown	0 10	0 11
Figs, 5 crown	0 11½	0 12
Figs, 6 crown	0 12	0 13
Figs, 7 crown	0 13½	0 14
Figs, 8 crown	0 14½	0 15
Figs, 9 crown	1 30	1 40
Comadre figs, about 33-lb. mats.	0 10½	0 11
Glove boxes, 15-oz., per box	0 10½	0 11
Glove boxes, 10-oz., per box	0 07½	0 08
Prunes—		
20-30	0 11	0 12
30-40	0 09	0 10
40-50	0 08	0 09
50-60	0 07	0 08
60-70	0 07	0 08
70-80	0 07	0 08
80-90	0 06½	0 07
90-100	0 06	0 07
Bosnia prunes	0 07	0 08

TEA.—Cheap grades of Ceylon are a trifle higher than last week, and market generally has a very firm tone. During past few weeks sales have been made at shaded prices, but with increased demand on opening of lake navigation prices have stiffened. Primary markets are quiet, under a steady trade and firm prices. New crop of Ceylons and Chinas are being offered, but will not arrive on local market until end of May. Trade is much brisker this week, and market has a brighter tone than for some time past.

Japan—		
Choicest	0 40	0 50
Choice	0 35	0 45
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 15	0 20
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 25
Pekoe Souchoong	0 20	0 25

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India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 22	0 23
Gunpowders	0 19	0 20
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 15
Pingsuey gunpowder, pea leaf	0 20	0 20
Pingsuey, gunpowder, pinhead	0 30	0 30

COFFEE.—There is no change in local coffee situation, but primary markets are very firm and advancing. Demand for coffee is quiet and shows a falling off in business accomplished. Prices are steady and firm.

Mocha	0 23	0 23
Rio	0 21½	0 22½
Mexican	0 25	0 25
Santos	0 24	0 25
Maracaibo	0 27	0 27
Javas	0 30	0 30

SPICES.—Owing to Jewish holidays and annual moving, local trading in spices is very quiet this week, but with these events over, and with opening of lake and river navigation, business should show a decided improvement next week. Prices are firm, with no features either in local or primary markets.

Allspice	0 13	0 13
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 16	0 20
Caraway seed	0 08	0 09
Batavia cinnamon	0 25	0 30
Cloves, whole	0 27	0 35
Cloves, ground	0 27	0 35
Cream of tartar	0 25	0 25
Ginger, Cochina	0 17	0 20
Ginger, Jamaica	0 20	0 25
Mace	0 08	0 15
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 27½	0 30
Pimento	0 15	0 17

RICE AND TAPIOCA.—There is nothing new to report, as prices are firm and demand steady. The opening of lake navigation has stimulated buying to some extent.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 35	3 35
Rice, grade B, bags 100 lbs.	3 35	3 35
Rice, grade B, bags 50 lbs.	3 35	3 35
Rice, grade B, pockets 25 lbs.	3 45	3 45
Rice, grade B, ¼ pockets, 12½ lbs.	3 55	3 55
Rice, grade C.O., bags 250 lbs.	3 25	3 25
Rice, grade C.O., bags 100 lbs.	3 25	3 25
Rice, grade C.O., bags 50 lbs.	3 25	3 25
Rice, grade C.O., ¼ pockets 25 lbs.	3 35	3 35
Rice, grade C.O., ¼ pockets, 12½ lbs.	3 45	3 45
India bright, 250 lb. bags	3 50	3 50
Laure, loose, 250 lb. bags	3 60	3 60
Patna, polished	4 40	4 40
Finest imported Patna, 224 lb. bags	5 37½	5 37½
Finest imported Patna, 112 lb. bags, bag	5 50	5 50
Finest imported Patna, 56 lb. bags	5 62½	5 62½
Pearl	4 60	4 60
Sparkle	5 10	5 10
Crystal	5 30	5 30
Snow	4 90	4 90
Imperial Glace	4 90	4 90
Ice Dips	5 45	5 45
Canadian Caroline rice	7 10	7 10
Imported Caroline rice, hand pickd.	9 00	9 00
Imported Caroline rice, fancy	8 00	8 00
Brown sago, lb.	0 04½	0 05½
Tapioca, medium, pearl, lb.	0 05½	0 06
Seed, lb.	0 05	0 05

NUTS.—Demand improving, especially for peanuts, but otherwise the situation is devoid of features.

In shell—		
Brazils	0 14	0 16
Filberts, Sicily, per lb.	0 13½	0 15
Filberts, Barcelona, per lb.	0 11	0 11
Tarragona Almonds, per lb.	0 16	0 16½
Walnuts, Myette Grenoble, per lb.	0 15	0 15
Walnuts, Marbots, per lb.	0 13	0 13½
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown, selected, per lb.	0 35	0 37½
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags), standards, lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08½	0 08
Ocon, roasted	0 08	0 08
Diamond G. roasted	0 09	0 09
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 12	0 13
Virginia No. 1	0 12	0 13
Pecans, jumbo	0 15	0 15
Pistachios, per lb.	0 15	0 15

Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 28

ONTARIO MARKETS.

POINTERS.—
Sugar—Market steady.
Spices—Cardamon and celery seed advanced.

Toronto, April 30.—Financial stringency has eased up considerably during past week. Throughout the West collections and money are said to be in pretty bad shape, but in Ontario have taken on marked improvement. Retailers, overstocked in the winter, have held off buying, with result that stocks are now lighter and larger amount of money is to be had as working capital. With a few more weeks continuance of present conditions, it is thought that matters will be in pretty fair shape.

Business too is picking up slightly, though there are still those who are willing to complain of dulness. With seeding pretty well on throughout province prospects are for better trade conditions in near future.

SUGAR.—On New York markets a more steady tone has prevailed throughout past week. There has been even a slight advance, quotations now being \$4.35 for delayed, \$4.30 within 7 days, and prompt on former basis.

Buying of raws has been only moderate, discussion as to effect of new tariff, and fact that Port Rico continues to rush her sugars to market so as to not lose her duty advantage tending to keep things more quiet than otherwise.

In Canada trade is beset with result of reciprocity agreement between Canada and West Indies which is now under discussion and has come up for a third reading.

What the result of these two tariff changes will be is something yet to be demonstrated, and which will not be proved for some months.

At moment sugar on local market continues to hold steady. Opinions vary as to what future will be, but many dealers continue to hold firm belief that any change will be upward. Situation, however, is doubtful, and needs to be watched closely.

Extra granulated, bags	4 60
Extra granulated, 20-lb. bags	4 70
Extra granulated, 5-lb. cartons	4 80
Extra granulated, 2-lb. cartons	4 90
Imperial granulated	4 45
Beaver granulated	4 45
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 00
Extra ground, 50-lb. boxes	5 20
Extra ground, 25-lb. boxes	5 40
Powdered, bbls.	4 80
Powdered, 25-lb. boxes	5 20
Powdered, 50-lb. boxes	5 00
Red Seal, 5 lb. boxes, cwt.	7 10
Crystal diamonds, 5 lb. boxes	7 10
Crystal Dominoes, 5 lb. boxes	7 20
Paris lumps, in 100-lb. boxes	5 35
Paris lumps, in 50-lb. boxes	5 45
Paris lumps, in 25-lb. boxes	5 45

SYRUP & MOLASSES.—Maple syrup is now moving out very freely. Quality is well up to average in most cases,

though this has been said to be a poor sugar year, and prices reasonable. Higher grade molasses keep firm with rising tendency. Common varieties are likely to hold unchanged.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 40	
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, ½ doz. in case	2 65	
20 lb. tins, ¼ doz. in case	2 60	
Barrels, per lb.	0 05½	
Half barrels, lb.	0 05½	
Quarter barrels, lb.	1 75	
Pails, 38½ lbs. each	1 75	
Pails, 25 lbs. each	1 25	
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
½ gals., 12 to case	5 40	
¼ gals., 24 to case	5 40	
Pints, 24 to case	3 00	
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	
½ gallons, 12 to case	7 25	
Quarts, 24 to case	7 25	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 30	0 30
West Indies, half barrels	0 30	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50

DRIED FRUITS.—All seeded fruits continue to hold quite firm on primary markets and may advance even farther. Locally few are moving, demand being mostly for prunes, table figs, peaches and apricots. Prices hold unchanged.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 11½
50 to 60, in 25-lb. boxes	0 10½	0 10½
60 to 70, in 25-lb. boxes	0 09	0 09
70 to 80, in 25-lb. boxes	0 08½	0 08½
80 to 90, in 25-lb. boxes	0 08	0 08
90 to 100, in 25-lb. boxes	0 07½	0 07½
Same fruit in 50-lb. boxes, ¼ cent less.		
Apricots—		
Standard, 25-lb. boxes	0 13	0 13
Choice, 25-lb. boxes	0 16	0 16
Peaches—		
Standard, 25-lb. boxes	0 10	0 10
Choice, 25-lb. boxes	0 11	0 12½
Candied Peels—		
Lemon	0 11	0 12½
Orange	0 12	0 13
Citron	0 15	0 18
Tapnets	0 03½	0 04
Bag figs	0 05	0 07
Fancy box figs, according to size	0 10	0 15
Evaporated apples	0 06½	0 07
Currants—		
Fine Filletas, per lb.	0 07	0 07
Choicest Amalas, per lb.	0 07½	0 07½
Patras, per lb.	0 07½	0 07½
Choice Vostizas	0 10	0 10
Shade dried Vostizas	0 10½	0 11
Cleaned, ¼ cent more.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, selected, new	0 09	0 09½
Valencias, old stock	0 07½	0 08
Seeded, 1 lb. packets, fancy	0 08	0 08
Seeded, 1 lb. packets, choice	0 06½	0 07
Dates—		
Hallowes', full boxes	0 05	0 05
Hallowes', half boxes	0 05½	0 05½
Farris, choicest, 12-lb. boxes	0 09½	0 09½
Farris, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½

TEA.—Situation is much same as week ago. Stocks in London would tend to point towards firmer markets. This week last year there were on spot 17 million pounds, whereas there are now only 15 million. With markets advancing it practically means that if wholesaler is going to provide same quality teas he will have to pay more for them.

COFFEE.—Low grade coffees on primary markets have taken another slump. They have been fluctuating slightly during past week and now stand lower than at any time during past year. Milder grades have shown some slight fluctuations also, but remain practically unchanged since week ago. Locally prices hold unchanged.

Rio, roasted	0 18½	0 21
Green, Rio	0 18	0 20
Santos, roasted	0 23	0 25

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Maricao, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Chloro	0 11	0 13

SPICES.—There is still some prospect of peppers advancing even farther. Cloves, if anything, are firmer but no price change has been affected. Cardamon and celery seeds, former especially, have taken big jump up this week. One local dealer is of opinion that cardamon seed will not likely ever be lower than present level as land upon which this has been grown is being transplanted with rubber and tea. Ceylon cinnamon, too, is in much same position. Regarding other spices, opinion seems to be that these have reached their limit.

	5 and 10 lb. Tins	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	14-17	60-0 70	70-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-28	72-0 90	90-1 15
Cloves	30-35	1 08-0 95	..-1 08
Cream tartar	30-31	90-0 00
Curry powder	..-35
Ginger	22-27	65-0 85	75-0 95
Mace	75-1 00	90-0 00	0-2 75
Nutmegs	25-30	90-0 00	1 60-2 50
Peppers, black	19-22	67-0 75	80-0 90
Peppers, white	27-29	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	14-18	75-0 00	75-0 00
Turmeric	16-18

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

Cardamon seed, per lb. in bulk	2 25	1 80
Cinnamon, Ceylon, per lb.	0 50
Mustard seed, per lb. in bulk	0 10	0 12
Celery seed, per lb. in bulk	0 60	0 70
Shredded coconut, in pails	0 17	0 20

RICE AND TAPIOCA.—Tapioca appears to be a little easier. Primary quotations yesterday were a fraction of a cent lower than week ago. It is not expected, however, that any change will be made locally for some time.

Rice appears to have reached bottom. Quality on low grade stuff is very poor.

With eggs steadily declining demand both for rice and tapioca is greatly on increase.

	Per lb.
Rice—	
Rangoon, per lb.	0 03½
Patna, per lb.	0 05½
Japan, per lb.	0 05½
Java, per lb.	0 05½
Carolina, per lb.	0 06
Sago—	
Brown, per lb.	0 05½
White, per lb.	0 05½
Tapioca—	
Bullet double goat	0 09½
Medium pearl	0 05½
Flake	0 06

NUTS.—Situation continues practically without change. Almonds and walnuts hold quite firm with advancing tendency. More peanuts are appearing on local market this week. These are bringing 10 to 10½ cents per lb. raw, or 12 cents roasted.

Almonds, Formigetta	0 15	0 16
Almonds, shelled	0 38	0 40
Almonds, Tarragona	0 15	0 17
Walnuts, Grenoble	0 16	0 16½
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Walnuts, shelled, new	0 30	0 32
Filberts	0 12	0 12½
Pecans	0 18	0 20
Brasils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 09½
Peanuts, green, jumbo	0 10
Peanuts, shelled	0 08	0 09

BEANS.—Low quotations are being made on primes, but quality is so poor that few are being bought. There is so much discoloration, and softness in

stocks that it is next thing to impossible to separate into various grades as in past years. As result all kinds of prices are being asked.

H.P. continue to hold at about same level.

Beans, Canadian—		
Prime beans, per bush.	2 35	2 40
Austrian, H.P., bush.	2 60
Austrian, mixed, per bush.	2 40

MANITOBA MARKETS.

Winnipeg, April 29.—With the opening of navigation and the movement towards sea-board of some twenty million dollars worth of grain, it is expected that money will flow more freely in the West and that in a week or two there will be no more talk of stringency.

Seeding has progressed under particularly favorable conditions, and most of the land is now sown. There are yet some fifteen or twenty million bushels of wheat to market and at the greatly improved price now obtainable this reserve should put a lot of money in circulation.

The grocery trade is showing more activity although there is no very heavy buying. Neither wholesalers nor retailers seem anxious to accumulate very heavy stocks.

Collections still leave much to be desired, but improvement is now looked for. There is no disguising the fact however that both wholesalers and retailers during the last six months extended credit beyond the dictates of sound common sense and that it will take time to straighten things up.

Prices are steady, except in the case of sugars and syrups which have declined.

SUGAR.—Sugar is down 10 cents per barrel and there is now an ample supply to meet all requirements. As there is a good demand prices should be steady for some time.

Extra standard granulated, per bbl.	5 10
Montreal yellow, per bbl.	4 70
B.C. yellow, per barrel	4 45
icing sugar, per barrel	5 65
Powdered, per barrel	5 45
Lumps, hard, per barrel	5 35

Sugar in sacks, 5 cents less.

SYRUPS.—Prices are steady and demand light. A reduction of 10 cents per case rumored is not as yet confirmed.

2 lb. tins, per case	2 13
8 lb. tins, per case	2 53
10 lb. tins, per case	2 41
20 lb. tins, per case	2 51
Barrels, per 100 lbs.	3 70
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, ½ gals.	5 85

DRIED FRUITS.—There is nothing new to report since last review, but a somewhat better demand for green fruits means a corresponding quietness in dried varieties. Present low prices of prunes should make them good buying.

	Per lb.
Prunes—	
80-100s, 25s, s.p.	0 08
80-100s, 10s, s.p.	0 05½
80-90s, s.p.	0 05½
80-90s, 10s, s.p.	0 06
70-80s, 25s, s.p.	0 06
70-80s, 10s, s.p.	0 05½
60-70s, 25s, s.p.	0 05½

50-60s, 25s, s.p.	0 07½
40-50s, 25s, s.p.	0 08
Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 05½
Valencia Raisins—	
Fine, f.o.s., 25s, s.p., per box	2 75
Fine, selected, 25s, s.p., per box	2 70
4-crown layers, 22s, s.p., per box	2 65
4-crown layers, 14s, s.p., per box	1 35
4-crown layers, 7s, s.p., per box	0 75
No plus ultra, 52s, s.p., per box	2 20

Sultanas—		
California	0 14	0 14
Smyrnas
Currants—		
Dry clean, per lb.	0 07½	0 07½
Washed, per lb.	0 07½
1-lb. package	0 08½
2-lb. package	0 17½

TEAS AND COFFEES.—Coffee is slated for a rise according to New York market reports. Locally market is unchanged. There does not seem to be much likelihood of over production this year. If there is, the valorization people will look after it.

Coffee—		
Green Rio, No. 5	0 16½	0 16½
Roasted Rio	0 21½	0 21½
Green Santos	0 19	0 19
Roasted Santos	0 24	0 24
Chicory	0 11½	0 11½

Teas—		
China blacks, choice	0 35	0 40
India and Ceylon, choice	0 32	0 40
Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

NUTS.—Opening of baseball season should create a little life in the nut trade which for some time has been very dull.

Brasil	0 18	0 19
Tarragona almonds	0 15½	0 15½
Peanuts, roasted, Jumbos	0 12½	0 12½
Peanuts, choice	0 11	0 11
Pecans	0 22	0 22
Marbot walnuts	0 13½	0 13½
Grenoble walnuts	0 16	0 16
Sicily filberts	0 11½	0 11½
Shelled almonds	0 33	0 34
Shelled walnuts	0 31	0 31

BEANS.—There is a very fair demand for beans and other cereals of kindred varieties. Prices are unchanged.

Beans—		
Hand picked	2 35	2 35
3 lb. picker	2 05	2 20
Peas—		
Split peas, sack 95 lbs.	3 85	3 85
Whole peas, bushel	2 75	2 85
Barley—		
Pot barley, per sack 95 lbs.	3 45	3 45
Pearl barley, per sack 95 lbs.	3 65	3 65
Wheat granules, bale of 16.

WINNIPEG.

FRUITS AND VEGETABLES. — There is a good supply of vegetables, mostly imported, and a more active trade in fruits. Valencia oranges and Egyptian and Australian onions are now on market. Pineapples and strawberries are plentiful and cheap.

Strawberries, case	4 00
Pines	5 00
Bananas, per bunch	2 50
California lemons, crate	8 00
Washington apples	1 75
Ontario apples	4 50
Florida grape fruit	5 50
Naval oranges, case	5 50
Messina lemons	6 50
Australian onions	5 50
Egyptian onions	3 50
American radish, dozen	1 00
Leeks, dozen	0 60
American leaf lettuce	0 50
Beets, per lb.	0 01½
Cabbage, per lb.	0 02½
Parsley, per dozen	0 40
Head lettuce, per dozen	1 75
Carrots, lb.	0 02½
Florida tomatoes, case	0 00
Swede turnips, per bushel	0 90
Green onions	0 35
Peppers, per basket	1 25
Cucumbers, dozen	0 01½
Caiflower, dozen	2 75
California celery, dozen	1 00
Parsnips, lb.	0 02½
Sauerkraut, lb.	0 04
California rhubarb, lb.	0 08
Imported mushrooms, lb.	0 90
Asparagus, case	4 80
Spinach, lb.	0 15

THE CANADIAN GROCER

WINNIPEG.

FISH.—Oysters are now out of season and off market. Fresh salmon, halibut, etc., should now soon be on market as well as fresh caught lake fish of several varieties.

Fish—		
Frozen salmon, per lb.	0 11	
Fresh whitefish, per lb.	0 08½	
Fresh halibut, lb.	0 13	
Fresh trout, lb.	0 12	
Pickeral, per lb.	0 08	
Black codfish, per lb.	0 10	
Finnan haddies, lb.	0 08	
Bloaters, box	1 50	
Holland herring, keg	0 72	
Kipper herring, box	2 00	
Goldeyes, doz.	0 50	
Labrador herring, ¼ bbl.	4 20	

WINNIPEG.

PRODUCE AND PROVISIONS.

Butter is a little easier, having declined one cent for creamery. Eggs are plentiful and cheap. Cured meats are still on the up-grade. Packing houses report a good demand for cured meats. Hog shipments last week were light.

Lard—		
Tierces, per lb.	0 13%	
1 lb. bricks	0 16	
50 lb. tubs	7 00	
20 lb. pails	2 85	
10 lb. cases	8 70	
50 lb. cases	8 80	
30 lb. cases	8 85	
Cured Meats—		
Hams	0 17	0 20%
Bacon	0 20½	0 24
Shoulders	0 15%	0 15%
Long clear D. S.	0 15%	0 15%
Mess pork, bbls.	26 00	
Butter—		
Creamery	0 36	0 36
Dairy best	0 28	0 28
Dairy, No. 1	0 20	0 21
Dairy, No. 2	0 16	0 18
Eggs—		
Manitoba, per doz.	0 18	0 19
Cheese—		
Ontario large	0 15%	0 15%
Ontario twins	0 15%	0 15%
Manitoba large	0 14%	0 14%
Manitoba twins	0 15	0 15

NOVA SCOTIA MARKETS.

By Wire.

Halifax, April 29.—Wholesale grocery dealers report business in good volume with prices firm. There is an abundant supply of eggs on market and price has dropped to 19 cents. Butter receipts are increasing and prices are shade easier. All pork products have an upward tendency. There is better demand for canned goods and dried fruits. Vegetables are scarce. There has been a slight advance in prices. General outlook for business is excellent.

Apples, No. 1, per bbl.	4 00
Bacon, side, per lb.	9 13½
Butter, creamery, per lb.	0 31
Cheese, per lb.	0 15
Cranberries, Cape Cod, per barrel	14 00
Currants, Vestizana, per lb.	6 08½
Canned Goods—	
Corn, 2's, per doz.	1 30
Peas, 2's, per doz.	1 47½
Raspberries, 1's, per doz.	2 37½
Strawberries, 2's, per doz.	2 37½
Tomatoes, 2's	1 40
Cornmeal, per bag	1 55
Eggs, fresh, per dozen	0 19
Flour, Ontario, 80 per cent.	5 05
Flour, Manitoba best, per bbl.	6 15
Grapefruit, per case	4 00
Hams, per lb.	0 20
Lemons, per case	5 00
Oatmeal, std., per sack	2 05
Onions, Valencia, per lb.	0 02½
Onions, American, per bag	1 25
Onions, Canadian, per bag	1 15
Oranges, Florida, per case	5 00
Oranges, navel, per case	5 25
Pork, American clear, per bbl.	27 00
Potatoes, per bag	1 80
Raisins, Cal. fancy, per lb.	0 07
Roiled oats, per bbl.	5 25
Salmon, Sockeye, per case	10 25
Sweet potatoes, per hamper	2 00
Turnips, per bag	1 10

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., April 29.—There is little of special interest in markets. In molasses scarcity is being felt and as result prices are very firm. Sugar holds unchanged, but is showing more activity of late. Flour, corn and oats are all firm and general tendency seems upwards. Ontario Patents flour may increase slightly because of scarcity of Ontario mill. Cornmeal and oatmeal are both a little higher. No change has been made in feeds. Pork and beef rule firmer. Eggs are lower than for many years, and are down to 15 cents dozen this week. Demand is light even at that price. Butter holds about same. New cheese offering lower than old stocks will likely affect price of latter. Business is interesting dealers now as orders are coming better.

Bacon, roll	0 15	0 16
Bacon, breakfast	0 18	0 20
Beans, Austrian, bushel	2 65	2 75
Beans, yellow eye, bushel	3 10	3 15
Butter, dairy, per lb.	0 28	0 30
Butter, creamery, per lb.	0 30	0 32
Buckwheat, W., grey, bag	2 75	2 85
Cheese, lb.	0 15	0 15½
Currants, 1's, lb.	0 07%	0 08
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 02½	1 05
Corn, doz.	1 10	1 15
Peas, No. 4	1 40	1 45
Peas, No. 2	1 43½	1 45
Peas, No. 1	1 45	1 50
Peas, No. 1	1 80	1 85
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	2 25
Strawberries	2 20	2 20
Tomatoes	1 65	1 70
Cornmeal, gran.	4 75	4 75
Cornmeal, bags	1 40	1 40
Cornmeal, bbls.	2 95	2 95
Eggs, hennery	0 15	0 15
Flour, Manitoba	6 25	6 30
Flour, Ontario	5 65	5 70
Lard, compound, lb.	0 10%	0 11
Lard, pure, lb.	0 18	0 17
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 39	0 40
Oatmeal, rolled	5 25	5 25
Oatmeal, std.	5 80	5 80
Pork, domestic mess	27 75	27 75
Potatoes, barrel	1 40	1 40
Raisins, California, seeded	0 07%	0 08
Rice, per cwt.	3 85	3 95
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 70	4 80
United Empire	4 40	4 50
Bright yellow	4 50	4 60
No. 1 yellow	4 20	4 30
Paris lumps	5 60	5 75

GIST OF SUCCESSFUL ADVERTISING.

By Jerome P. Fleishman.

Telling people who you are, where you are and what you have for sale, and telling it in such a way that there will be aroused a desire on the part of the reader to do business with the advertiser—that is about all there is to advertising, after all.

People there are who know very little about the subject and who insist that advertising is more or less magic—that the man who can write advertising that will sell goods must be a wonder-worker.

Don't you believe it! The successful merchants of to-day place their faith in honest, persistent, commonsense publicity. They know that advertising is

simply news—news of merchandise and prices and store service, and so on. And the advertiser who gives the people the news they want to read has the only sort of power over pocketbooks that is fundamentally sound.

TRADE NOTES.

J. A. Sutherland, of T. B. Greening & Co., coffee importers, Toronto, is in Montreal this week on business.

The merchants of Salmon, B.C. have agreed to observe Wednesday afternoon after one o'clock as a holiday during the summer months, from May to September. This will hold for all weeks except those in which there is a regular holiday.

B. J. McCormick, of Welland, Ont., and L. M. Snider, of Detroit, Mich., have formed a company for the purpose of dealing in poultry products. To that end they have bought a five-acre farm, just outside of Welland, on which to raise poultry for supplying surrounding markets.



To WM. T. McDONNELL, manager and owner of W. T. McDonnell & Co., wholesale produce dealers, Toronto, Ont. Mr. McDonnell was born in the City of Peterboro on April 29, 1873. For the past seven years he has been owner of the firm which bears his name. Previous to that time he travelled for thirteen years—three for Manson, Campbell Co., Chatham, Ont.; three for Toronto Grain and Seed Cleaner Co., and seven for Frost & Wood Co., of Smith's Falls, Ont.

To H. COWAN, president of The Cowan Co., Ltd., Toronto, Ont. Mr. Cowan was born in Toronto on April 29, 1879. He has now been connected with The Cowan Co. for the past 19 years.

GIVE BROOM PREMIUM IN CLEAN SWEEP SALE.

The Model Variety Store, 81 East Side Square, Hillsboro, Tex., recently held what it called a "Clean Sweep Sale" and offered a full-sized house broom free to the first one hundred customers making a purchase amounting to 99 cents or over.

FLOUR & CEREAL DEPARTMENT



General Advance of 20c. Expected in Flour

Some Mills Have Already Put Up Price and Others Will Likely Fall in Line Shortly—Movement Being Made to Force Up Ocean Freight Rates—High Price of Corn Likely to Cause Cornmeal to Move Up 10 Cents.

On Monday of this week May wheat in Winnipeg reached the high point of 94 cents, which is within 1 cent of the highest point of the crop. On April 1 May wheat in Winnipeg sold at 89, so that a steadily firmer feeling has prevailed throughout the month. In spite of the upward movement, flour in Toronto has not until this week made any change; Ontario since December 17, and Manitoba since November 18. Both of these changes were downward.

With wheat advancing so rapidly an advance in flour seems unavoidable. Some mills have already put up their prices 20 cents per barrel, and it is thought advance will very shortly be quite general.

A meeting has been called for Thursday of this week to consider a further advance on ocean freight rates, and it is the prevailing opinion that these are likely to be forced up another cent or two. This will tend to further advance export prices on flour, which even apart from freight rates are now advancing rapidly.

Continued upward movements in corn markets would appear to justify an advance in cornmeal. This advance dealers expect to take place almost at any minute, and very probably before the week is out.

Receipts of flour for the week were 8,835 sacks, as compared with 28,562 sacks for the corresponding week of last year. The exports from Portland and St. John for the week were 57,863 sacks, as against 24,534 sacks for same week a year ago.

MONTREAL.

FLOUR.—There is no change in local quotations on flour, but prices have become firmer during past week. Domestic demand is steady and without features, but export demand is increasing. It is expected that large export shipment will be made when steamers now on the ocean arrive here. Local millers have a large number of orders booked for shipment on these early boats, and every

preparation has been made to make these shipments. On other hand, domestic trade is marking time, to some extent waiting for opening of lake navigation. Inland navigation has just started, and it will take a week or more to get things running smoothly. It is anticipated that next week will see a big increase in domestic demand.

Winter wheat, fancy patents, in bags ..	4 80	4 75
Straight rollers, in bags	4 30	4 60
Manitoba 1st Spring wheat patents, bags	5 40	5 40
Manitoba straight patents, in bags.....	4 90	4 90
Manitoba strong bakers, in bags.....	4 70	4 70
Manitoba second, in bags	4 10	4 30

CEREALS.—Warm weather is putting a crimp in sales of oatmeal, but is increasing demand for prepared breakfast foods, such as corn flakes and puffed wheat, rice, etc. Prices for oatmeal remain same as last week. There is very little demand for oatmeal for export. Exports of rolled oats from Portland and St. John's for past week were 3,684 sacks, as compared with 1,600 sacks for same period last year.

Cereals—		
Roller oats, in 25 sack lots	2 05	2 18
Roller oats, in single bag lots	2 18	2 18
Roller oats, in bbls.	4 35	4 60
Standard oatmeal, in single bag lots.....	2 25	2 25
Granulated oatmeal, in single bag lots.....	2 25	2 25
Fine oatmeal, in single bag lots	2 25	2 25
(In 25 bag lots the price of the above is 10c lower.)		
Roller wheat, in barrels	2 70	2 70
Hominy, in 95 lb. sacks	2 00	2 00
Cornmeal, in 95 lb. sacks	1 85	1 90
Roller oats, in cotton sacks, 5c more.		

MILL FEED.—Bran is now selling at \$19 instead of \$20, as quoted last week. Demand for mill feeds is not very heavy just now owing to fact that farmers are marketing their stock. Demand from country points is steadily decreasing.

Bran, in car lots, per ton	19 00	19 00
Shorts, in car lots, per ton	22 00	22 00
Middlings, in car lots, per ton	24 00	25 00
Wheat moulee, per ton	26 00	26 00

TORONTO.

FLOUR.—Some local millers have this week advanced flour 20 cents per barrel, or 10 cents per sack, for domestic trade, and during past two weeks have put up export prices 1s 6d. It is expected that the advance will be general very shortly. Since the last advance in flour, wheat has risen from 83 to 93½ cents. This should cause a corresponding advance of 45 cents per

barrel in flour. Of this, however, the difference caused by lake and rail freight would absorb about 15 cents, making an advance of 30 cents quite reasonable. Such is the way in which Toronto dealers size up the situation. One states: "I don't see that flour will be any easier. I'm bullish on Winnipeg wheat, and don't think there's much of it in the country. For export we have put up our prices from 3d to 6d this week over an advance of 9d last week."

Manitoba Wheat.		
1st patent, in car lots, bags	5 40	5 40
2nd patents, in car lots, per bbl.....	4 90	4 90
Strong bakers, in car lots, per bbl.....	4 75	4 75
Feed flour, in car lots, per ton	30 00	30 00
Flour, in cotton sacks, 10c per barrel more.		
Winter Wheat.		
Fancy patents, domestic consumption.....	4 70	4 90
Patents, 90 p.c. domestic consumption.....	4 55	4 85
Straight roller, domestic consumption.....	4 35	4 55
Blended domestic consumption	4 85	5 15

CEREALS.—Owing to firmness of corn, which has advanced 2c per bushel during last two or three weeks, an advance in meal would appear justifiable. Locally dealers are rather expecting an advance of from 10 to 15 cents per 100 lbs., and claim that it may take place at any minute.

Roller oats continue unchanged, demand tending to ease off with warmer weather, when wheat and corn preparations are used in preference to oat products.

Roller oats, small lots, 90 lb. sacks.....	2 10	2 15
Roller oats, 25 bags to car lots.....	2 00	2 07½
Standard and granulated oatmeal, 95-lb. sk., small lots	2 35	2 35
Roller wheat, 60 lb. boxes	1 50	1 50
Roller wheat, small lots, 100-lb. bbls.....	2 75	2 75
Roller wheat, 5 barrel to car lots.....	2 65	2 65
Cornmeal, 95 lb. bags, 25 bag lots, best quality	1 70	1 90
Cornmeal, 95 lb. bags, 25 bag lots, coarser grades	1 50	1 65
Roller oats in cotton sacks 5 cents more.		

MILL FEEDS.—Prices hold unchanged. One dealer states: "The bottom of the market appears to have been reached. Surplus is now getting pretty well cleaned up, no longer forming a drug on the market. We look for firmer prices from now on." Another dealer is of opinion that general price will shortly be reduced to \$18 and \$20, which some firms are already quoting. Shorts are moving fairly freely, but other lines continue dull.

Bran, in car lots, per ton	18 00	20 00
Shorts, in car lots, per ton	20 00	22 00
Middlings, in car lots, per ton	22 00	25 00
Wheat moulee, in car lots, per ton.....	26 00	27 00



Pineapples Decline; Cukes to be Higher

Further Declines Anticipated in Pines With Warmer Weather
—Valencia Oranges Advance—All Oranges and Bananas Likely
to be Higher in Summer Months—Tomatoes Firm and Scarce.

A few more oranges are arriving this week, but are being held very firmly, owing to an advance of 25 to 50 cents on primary market. The trade is turning to Jamaicas on account of being somewhat cheaper. These arrive in good condition, but limited supply.

MONTREAL.

GREEN FRUITS.—It is expected that cherries will arrive this week from California. Last week some sold in New York City for \$7 per 10-lb. box, but it is expected that lower prices will prevail on local market. There is very little doing on local market this week, owing to this being annual "moving week."

Shipment of "Jaffa" oranges reported last week was larger than anticipated and amounted to about 2,300 cases instead of 1,200 as first reported. These oranges are of fine quality and very juicy. They sold quite readily at \$2.50 to \$3.00 per case, but some think they are worth more when compared with other oranges. Apples are slow sellers at present. Pineapples are selling well.

Apples—	
Ben Davis XXX.	3 00
Spies, first grade, per barrel	5 00
Spies, second grade, per barrel	2 50
Russets, No. 1, per barrel	5 00
Russets, No. 2, per barrel	2 75
Greenings, No. 1, per bbl.	3 00
Greenings, No. 2, per bbl.	1 75
Baldwins, No. 1, per bbl.	3 00
Baldwins, No. 2, per bbl.	2 50
Fancy imported, box	2 00
Bananas, graded	1 75
Celery, Florida, case	4 00
Cranberries	11 50
Grape fruit, Florida, case	3 50
Grape fruit, Cuban	2 75
Lemons	3 50
Oranges, California navels	3 75
Oranges, Valencias	4 50
Oranges, Jaffa	2 50
Pears, California, Easter Reurre, box 15 doz.	5 00
Pineapples, Havana	2 50

VEGETABLES.—Vegetable market presents few interesting features this week. Most important is the fluctuations in strawberries, which are quoted at 18 to 25c per qt., according to quality. Tomatoes are selling very slowly as price asked is too high for liberal buying. Cucumbers are coming in now in baskets of 6 dozen and are selling at \$4.00.

Asparagus, California, doz. bunches	5 00
Asparagus, Boston, doz. bunches	7 00
Beets, old, per bag	1 00
Beets, new, per doz. bunches	1 25
Canadian oyster plant	0 50
American oyster plant	1 20
Carrots, new, per doz. bunches	1 00
Carrots, bags	0 75
Spanish onions, large case	2 50
Canadian red onions, per lb.	0 01 1/4
Wax beans, in hamper, imported	5 50
Cabbage, new, 4 to 5 doz. crates	2 00
Cabbage, bbls. of 3 doz.	1 00
Cauliflower, per doz. hothouse	4 50
Celery, per crate (3 to 6 doz.)	4 00
Cucumbers, per dozen	1 75
Leeks, per bunch	1 25
Peppers, green, crate	3 00
Radishes, dozen	0 75
Sweet potatoes, basket	2 50
Potatoes—	
Green Mountains, car lots, per bag.	0 62 1/2
Quebec grades, car lots, per bag.	0 50
Quebec grades, small lots, per bag.	0 35
Spinach, bbl.	3 00
Tomatoes, Florida, fancy, per case	4 50
Tomatoes, Florida, choice, per case	3 00
Tomatoes, hothouse, lb.	0 30
Turnips, per bag	1 00
Egg plant, doz.	2 50
Boston lettuce, crates, 2 doz.	3 00
Curly lettuce, crates, 4 doz.	2 75
Strawberries, qt.	0 18
New potatoes, 5c lb. or bbl.	7 00
Horse radish, lb.	0 20
Garlic, bunch	0 15
Water cress, per doz. bunches	1 00
Rhubarb, per doz. bunches	1 50
Mushrooms, basket of 4 lb.	3 00
French Indive, per lb.	0 30
Artichokes, Canadian, bag	1 50

TORONTO.

GREEN FRUITS.—Pineapples have dropped 50c to \$3, but from all information which can now be gleaned are likely to hold at present level for two or three weeks. After that further decline may be expected. Florida grapefruit is almost unobtainable; prices, however, remain at last week's level. Valencia oranges have taken big advance, and can hardly be had even at present high prices. Even further advances are anticipated. Strawberries are arriving O.K. and market appears to favor steady prices for another week at least. Judging from primary market, bananas are likely to be higher before summer is over. Apples are arriving in fine condition, and moving rather more freely. Prices hold unchanged.

Apples—	
Spies, first grade, per barrel	3 50
Spies, second grade, per barrel	2 50
Russets, No. 1, per barrel	3 25
Russets, No. 2, per barrel	2 75
Greenings, fancy, per box	1 00
Greenings, No. 1, per bbl.	3 00
Greenings, No. 2, per bbl.	1 75
Baldwins, per bbl.	2 75
Fancy imported, box	2 50
Bananas, per bunch	1 75

Cocanuts, per sack of 80	5 50
Grapefruit, Florida, sizes 54, 64 and 80, case	3 75
Grapefruit, Jamaica, all sizes, per case	4 00
Lemons, Messina	3 50
Limes, per box of 100	1 50
Oranges, Florida, Valencias, case	4 75
Oranges, California navels, case	4 50
Oranges, Valencia, ordinary, 420s, case	5 00
Oranges, Valencia, large, 420s, case	6 00
Oranges, Valencia, 714s, case	5 25
Pineapples, per case	3 00
Pears, Cal., 1/2 boxes (35 to 50)	2 50
Pears, Cal., full boxes (150 to 200)	3 00
Strawberries, Louisiana, per pint	0 12 1/2
Strawberries, N. Carolina, quart	0 15

VEGETABLES.—Tomatoes continue high. On primary market supply is very light. Eastern coast is getting pretty well cleaned up, and shipments are not expected from the Western for another week yet. A few Florida squash appear this week, prices quoted being \$4 per case. Cucumbers are quite firm and are expected to move up another 50 cents before end of week. One local dealer states, "This is the first year I remember that cucumbers have advanced through the season beyond opening prices." On all old potatoes an easier feeling prevails. Dealers expect an easier market on these for next two or three weeks. New potatoes have this week advanced temporarily.

Egyptian onions have been arriving only in light supply and have met with such good demand that prices have advanced slightly over week ago. On all local vegetables prices are merely nominal. Demand is almost nil.

Artichokes, Canadian, bush	1 00
Artichokes, French, dozen	1 25
Asparagus, large bunches, doz.	4 50
Beans, green, hamper	5 00
Beans, wax, hamper	4 50
Beets, imported, per doz.	1 00
Carrots, per bag	0 35
Carrots, imported, per doz.	0 75
Cabbage, Charlston, new, crate 5-6 doz.	2 75
Cauliflower, hamper	4 00
Cauliflower, case of 12	3 00
Celery, Bermuda, dozen	1 50
Chicory, doz.	1 75
Cucumbers, Boston, hot house, doz.	4 25
Cucumbers, Florida, hamper	4 50
Egg plant, per crate of 30 to 45	5 00
Lettuce, doz. bunches	0 30
Lettuce, Boston heads, hamper	3 50
Mushrooms, per lb.	0 50
Onions—	
Onions, Egyptian, sack of 112 lbs.	2 75
Onions, green, imported, per doz.	0 15
Peppers, green, basket	0 50
Peppers, green, hamper of 6 boxes	3 00
Parsley, large bunches, doz.	0 50
Parsnips, per bag	0 50
Peas, green, hamper	2 50
Potatoes, Ontario, per bag	0 75
Potatoes, New Brunswick, per bag	0 95
Potatoes, new, Bermuda, hamper	3 00
Potatoes, hamper	1 50
Radishes, hamper	0 85
Rhubarb, according to size, doz. bunches	2 25
Spinach, per bbl.	2 25
Spinach, per hamper	0 75
Squash, Florida, case	4 00
Turnips, per bag	0 30
Tomatoes, hothouse, per lb.	6 50
Tomatoes, Florida, case	4 50
Water cress, per doz. bunches	0 25

How Parcels Post Works in Australia

Queensland Trader Gives Statement of Case—Flat Rate is Allowed, and the Mail Order Houses Reap All the Benefit at the Expense of the Local Dealers—Merchants Move for Relief.

In connection with the parcels post agitation in this country, it is interesting to note that the system has been tried in Australia and the results were just what has been feared might develop in this country. The mail order houses have been getting the greatest measure of benefit, as it has enabled them to sell to people in all parts of the Commonwealth in direct opposition with the local traders.

The great trouble in Australia seems to have been that the flat rate system was instituted. It has thus been possible to ship goods thousands of miles at extremely low rates.

In this connection we quote from the Queensland Storekeeper:

It is significant that to the first issue of the Queensland Storekeeper, several country subscribers contributed matter dealing with the mail-order system as it affected them and their business. It is still more significant that the majority of answers to our recent special campaign appeal dealt more or less strenuously with the evil effects that the mail-order system has wrought upon country traders and their work. In this article there is no intention of attempting to set up a case for the Queensland country trader. Overwhelming evidence has already been adduced to show that certain city houses reap an undue benefit from the operation of the Postal Act, and that that undue benefit is reaped wholly at the expense of the country trader. In addition, at the Convention of Storekeepers held in Brisbane last August, not one voice was raised in favor of the mail-order business, and every trader who spoke, spoke in terms of strongest condemnation of it. Figures were quoted to show that more than half of the mail-order pay-on-delivery business of the Commonwealth comes into Queensland, the official figures roughly proving that thirty-eight seventieths of such trade is shipped to this our Northern State.

At that Conference of storekeepers, one speaker said: "It struck him that it could be of value to know what the State Government had done in its endeavour to mitigate what was looked upon as being an evil in the Federal control of the pay-on-delivery system. In connection with the railways here, he found the value of the parcels carried by the pay-on-delivery system was between £3,000 and £4,000 per annum. The num-

ber of parcels might be given roughly as somewhat about 5,000. However, it was useless to blame the 'mail-order houses' for making use of the system, but a strong case could be made out that the system pressed very unjustly on the country trader, if that case were properly presented to the proper authorities doubtless a measure of redress would be the result. The mail-order business was a growth from countries where there was no competition such as there is in Australia. It came from countries where there were towns surrounded by outlying districts, but those towns did not come into competition with each other. And so the pay-on-delivery system, as far as it affected those places, only made it easy for the people in the outlying districts to trade on the same terms as those in the heart of the city, but it brought none of the cities into competition with each other. In Australia and America the effect of the mail-order business was to bring the city trader into direct and unfair competition with the country trader. It gave the city trader a differentiation of rates which the country trader did not enjoy. It cost just as little for a retail parcel to be carried 1,000 miles as it did for two or three miles. That was considered by very many competent judges to be an advantage in the hands of the big houses in Australia, to be used detrimentally to the interests of the country traders. The State Governments should protect the small traders by giving them advantages sufficient to counteract those held by the mail-order houses, and thereby establish equal opportunity of trading. That might be partly effected by the advocacy of a system of a differentiation of rates on the railways. It was necessary that this association should make strong representations to the Commissioner for Railways in order that they could effect a means of rapid transit of wholesale orders. A man paying £20 or £30 in freightage had to wait two or three weeks for a wholesale consignment on the railways. The retail parcel, for which, perhaps, only a shilling postage was paid, was delivered by return post. That was unfair. That was the point of view from which they should fight this matter. He had read articles in the Australian Press and American magazines, pointing out that the country traders should concentrate their efforts to get

into touch with their customers. It was said that, in that way, the country traders could successfully compete with the town firms. He did not think that could be effected, unless the town and the country traders could start off the same mark.



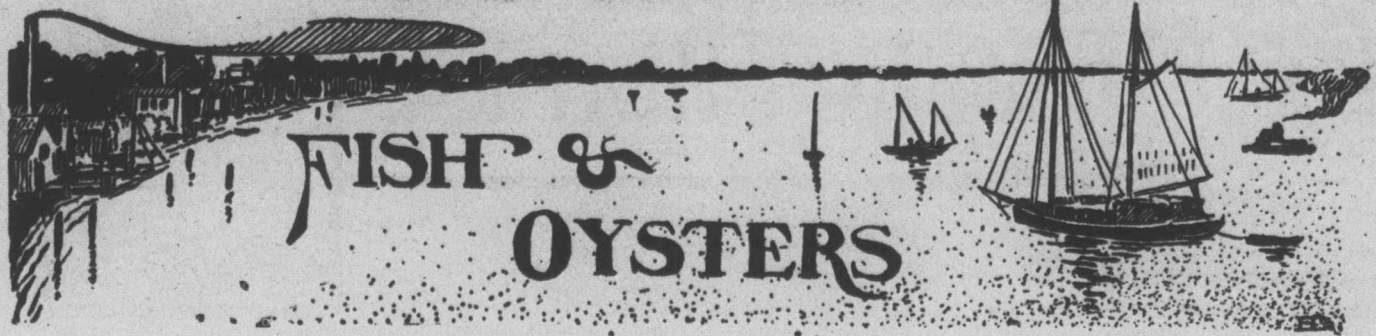
“We are paying \$8 per ton for waste paper properly baled and delivered at our mills,” stated a prominent paper mill man recently when asked if it would be worth a grocer’s while to bale his waste paper. Paper weighs heavy, and it doesn’t take long to gather up a ton. Grocers annually burn or dump into the garbage tons of paper that could be turned into good money with the proper apparatus. The cost of this paper baling machine is a matter of a few dollars, and the price obtained for the waste paper would soon pay for it; in fact, I know of one grocer who made the price of the baler in less than a month, and is now saving about \$10 to \$15 per month with his paper baling machine.

This is a point that every grocer should investigate. The great quantity of paper that is annually burnt up or thrown out by the grocer would, if properly taken care of, bring in a nice revenue that would amply repay the grocer for his efforts in turning this loss into profit.

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Frozen Fish Disappearing; Fresh Easier

Most Lines on Toronto Market Quoted Lower Than Week Ago
 —Fresh Salmon From Pacific Coast Appear in Montreal—
 Catches of Halibut on Atlantic Coast Continue Exceptionally
 Heavy—General Demand Good.

More favorable weather on the coast has greatly aided fishing operations with result that catches show marked improvement over last week. Halibut continue unusually abundant for this season. Cod and haddock too are in good supply and herring fairly plentiful.

On inland markets lake and river fish are coming in much more abundantly. Lake Ontario trout are now being offered on Toronto market at from 12 to 14 cents. Marked decline on all lines is expected as soon as large quantities begin to offer.

MONTREAL.

FISH.—Warm weather has curtailed demand for fish to some extent, but there is still big demand for lake fish. Inquiries are coming in freely for brook trout which will be in stock on and after May 1. Frogs' legs are arriving, but are not meeting with brisk market. They are selling at 30 to 50c per lb., according to size. Season for these has hardly opened yet, hence slow demand.

Haddock and halibut are not plentiful but prices are reasonable. Car of fresh halibut arrived this week from Pacific Coast. Fresh salmon are also being received from Western Coast, but prices are a little steep for local trade. Gaspé salmon will arrive about May 1, and it is expected that this salmon will also be a little high in price. Lobster fishing is good and prices lower this week than last. Salt and frozen fish are moving slowly.

FROZEN FISH.

Herring, per 100 fish medium	1 00
Haddock, per lb.	0 04
Smelts, fancy	0 12
Smelts, No. 1, per lb.	0 08
Salmon, fancy spring, per lb.	0 14
Salmon, red, B.C., per lb.	0 10
Salmon, Gaspe, per lb.	0 15
Salmon, Qualla, per lb.	0 07 1/2
Trout, lake, per lb.	0 12
Whitefish, large, per lb.	0 10
Whitefish, small, per lb.	0 07
Weakfish, fancy	0 10

FRESH FISH.

Bluefish, fancy, per lb.	0 15
Barbotte (dressed), bullheads, per lb.	0 08
Market cod, cases, 250 lbs., per lb.	0 05
Less than case	0 05 1/2
Steak, cod, per lb.	0 08
Flounders, per lb.	0 08
Haddock, fresh, per lb., by express	0 05

Halibut, fresh, per lb.	0 12	0 14
Herring, per 100 fish	1 80	
Mullet, per lb.	0 07	
Mackerel, per lb.	0 15	
Pike, round	0 07	
Perch, dressed	0 09	0 10

PREPARED FISH.

Boneless fish, in blocks, 20 lb. boxes, per lb.	0 06
Dry Pollock, 100 lb. bundle, per bundle	6 00
Pure cod tablets, 20 lb. boxes, per lb.	0 10 1/2
Pure cod, 3 lb. box, per lb.	0 15
Shredded cod, 2 doz. in box, per box	1 80
Boneless strip cod, 30 lb. box, per lb.	0 10
Pure skinless cod, 100 lb. boxes, per lb.	6 50

SALTED AND PICKLED.

Green cod, per bbl., 200 lbs., No. 1	7 00
Labrador herring, per bbl.	5 00
Labrador herring, per half bbl.	2 75
No. 1 mackerel, 20 lb. kits	1 75
No. 1 mackerel, half bbis.	7 00
Lake trout, kegs	7 00
No. 1 green haddock, per 200 lbs.	5 00
Salt cods, per lb.	0 06
Salt sardines, bbls., 250 lbs.	0 06 1/2
Salt sardines, half bbls.	3 00
Scotch herring	7 00
Holland herring, bbl.	9 00
Holland herring, half bbl.	5 00
Holland herring, keg	0 70
Boneless new herring, 10-lb. boxes	1 00
Labrador salmon, bbls.	15 00
Labrador salmon, half bbls.	8 00
Sea trout, half bbls.	6 50

SMOKED.

Bloaters, box	1 00	1 10
Yarmouth bloaters, fancy, per box	1 00	1 10
Haddies, extra fancy, per box	0 10	0 12
Haddies, fancy, fresh cured	0 08	0 09
Haddies, regular	0 08	0 07
Filleta, fancy, fresh cured, lb.	0 12	0 13
Filleta, regular, lb.	0 10	0 11
Herring, new, smoked, per box	0 13	0 15
Kippers (small), per box of 60 fish	1 00	1 25
Smoked salmon, per lb.	5 00	0 22
Boneless smoked herring, 4 lb. boxes, lb.	0 10	0 10

CRUSTACEANS.

Shrimps, per gal.	2 00
Periwinkles, per bus.	2 50
Prawns, per gal.	2 00

SHELL FISH.

Solid meats—Standards, gal., \$1.70; selects, gal	1 80
Bulk standards, gal., \$1.40; selects	1 60
Clams, per bbl.	6 50
Cape Cod Shell Oysters	
Medium size, per bbl.	8 50
Bolled lobsters, per lb.	0 22
Live lobsters, per lb.	0 20

TORONTO.

FISH.—Prices on all fresh caught fish, except lobsters, have this week taken a decline, some of 1 to 2 cents per lb., others even more. All are being offered in larger quantities than week ago, but as yet rush has not started. Trout are to be had this week in fair quantities, selling at 12 to 14 cents.

Of frozen fish, only pickerel, roe, shad, herring and whitefish now remain, and of these demand is mostly for whitefish. These have declined two cents, and pickerel about 1 cent. As soon as large quantities of fish begin to offer even easier prices yet may be looked for.

FROZEN FISH.

Pickerel, per lb.	0 08
Roe shad, each	1 00
Sea herring, per 100	1 80
Whitefish, per lb., straight	0 09

FRESH CAUGHT FISH.

Haddock	0 06 1/2	0 07
Halibut, per lb.	0 12	0 13
Herring, per lb.	0 06	0 06
Lake shad, basket of 20 lbs.	0 05	0 05
Lemon soles, per lb.	0 10	0 10
Lobsters, live, per lb.	0 25	0 25
Perch, per lb.	0 07	0 07
Roe shad, each	1 00	1 00
Steak cod	0 07	0 08
Suckers, per lb.	0 06	0 06
Trout, per lb.	0 12	0 14
Whitefish, per lb.	0 14	0 14
Wrinkles, per bush.	3 50	3 50

SMOKED.

Ciscoes, per basket	1 00
Ciscoes, per box of 15 lbs.	1 50
Pinnan haddie	0 07 1/2
Kippers	1 10
Smoked bloaters, 60s	1 25
Smoked fillets	0 13

PREPARED.

Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06 1/2
Shredded cod, 2 doz. pkgs. to box	2 25
Skinless, cwt. (100 lb. boxes)	7 00

SALTED AND PICKLED.

Holland herring, per keg	0 80	0 85
Labrador trout, per keg	5 75	5 75
Scottish herring, Loch Fyne, per kit.	1 00	1 00
Shrimps		
1 gallon cans	1 25	1 25
2 gallon cans	2 40	2 40
3 gallon cans	4 00	4 00
Extra, per lb.	0 16	0 16

ST. JOHN.

FISH.—Stocks of fresh fish in local market during last week have shown a little improvement, being more plentiful, owing to finer weather. Supply of most fresh lines was better than for some time. There was also noticeable increase in receipts of lobsters, which still, however, remain fairly firm in price. Lobsters up to present have been almost a minus quantity on local market, but situation is somewhat improved this week. Gaspereaux were most plentiful and large catches were made, while a few shad are also making their appearance on counters, high prices being asked for them.

HALIFAX.

FISH.—Fish continue in abundant supply on local market. During past week weather has been favorable for operations along coast, and some excellent catches have been made. Herring are reported fairly plentiful at several points, but no large hauls are expected to be made until later in season. Cod and haddock are fair. Halibut is unusually abundant. Retail price has dropped 5 cents to fifteen cents per pound. Lobsters continue in good supply, and all the canneries are working full time. Trout and shad are scarce.



Produce & Provisions



Butter Takes Slump: Hog Products Firm

Easier Prices May be Looked for on Butter Until Grass Makes Begin to Offer Freely—Further Decline in Montreal and Ice Broken in Toronto—Dealers Storing all Surplus Stocks of Eggs—Market for New Cheese Slightly Easier.

Prolonged continuance of light hog receipts together with increasing summer demand for hog products tend to keep provision market firm even to an advance. At present there is little indication of prices again moving up, but market conditions are so strong that change is most likely to be in an upward direction.

Slump predicted in butter market has at last been experienced. Under present conditions butter appears to be on downward road for some weeks to come. Further declines have been made in Montreal since last week, and in Toronto the ice has now been broken. Until grass makes begin to appear freely further declines may be looked for.

Egg situation in Montreal appears a little easier, prices having dropped 1 cent per doz., but in Toronto situation is if anything slightly firmer for wholesaler's selling than week ago. Heavy offerings are expected to begin in about two weeks. Storage has commenced, but only on a small scale. In two weeks all surplus will be put away for next winter's demand.

Cheese market is in fair shape for future business, but at present is dull and somewhat easier on new. Domestic demand is fairly good, but in an export way almost no cheese at all is moving. England will not buy at any price, and even refuses to answer cables asking for offers.

Following table shows receipts of butter, eggs and cheese on Montreal market for past week, with comparisons:—

	Butter.	Cheese.	Eggs.
For week end, April 27, 1912.	7,121	1,504	18,692
For week end, April 27, 1912.	7,121	4,287	14,489
Total receipts from May 1st, 1912, to April 27, 1913.	484,858	1,790,444	339,645
Total receipts from May 1st, 1911, to April 27, 1912.	528,865	1,840,039	308,304

MONTREAL.

PROVISIONS.—There is nothing of interest to report in provisions this week. Prices are firm with fair demand for all lines of meats. Lard is moving fairly well. Price of live hogs is gradually declining, but this is not thought to be

for long. Supplies of live hogs are not plentiful, but just sufficient to take care of packer's needs at present. Canned meats are selling more freely and demand for cooked and prepared meats is increasing with warmer weather.

HAMS—	
Extra large sizes, 28 to 40 lbs., per lb.	0 16
Large sizes, 20 to 28 lbs., per lb.	0 17
Medium sizes, selected weights, 12 to 20 lbs., per lb.	0 19 1/2
Extra small sizes, under 12 lbs., per lb.	0 19 1/2
Boned and rolled, large, 16 to 25 lbs., per lb.	0 18
Boned and rolled, small, under 12 lbs., per lb.	0 21
Picnic hams, 6 to 12 lbs., per lb.	0 15 1/2
BACON—	
Breakfast bacon, heavy, 14 to 20 lb. sides	0 18
Fancy breakfast bacon, boneless, lb.	0 22
Windsor bacon, skinned, backs, lb.	0 22
Windsor bacon, skinned, backs, boneless, per lb.	0 24
Spiced roll bacon, boneless, short, lb.	0 16
Wiltshire bacon, 50 lb. sides, lb.	0 18
COOKED MEATS—	
Boiled ham, small, skinless, boned, lb.	0 29
Jellied tongue, 10 lb., open tins, lb.	0 28
Headcheese, per lb.	0 19
English brawn, per lb.	0 12 1/2
Jellied hock, 5 lb. tins, per tin.	0 76
Cooked pickled pig's feet (in vinegar, 25 lb. kits), per lb.	0 07
DRY SALT MEATS—	
Long clear bacon, 50-70s, lb.	0 15 1/2
Long clear bacon, 80-100s, lb.	0 14 1/2
Flanks, bone in, not smoked, lb.	0 15 1/2
PURE LARD—	
Tierces, 375 lbs., per lb.	0 15
Tubs, 50 lbs. net, lb.	0 15 1/2
Boxes, 50 lbs. net, per lb.	0 15 1/2
Pails, wood, 20 lbs. net, lb.	0 15 1/2
Pails, tin, 20 lbs. gross, lb.	0 15
Cases, tins, 10 lbs. each, lb.	0 16 1/2
Cases, tins, 5 lbs. each, lb.	0 16 1/2
Cases, tins, 3 lbs. each, lb.	0 16 1/2
One pound bricks, 60 in case.	0 16 1/2
COMPOUND LARD—	
Tierces, 375 lbs., per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 10 1/2
Boxes, 50 lbs., per lb.	0 09 1/2
Pails, wooden, 20 lbs., net	0 10 1/2
Pails, tin, 20 lbs. gross	0 09 1/2
Cases, 10 lb. tins, 60 lbs. in case	0 10 1/2
Cases, 5 lb. tins, 60 lbs. in case	0 10 1/2
Cases, 3 lb. tins, 60 lbs. in case	0 10 1/2
One pound bricks, 60 lb. cases	0 11 1/2
BARRELLED PORK.	
Heavy Canada short cut mess, bbl., 35-45 pcs.	\$28 50
Canada short cut back pork, 45-55 pcs., bbl.	27 50
Heavy short cut clear pork, bbl.	27 50
Heavy clear fat backs, 40-50 pcs., bbl.	27 50
Heavy clear fat backs, 60-70 pcs., bbl.	27 00
Flank fat pork, bbl.	28 00
Pickled pigs feet, short, 200 lb. bbls., bbl.	6 00
SUNDRIES.	
Cottage rolls, small, 4 lbs., per lb.	0 18
Bologna, beef bungs, per lb.	0 07 1/2
New England ham, per lb.	0 14
Blood pudding, per lb.	0 08
White pudding, per lb.	0 07
Sausage, farmer's, per lb.	0 09 1/2
Pure pork sausage, little pig casings, lb.	0 16
Tripe, in kits, 25 lbs., per lb.	0 06
HOGS.	
Live weight, per 100 lbs.	10 25
Dressed pork, per 100 lb.	15 00

BUTTER.—Butter declined again this week and is now selling at 25c for dairy tubs, and 29c for fresh made creamery. New Zealand butter is practically off market as ruling prices make it very unprofitable to import this butter Demand

for butter is heavy, but receipts are sufficient to meet inquiry as they total 2,956 more packages than last week.

Dairy tubs, lb.	0 25
Creamery, fresh made	0 29
New Zealand	0 32

EGGS.—Receipts of eggs on local market this week are 402 cases less than last week, but notwithstanding this decrease, price of eggs declined 1c per dozen, and are now selling at 22c in a jobbing way. Demand for eggs continues good and nice volume of business is being transacted. New method of buying on quality basis instead of case-count basis is being gradually worked up to, but it is difficult task to change established methods and it will be some little time before this new method will be the ruling one.

New laid eggs, per doz.	0 22
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CHEESE.—There is a good demand for cheese for local consumption, but export demand is very small. New cheese is a cent a pound lower, but old grades remain firm at last week's prices.

Cheese—	New.	Old.
Large	0 13	0 14 1/2
Twin	0 13	0 15
1/2 Twin	0 13	0 15
Stilton	0 15	0 17

POULTRY.—Prices for poultry are unchanged. Demand is steady and supplies are ample for existing demand. Broilers are beginning to appear more freely and are commanding a good figure.

Poultry, Dressed—	
Turkeys, per lb.	0 25
Ducks, per lb.	0 22
Chickens, per lb.	0 19
Fowls, per lb.	0 17
Geese, per lb.	0 14
Milk fed chickens, per lb.	0 24

HONEY.—There is no change whatever in honey and very little of this commodity is being sold at present.

Clover, white	0 16	0 17
Clover, dark grades	0 14	0 13 1/2
White, extracted	0 12	0 12 1/2
Buckwheat honey	0 10 1/2	0 11

TORONTO.

PROVISIONS.—Market continues to rule steady, but firm, and with slight tendency in upward direction. Prices continue unchanged, but owing to light receipts of hogs are not expected to experience any decline. Stocks locally are

fairly light, and are being kept down by good demand. Lard continues to hold firm at last week's level. Locally dealers are of opinion that higher prices will not be reached, but that lard is now as high as it is likely to be.

Receipts of hogs continue light. Prices are shade higher than week ago.

HAMS—		
Light, per lb.	0 18½	0 19
Medium, per lb.	0 18	0 18½
Large, per lb.	0 16½	0 17
Cooked, per lb.	0 26	0 27
Shoulders, per lb.	0 13½	0 14½
BACKS—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 24	0 26
Pea meal, per lb.	0 22	0 24
BACON—		
Breakfast, per lb.	0 19	0 21
Roll, per lb.	0 15½	0 16
Pickled meats—1c less than smoked.		
DRY SALT MEATS—		
Long clear bacon, light	0 15	0 15½
Long clear bacon, heavy	0 14½	0 14½
BARRELED PORK—		
Heavy mess pork, per bbl.	22 00	23 00
Short cut, per bbl.	27 00	28 00
LARD, PURE—		
Tierces, per lb.	0 14	0 14½
Tubs, per lb.	0 14½	0 14½
Pails, per lb.	0 14½	0 15
LARD, COMPOUND—		
Tierces, per lb.	0 09	0 09½
Pails, 50 lbs., per lb.		0 10½
Pails, 20 lbs., per lb.		0 11
SAUSAGES—		
Bologna, beef, per lb.		0 07½
Bologna, ham, per lb.	0 10	0 11
Farmers, all pork, per lb.		0 13
Sausage, small, per lb.		0 09½
Sausage, large, per lb.		0 09
Summer sausage, German, per lb.		0 22
Wieners, per lb.		0 10
HOGS—		
Live, f.o.b., per cwt.		9 25
Live, fed and watered, per cwt.		9 60
Dressed, per cwt.		14 00

BUTTER.—The turn in the butter market has evidently come, and from now on prices are likely to be easier. Slump of 2 to 3 cents was experienced this week in most makes. At present only fodder is being offered which no dealer wishes to store. So that prices are likely to go down until grass makes begin to offer freely. Then dealers will begin to feel like taking a chance, commence to store, and thus tend to put prices back. Just now prices are lower in Montreal than in Toronto, fresh creamery being offered at 29 cents, which shows little hope of Toronto prices holding at high level.

Offerings are increasing rapidly, and although present consumption is taking care of all makes, in three or four weeks there is likely to be surplus on market. Storage locally is done, but some is being imported to finish up season.

	Per lb.
Fresh creamery print	0 31 0 32
Creamery solids	0 28 0 30
Farmers separator butter	0 27 0 30
Dairy prints, choice	0 26 0 28
Dairy solids	0 20 0 22

EGGS.—Dealers are still anxious to hammer down prices, and expect to pay 17 cents straight next week in country. In city, prices are quite firm at 20 cents. For guaranteed stock as high as 23 cents is being received, regular price being 22. Offerings continue fairly heavy so that dealers are storing away all surplus. Flush will likely be on in two weeks, but it is not expected that prices will decline further, present prices holding firm.

Strictly new laid, per doz. 0 20 0 22

CHEESE.—Market for new cheese is about ½ cent easier than week ago. Stocks offered are mostly old, but new

is coming slowly to front. Domestic demand is good, but for export there is no enquiry whatever.

Cheese—		
Old, large	0 14½	0 15
Old, twins	0 15	0 15½
New, large	0 13½	0 13½
New, twins	0 14	0 14½

POULTRY.—Though Jewish Passover ended this week, it is not thought that any change in market will result. Deliveries are so light that prices will not be affected. Practically all stocks offered are storage, fresh appearing only in fowl. Broilers at 40c lb. are expected shortly.

Frozen—		
Chicks, milk fed, lb.	0 23	0 25
Chickens, dressed, lb.	0 20	0 22
Ducks, dressed, lb.	0 19	0 20
Fowl, dressed, lb.	0 15	0 17
Turkeys, dressed	0 24	0 25
Broilers, per lb.	0 21	0 22
Fresh—		
Chickens, dressed, per lb.	0 25	0 27
Fowl, dressed, per lb.	0 18	0 20

HONEY.—Prices if anything are inclined to be easier, owing to lack of demand. Maple syrup is filling place of honey almost entirely except for manufacturing purposes.

Honey, strained—		
Clover honey, 60-lb. pails, per lb.	0 12½	
Clover honey, 10-lb. pails, per lb.	0 12½	
Clover honey, 5-lb. pails, per lb.	0 13	
Buckwheat, 60-lb. tins, lb.	0 08	0 09

Results of Government Cheese Analysis

Chief Analyst Thinks Maximum Percentage of Water Should Be Higher Than What He Recommended After 1908 Inspection—More Care Taken to Preserve Samples—Percentage of Fat Found.

The study of cheese is an interesting one. Analysts who have gone into the matter in a scientific way make the claim that there is just as much nutriment in cheese as in any equal quantity of many meats. Many people have the idea that cheese is indigestible, but students claim that if it is eaten regularly and in small quantities, such cannot be said to be the case. Trouble is we are apt to forget about it for a long time and then eat too much.

A recent bulletin issued by the Inland Revenue Department, at Ottawa, throws considerable light on the character of cheese sold throughout Canada. One hundred and forty one samples were collected last September and October and analyzed by the Inland Revenue Department. In 1908 occurred the last inspection of cheese samples and in the bulletin referring to it, the following recommendation for the standardization of Canadian cheese was made by the Chief Analyst, A. McGill, at that time:

Water limit 30 per cent. Fat (or dry substance) not less than 48 per cent.

The samples submitted to analysis on that occasion had been wrapped in double paraffined paper, in order to prevent loss of water in the interval between their collection, and their examination in Ottawa. This interval was between two and three months, and although the samples were meantime kept in cold storage, it was recognized that some loss of moisture must have taken place. In the variously suggested standards for cheese in other countries no mention is made of water content; and the attention of Prof. McGill was later (March 1909) drawn to the fact that the water content of the cheese was largely dependent upon the age of the article, the ordinary shrinkage of an 80 lb. cheese being from 2 to 3 pounds in

the first month of ripening, and about one pound per month afterwards.

In the present case an attempt has been made by the department to learn the age of cheese; and samples were enclosed in sealed bottles to prevent loss of moisture during shipment, and in storage. The results of analysis are therefore of a better guide to the actual amount of moisture in market cheese and particularly interesting when put into comparison with the last inspection in 1908.

The present results indicate that a wider limit for water than 30 per cent. might be justified, according to Mr. McGill. It is possible that it might be set at 35 per cent., he thinks. The average amount of water found in the 141 samples lately inspected was 30.90 per cent. For 237 samples inspected in 1908 it was 27 per cent.

The inspection brought out the further fact that 74 samples or more than 50 per cent. of the collection; contain about 48 per cent. of fat, calculated upon the dry substance of the cheese; while 102 samples, or over 70 per cent. of the collection, contain above 47 per cent. of fat. None of the samples in the collection contained less than 45 per cent. of fat.

"That a standard of fat in cheese should be established in the interest of both domestic and export trade, will readily be conceded," states Mr. McGill. "Of course the manufacture of whole milk cheese from normal milk, involves such periodic variation in the character of the cheese as corresponds to the variation found in milk itself, for the different seasons of the year. From this point of view it may be proper to consider a varying percentage of fat for cheese made at different periods of the year."

Have you ever photographed your Store Interior or Window ?

You have observed from week to week pictures of some bright Canadian stores and windows in The Grocer. They have been useful to you.

Don't you think an illustration of yours would benefit others ?

Then send it along

The Grocer is continually on the lookout for good photographs of attractive, well arranged interior and window displays, displays that you or your clerks have constructed.

You benefit yourself as well as others by having them reproduced in The Grocer.

We want your co-operation. May we count on it ?

ADDRESS

THE EDITOR, The Canadian Grocer

143-149 University Ave.

TORONTO

"Star Brand"
BACON

Good Bacon is worth more than poor Bacon and all Bacon just now is high in price. Good Bacon, however, is worth the price, while we doubt if poor Bacon is cheap at any price. The prospects are that prices will be high this season, because the demand is increasing, while the supply appears to be growing less. We would advise buying as your requirements demand; buy the best and buy only the "Star Brand."

Made under Government inspection.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Try Us on
**BULK
MINCE MEAT**

the next time
you are buying.
Our quality will
surprise you. We
have what you
want.

J. H. WETHEY, Limited
ST. CATHARINES
"THE MINCE MEAT PEOPLE."



Don't Throw Money Away

by trying to cover the Western territory with salesmen who are only half acquainted with the ground, or who are totally ignorant of it. A territory only half worked might better be left alone. We have a large staff of representatives and five great warehouses in the best sections of the country, and are daily in touch with the entire Western trade.

Why not let us handle your accounts?

Nicholson & Bain, Wholesale Commission
Merchants and Brokers

Head Office—WINNIPEG, MAN.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.
1-lb. tins, 2 doz. in case ..\$2 00
½-lb. tins, 3 doz. in case .. 1 25
¼-lb. tins, 4 doz. in case .. 0 75

ROYAL BAKING POWDER.

Sizes. Per doz.
Royal—Dime 0 95
" ¼-lb. 1 40
" 6-oz. 1 95
" ½-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—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes. Per doz. tins.
Borwick's ¼-lb. tins 1 35
Borwick's ½-lb. tins 2 35
Borwick's 1-lb. tins 4 65

COOK'S FRIEND BAKING POWDER.

Cartons— Per doz.
No. 1, 1-lb., 4 dozen 2 40
No. 1, 1lb., 2 dozen 2 50
No. 2, 5-oz., 6 dozen 0 90
No. 2, 5-oz., 3 dozen 0 85
No. 3, 2½-oz., 4 dozen 0 45
No. 10, 12-oz., 4 dozen 2 10
No. 10, 12-oz., 2 dozen 2 20
No. 12, 4-oz., 6 dozen 0 70
No. 12, 4-oz., 3 dozen 0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen 3 00
No. 14, 8-oz., 3 dozen 1 75
No. 15, 4-oz., 4 dozen 1 10
No. 16, 2½-lbs. 7 25
No. 17, 5-lbs. 14 00

FOREST CITY BAKING POWDER.

6-oz. tins 0 75
12-oz. tins 1 25
16-oz. tins 1 75

BLUE.

Keen's Oxford, per lb. 0 17
In 10-lb. lots or case 0 16

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 0 04
100 books and over, each.0 03½
500 books to 1,000 books 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. 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 Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.
Strawberry, 1912 pack\$ 2 15
Raspberry, red, h'vy syrup 2 15
Black Currant 2 00
Red Currant 1 85
Peach, white, heavy syrup 1 50
Pear, Bart., heavy syrup 1 77½

Jellies.

Red currant 2 00
Black Currant 2 20
Crabapple 1 65
Raspberry and red currant 2 00
Raspberry and gooseberry. 2 00
Plum jam 1 55
Green Gage plum, stoneless 1 65
Gooseberry 1 85
Grape 1 55

Marmalade.

Orange jelly 1 55
Green fig 2 25
Lemon 1 60
Pineapple 2 00
Ginger 2 25

Pure Preserves—Bulk.

5 lbs. 7 lbs.
Strawberry 0 69 0 95
Black currant 0 69 0 95
Raspberry 0 69 0 95

14's and 30's per lb.

Strawberry 0 13
Black currant 0 13
Raspberry 0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins doz... 4 40
Perfection, ½-lb. tins, doz. 2 35
Perfection, ¼-lb. tins, doz. 1 25
Perfection, 10c size, doz... 0 90
Perfection, 5-lb. tins, per lb. 0 35
Soluble, bulk, No. 1, lb. .. 0 20
Soluble, bulk, No. 2, lb. .. 0 18
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. 0 33
Perfection chocolate, 20c size, 2 doz. in box, doz... 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. 0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ¼'s and ½'s, 12-lb. boxes. 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes 0 35

Diamond, 8's 6 and 12-lb. boxes 0 28

Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24

Diamond, ¼'s, 6 and 12-lb. boxes 0 25

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz... 0 90

Chocolate Confections—per lb.

Maple buds, 5-lb. boxes.. 0 36

Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes 0 30

Chocolate wafers, No. 2, 5-lb. boxes 0 25

Nonparell wafers, No. 1, 5-lb. boxes 0 30

Nonparell Wafers, No. 2, 5-lb. boxes 0 25

Chocolate ginger, 5-lb. bxs. 0 30

Milk chocolate wafers, 5-lb. boxes 0 36

Coffee drops, 5-lb. boxes .. 0 36

Lunch bars, 5-lb. boxes .. 0 36

Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35

Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 85

Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 36

Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 36

Nut milk chocolate, 5c bars, 24 bars, per box 0 90

EPFS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ 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. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen 0 90

Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85

Nut milk bars, 2 dozen in box 0 80

" breakfast cocoa, ¼'s and ½'s 0 36

" No. 1 chocolate 0 30

" Navy chocolate, ½'s.. 0 26

" Vanilla sticks, per grs. 1 00

" Diamond chocolate, ½'s. 0 24

" Plain choice chocolate liquors 20 30

" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.
Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Break-

fast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box. \$1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per Case.

Eagle Brand, ea. 4 doz.....\$6 00
Reindeer Brand, ea. 4 doz. 6 00
Silver Cow Brand, ea. 4 doz. 5 40
Gold Seal Brand, ea. 4 doz. 5 25
Mayflower Brand, ea. 4 doz. 5 25
Purity Brand, ea. 4 doz... 5 25
Challenge Brand, ea. 4 doz. 4 75
Clover Brand, ea. 4 doz..... 4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen 2 00
Peerless Brand, small, ea. 4 doz. 2 00
St. Charles Brand, Family, ea. 4 doz. 3 90
Peerless Brand, Family, ea. 4 doz. 3 90
Jersey Brand, Family, ea. 4 doz. 3 90

St. Charles Brand, tall, ea. 4 doz 4 50
Peerless Brand, tall, ea. 4 doz. 4 50
Jersey Brand, tall, ea. 4 dozen 4 50
St. Charles Brand, Hotel, ea. 2 doz. 4 25

Peerless Brand, Hotel, ea. 2 doz. 4 25
Jersey Brand, Hotel, ea. 2 doz. 4 25
St. Charles Brand, gallons, ea. ½ doz. 4 75

"Reindeer" Coffee & Milk, ea. 2 doz. 5 00
"Regal" Coffee and Milk, ea. 2 doz. 4 50
"Reindeer" Cocoa & Milk, ea. 2 doz. 4 80

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.

Per Case.

Canada First Baby Evaporated Milk 2 00
Canada First Family Evaporated Milk 3 90
Canada First Medium (20 oz.) Evaporated Milk... 4 50
Canada First Hotel Evaporated Milk 4 25

Canada First Gals Evaporated Milk, Manufacturer's Special 4 75
Canada First Condensed (sweetened) 5 25
Rose Bud Condensed Milk 5 15
Beaver Condensed Milk... 4 50

ROYAL BAKING POWDER



Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

STUART'S

GRAPE FRUIT MARMALADE

The Sales Are Increasing Rapidly

Every day is bringing in new orders and repeats. Merchants tell us that STUART'S GRAPE FRUIT MARMALADE will have a sale far in excess of any other marmalade on the market.

It is made from the FINEST FLORIDA GRAPE FRUIT AND PURE CANE SUGAR ONLY, scientifically prepared and sealed, retaining the exquisite flavor of the fresh, ripe fruits.

Show your customers that YOU buy with discrimination.

Allow us to send a supply of the new specialty which pays so well to handle.

Please note that our Western agents' name is **Dingle & Stewart**, Winnipeg. Howe, McIntyre & Co. are our agents for Montreal, Ottawa and Quebec Province.

Stuart Limited, Sarnia, Ont.

THE CANADIAN GROCER

"BOOLEMAN."

THE DUSTLESS SWEEPING COMPOUND.
 25c Pall, 2 doz. in case (4 1/2 lbs.) enlarged size \$4 50
 40c Pall, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pall, formerly \$1.00, 1 doz. in case (17 lbs.) 6 75
"ANTI-DUST" SWEEPING POWDER.
 2 lb. tins, 3 doz. crates, doz 1 40
 5 lb. tins, 1 and 2 doz., crates, per doz. 3 00

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.
 Boxes Cents
Laundry Starches—
 40 lbs. Canada Laundry.. .05 1/2
 40 lbs., Canada white gloss, 1 lb. pkgs.06
 48 lbs., No. 1 white or blue, 4 lb. cartons06 1/2
 48 lbs., No. 1 white or blue, 3 lb. cartons06 1/2
 100 lbs., kegs, No. 1 white .06
 200 lbs., bbis., No. 1 white .06
 30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs. .07 1/2
 48 lbs., silver gloss, in 6-lb. tin canisters08
 36 lbs., silver gloss 6-lb. draw lid boxes08
 100 lbs., kegs, silver gloss, large crystals07
 28 lbs. Benson's satin, 1-lb. cartons, chrome label07 1/2
 40 lbs. Benson's Enamel (cold water), per case .. 3 00
 20 lbs. Benson' Enamel (cold water), per case .. 1 50
Celluloid—boxes containing
 45 cartons, per case 3 00
Culinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
 40 lbs. Canada pure corn starch (20-lb. boxes 1/2c higher.) .06 1/2
BRANTFORD STARCH.
 Ontario and Quebec.
Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.... .05 1/2
Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06
First Quality White Laundry—
 8-lb. canisters, cs of 48 lbs .06 1/2
 Barrels, 200 lbs.06
 Kegs, 100 lbs.06
Lily White Gloss—
 1-lb. fancy cartons, cases 30 lbs.07 1/2
 8-lb. toy trunks, lock and key, 8 in case08
 6-lb. toy drums, with dramsticks, 2 in case... .07 1/2
 Kegs, extra large crystals, 100 lbs.07
Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
 Boxes containing 45 cartons, per case 3 00
Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .05 1/2
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
"Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 (20-lb. boxes 1/2c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.00; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6 75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.00; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.00.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth. Mulh-gatawny, Chicken Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
 No. 1's, 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, 0 90
 Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of 1/2-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.
 2-lb. tins, 2 doz. in case... 2 40
 5-lb. tins, 1 doz. in case... 2 75
 10-lb. tins, 1/2 doz. in case. 2 05
 20-lb. tins, 1/4 doz. in case. 2 00
 Barrels, 700 lbs. 3 1/2
 Half barrels, 350 3 1/2
 Quarter barrels, 175 3 1/2
 Pails, 35 1/2 1 75
 Pails, 25 lbs. each 1 25
LILY WHITE CORN SYRUP.
 2-lb. tins, 2 doz. in case... 2 75
 5-lb. tins, 1 doz. in case... 3 10
 10-lb. tins, 1/2 doz. in case. 3 00
 20-lb. tins, 1/4 doz. in case. 2 95
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.

2-lb. tins, 2 doz. in case.... 3 50
 5-lb. tins, 1 doz. in case.... 4 00
 10-lb. tins, 1/2 doz. in case.. 3 95
 20-lb. tins, 1/4 doz. in case.. 3 90
 (5, 10 and 20-lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5-case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
 2s., Tins, 2 doz. to case.
 Quebec, per case \$ 1 85
 Ontario, per case 1 00
 Manitoba, per case 2 30
 Saskatchewan, per case ... 2 00
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.
 Quebec & Ontario, per case 2 00
 Manitoba, per case 3 00
 Saskatchewan, per case ... 3 20
 Alberta, per case 3 30
 British Columbia, per case. 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. \$0 90
 Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 00
 H. P. Pickles—
 Cases of 2 doz. pints ... 3 35
 Cases of 3 doz. 1/2-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

Per doz.
 Large, packed in 3-doz. case \$2 25
 Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCES-TERSHIRE SAUCE.

Per doz.
 Rep. 1/2 pints, packed in 6-doz. case \$2 25
 Imp. 1/2-pints, packed in 4-doz. case 3 15
 Rep. qts., packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
 6a size, gross \$2 40
 2a size, gross 2 50

NUGGET POLISHES.

Polish, Black and Tan ... 0 85
 Metal Outfits, Black and Tan 3 05
 Card Outfits, Black and Tan 3 25
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s .. 45
 Black Watch, 12s 45
 Bobs, 6s and 12s 46
 Bully, 6s 44
 Currency, 6 1/2s and 12s.... 46
 Stag, 5 1-3 to lb. 30
 Old Fox, 12s 44
 Pay Roll Bars, 7 1/2s 50
 Pay Roll, 7s 50
 War Horse, 6s 43
Plug Smoking—Shamrock, 6s, plug or bar 45
 Rosebud Bars, 6s 45
 Empire, 6s and 12s 44
 Ivy, 7s 50
 Starlight, 7s 50
Cut Smoking—Great West
 Pouches, 8s 50
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

Wholesale R't'l
 Brown Label, 1's and 1/2's .25 .30
 Green Label, 1's and 1/2's .27 .35
 Blue Label, 1's, 1/2's, 1/4's and 1/8's30 .40
 Red Label, 1's and 1/2's.. .36 .50
 Gold Label, 1/2's44 .60
 Red-Gold Label, 1/2's55 .80
LUDELLA CEYLON TEA.
 Orange Label, 1/2's34 .30

Brown Label, 1/4's and 1's .36 .40
 Brown Label, 1/4's30 .40
 Green Label, 1/4's and 1's. .35 .50
 Red Label, 1/4's40 .60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2. .25 .30
 Red Label, 1-lb. or 1/2.... .27 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4. .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only55 .80
 Gold Label, 1/4 only70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead pkgs., black or mixed34
 Black Label, 1-lb., retail at30 .35
 Black Label, 1/2-lb. retail at21 .26
 Blue Label, retail at24 .30
 Green Label, retail at .. .30 .40
 Red Label, retail at35 .50
 Brown Label, retail at... .42 .60
 Gold Label, retail at.... .55 .80

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.00 per doz.; No. 5 tin pails, 9 pails in crate, 57 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/2c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.00 per doz.; No. 5 tin pails, 9 pails in crate, 57 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/2c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz in handsome counter carton, per dozen \$0 90
 List Price.

"Shirriff's" (all flavors), per doz. 0 90
 Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15



CAREFUL BUYING

The high cost of living is making people buy carefully and shrewdly. Dealers also must use every discretion in buying stock or their careful buying patrons will not take it off their hands.

L. & B. BANNER BRAND JAMS, JELLIES, MARMALADES, Etc.

owe their immense popularity to the fact that they have the full fruit flavor, being absolutely pure. The most fastidious buyer will appreciate the quality and deliciousness of L. & B. Banner Brand. Stock now.

Neatly put up in 12 oz. glass jars, 2, 5 and 7-lb. Gold lacquered pails and 30-lb. wooden pails.

LINDNERS LIMITED, 340 Dufferin Street,
TORONTO
Phone Park 2985

REPRESENTATIVES: The Amos B. Gordon Co., Toronto.
WESTERN AGENTS: W. L. McKenzie & Co., Grocery
Brokers, Winnipeg, Regina, Calgary and Edmonton.

All the good quality of

OCEAN BLUE

"Comes out in the wash."

HARGREAVES, (CANADA)
LIMITED.

33 Front Street E., TORONTO.

Fill Your Orders
With

"DAPHNE"

CHOICE . . . GRADE

SEEDED RAISINS

And Your Customers
With Satisfaction

PACKED BY
GUGGENHIME & CO.
SAN FRANCISCO.

AGENTS
ROSE & LAFLAMME
Limited
MONTREAL

With the Summer Season—

The Cool Dessert Season

No doubt you are open to talk about seasonable requirements, such as

**JELLY POWDERS, EXTRACTS,
BAKING POWDER, SPICES, ETC.**

In "RED ROSE" Specialties we offer you the most attractive lines on the market to-day — attractively labelled and backed by values that are even more attractive. This combination of features assures a successful season.

Also Cloudy Ammonia and Brodie's
British Plate Powder.

A. W. Hugman, Limited
MONTREAL

SEEDS

Present Prices f.o.b. Toronto

No. 1 Government Standard.

Per 100 lbs.

Alsike Clover 27.00

*Alfalfa Clover 16.00

xAlfalfa Clover 15.00

Timothy 6.00

No. 2 Government Standard.

Timothy 5.50

No. 3 Government Standard.

Red Clover 22.00

Alsike Clover 22.00

Timothy 4.50

*Gold, x Silver.

Dutch Set Onions . 10.00

Shallots 6.00

White Set Onions . 12.00

Per bag

Early Ohio Potatoes,

choice stock. . \$2.00

Early Eureka, Potatoes,

choice stock. . \$1.60

Geo. Keith & Sons

Phone Main 163

Toronto :- Ontario

Seedmerchants since 1866

TOMATOES, CELERY, PINEAPPLES, ORANGES, BANANAS.

Shipments of Fruits and
Vegetables arriving daily.

—Get our quotations.

Prompt shipment assured.

LEMON BROS.

Owen Sound, Ontario

When you cannot go down to
your wholesalers and examine
personally what you buy—then
you have to phone, wire or
write. That's when you should
appreciate the sterling quality
and reliability of Tracuzzi's
brands of Lemons.

"St. Nicholas"
"Home Guard"
"Queen City"
"Puck"
"Kicking"

and mention them in your
order.

J. J. McCABE

Agent

Toronto, - Canada

NATION'S GUSTARD POWDER

The dainty, delicious
dessert sold by leading
grocers from coast to
coast, and always in
season.

Nation's Egg Powder



AGENTS:

C. Gyde, St. Xaviour St., Montreal

F. Coward, Toronto

(For Ontario.)

The W. H. Escott Co.,

Winnipeg, Man.

McKelvie, Cardell, Ltd.

Calgary, Alta.

Distributors, Ltd.

Edmonton, Alta.

Samples free by post.

Agents wanted in all towns.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered
Trade-Mark

Our Cocoa and Chocolate
preparations are Absolu-
tely Pure—free from
coloring matter, chemical
solvents, or adulterants
of any kind, and are
therefore in full conform-
ity to the requirements
of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will
bring replies from all
parts of Canada.

WORLD RENOWNED
BRAND STUHR.

STUHR'S GENUINE CAVIARE, ANCHOVIES IN BRINE (Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Pineapples

Down to Rock Bottom

The quality is now at its best and prices are low.

Get your preserving orders together and send to us.

We guarantee the best pineapples leaving Toronto.

LARGE GRADE FINE COLOR
RIGHT PRICE

WHITE & CO., LIMITED
TORONTO and HAMILTON

STRAWBERRIES

The nearer home, the better they get. Fresh arrivals every day. Excellent quality. We expect to have quarts from now out.

PINEAPPLES

Remember that we thoroughly examine every case by repacking before shipping. This means more profit to you. Let us look after your needs.

BANANAS

The uniform high quality and excellent condition of the fruit on arrival at destination is the reason why we are called BANANA SPECIALISTS.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

The Arctic Refrigerator

Built to your requirements

If you are planning on installing a new refrigerator, send us your plans and measurements of space allotted to it, and we will be pleased to quote prices.

The "Arctic" is very widely known and has always given entire satisfaction. The best stores in the country use the Arctic. It is sanitary, and makes an attractive store fitting, keeping perishable stock always cold (dry cold), and fresh.

Send for 1913 Catalogue to-day.

A full line of new goods in stock.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONTARIO

Agents in West: J. UPRICHARD Regina, Sask.
Quebec and Maritime Provinces: WOLF, SAYER & NELLER



Say This and MEAN It!

"Madam, this is the best Table Salt we sell—it is always clean, dry and fine—it never cakes, flows evenly from the shaker, and flavors food as it should be flavored."

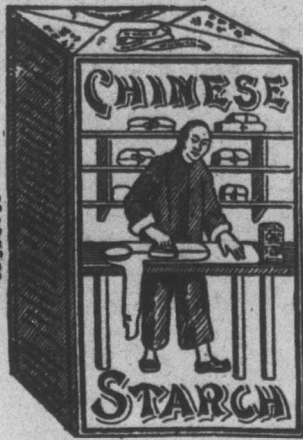
WINDSOR Table Salt

is the only salt to use in cooking or baking—pastries are crisp and flaky, with absolutely no trace of a bitter after-taste.

The Salt will prove you to be right.

The Canadian Salt Co., Limited

Windsor, - Ontario



The Only Starch With Two Oils

One perfumes the linen, the other makes the iron slip. Chinese Starch gives to the clothes that finished laundry appearance. Chinese Starch makes friends everywhere. Full 16 oz. to the lb. Send for dummy window displays.

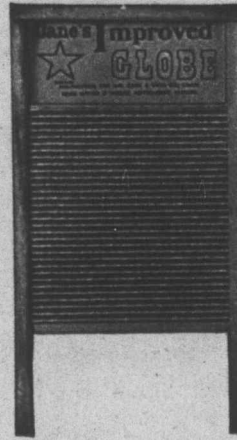
OCEAN MILLS, MONTREAL
O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfd. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Bolvin & Grenier, Quebec, Que.; Eug. Follot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B. W. I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

Trade Follows Quality

Your Washboard Sales Will Increase
If You Handle

Cane's Washboards



We make 13 different styles and grades, so as to completely meet the price which every class of trade can afford.

Great care is exercised from selection of material to the finished product on all grades. Each grade is the best value on the market.

Be sure to specify "Cane's" when placing your next order for washboards at your jobbers.

Write for catalog.

The Wm. Cane & Sons Co., Ltd.
NEWMARKET, ONT.

ROSE QUESNEL

A Pure Canadian Smoking Tobacco

specially selected and perfect in every respect. Delightfully cool and sweet in its natural fragraney.

and

KING GEORGE

NAVY PLUG

A Chewing Tobacco

surpassing all others in quality and flavor. Deliciously sweet and non-irritating.

QUALITY backed up with extensive advertising make them profitable to handle.

Rock City Tobacco Co., Limited
Quebec



Spring-Time Is Shoe Polish Time

The almost permanent shine imparted by 2 in 1 shoe polish has made it the most popular of all. It contains no turpentine or any other leather-destroying ingredient.

Our extensive consumer advertising is of unlimited value to you—keep your stock up to the demand.

Stock 2 in 1 for black
2 in 1 for white canvas or leather
1 in 1 for tan.

If you are not handling 2 in 1, write to-day to your jobber for a trial order.

The F. F. DALLEY CO., Limited
BUFFALO, U.S.A. HAMILTON, CAN.

"BABBITTS"
IS A
**CONCENTRATED
SOAP POWDER**
OF WONDERFUL
CLEANSING POWER



It pleases the housewife because of its efficiency and economy. This makes it a steady, regular seller — an active package that never stops earning profits for the grocer. PUSH ITS SALE and tell your customers about our Premium Store, 396 St. Paul Street, Montreal.

B. T. BABBITT, INC.
NEW YORK



**Continental Germ
Proof Paper
Bags**

The Superior Quality of Continental Paper Bags for Grocers' and Confectioners' Use is the result of expert selection of Raw Materials and constant attention to all the

minute details of Bag Craftsmanship.

Through all the varying conditions of the Trade, the Continental Bag and Paper Company, Limited, have maintained one Quality—the Best.

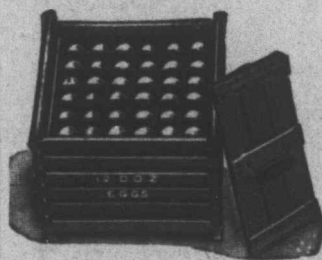
Ours are No Higher than Other Prices.

**THE CONTINENTAL BAG AND PAPER
COMPANY, LIMITED**

OTTAWA - ONTARIO

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co. Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.



Humpty
Dumpty
**EGG
CRATES**

Carload just received
from the Patentee --- the
Wholesale trade Supplied
(and protected on price.)

Walter Woods & Co.
HAMILTON and WINNIPEG

HIT UP TRADE

right now with Anti-Dust Sweeping Powder, and you will clinch the sweeping powder business during this Spring season. The practical and sanitary qualities of this class of powder is being realized more and more by housewives, and

**ANTI-DUST
Sweeping Powder**

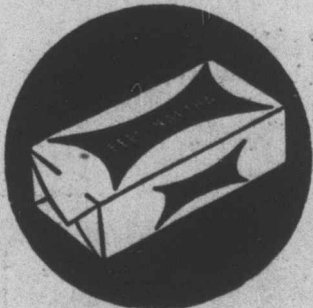
the most successful sweeping compound on the market to-day, is meeting the favor of the majority. Disinfects, deodorizes, and makes microbes impossible. Anti-Dust is needed everywhere. Are you going to profit by helping us distribute this modern necessity?

SAPHO MFG. CO., LIMITED, MONTREAL
MacLaren Imperial Cheese Co., Ltd., Toronto, Ont., Distributors for Ontario.
Lauro Chemical & Perfumery Co., City of Ottawa, Ont.
Fenwick, Hendry & Co., Kingston, Ont.
Albert Dunn, 67 St. Peter St., for Quebec City.

Advertising

(and selling dependable goods) means successful business. If you want a Fels-Naptha soap electro to advertise in your local paper or your circular, we'll mail one free.

Fels-Naptha is a **dependable** soap of uniform high quality; so house-keepers dote on it. Tell them Fels-Naptha's always ready at your store!



YOUR Kind of Advertising Will be Boosted at Baltimore

You may not think that you are much of an advertiser—but you are—nothing is sold without advertising of some kind. Do you want to learn what is being done in your line of advertising—trade paper, technical paper, direct-by-mail advertising—whatever method of publicity you use? Do you want to hear addresses from the men who have made the big American successes in advertising and merchandising of all kinds? Do you want to meet 10,000 live, progressive, thinking men—buyers of advertising—the men who are responsible for the industrial progress and supremacy of the United States? If so, go to the ninth

Annual Convention of the Associated Advertising Clubs

of America. This great Convention will be held in Baltimore, June 8th to 13th. Open meetings, held every day, will be full of inspiration, education, and information on every branch of merchandising. Delegates from 135 American and Canadian clubs will be present, as well as delegations from Great Britain, Germany and other foreign countries. Baltimore will

more than sustain her enviable reputation for bountiful hospitality in a series of splendid evening entertainments of wide variety and delightful possibilities.

You will be welcome whether you are a member of an advertising club or not. Make up your mind now to go; write to the address below for information as to the program, hotel accommodations, etc.

**Associated Advertising Clubs of America
Convention Bureau**

1 North Calvert Street

Baltimore, Md.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

ABSOLUTELY NEW

JUST PUBLISHED

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

Technical Book Dept., MacLean Publishing Co.
TORONTO

BUY

STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



EVERY POUND OF
ANCHOR BRAND FLOUR

is of supreme excellence

and if there could be a higher quality flour made from Manitoba Hard Wheat, its name would be Anchor Brand Flour, because for 25 years we have made it a specialty to keep ahead of all mills by manufacturing just that kind of products that can appeal to discriminating buyers who prefer to even pay a little more money and be sure to get all the quality possible.....and our success is to-day unquestionable as **Millers of Quality**, particularly because we limit our milling capacity to the amount of high grade wheat available in the harvest. Get a free sample big enough for a test baking.

Leitch Brothers' Flour Mills, Ltd.
"Millers of Quality"

OAK LAKE MANITOBA CANADA

CENTURY SALT



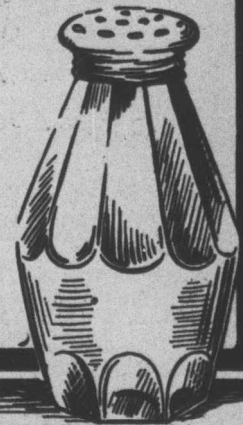
On the purity and strength of the salt you handle, depends in a measure, the health of your customers.

Sell the guaranteed pure

CENTURY SALT

and keep the grade of your salt up to that of your general stock. It will pay.

Century Salt is packed in bags and barrels.



THE DOMINION SALT CO. LIMITED
SARNIA ONTARIO

Strength

Your

Purity

guarantee of profit lies in

"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT
LIMITED

Manufacturers

Uniformity

MONTREAL

Reliability

STERLING BRAND

SUMMER DRINKS

The first thought of the thirsty public during the hot summer days is a pleasing, thirst-quenching drink.

The grocer is the man looked for to supply these drinks, and the dealer who handles and puts to the front "Sterling Brand" Summer Drinks has a flow of excellent profit throughout the entire summer season.

Get your order in now for any of the following:

Raspberry Vinegar, Lime Fruit Juice, Grape Wines (unfermented), Orangeade, Lime Fruit, Cordial, etc., etc.

THE T. A. LYTTLE CO.,
LIMITED

STERLING ROAD, TORONTO





By Special Royal Permission.

None Quite So Good

You take no chance in pushing "King Oscar" Brand Sardines. Give them prominent display, for they are attractive and will create interest and sell quickly.

After they are sold the sardines will do the rest, for there is no other brand quite so good, none quite so tasty, as the "King Oscar." Try them.

CANADIAN AGENTS:

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - Ontario

EUREKA

Twenty-seven years of Eureka Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating air way.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, **WALTER WOODS & CO.** Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

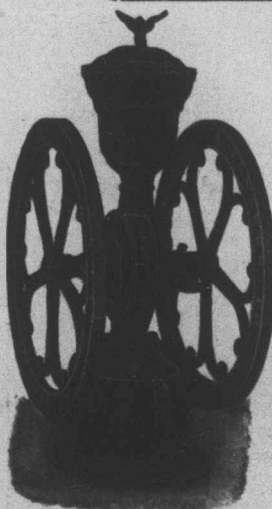


is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



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 reasonable.

Ask any of the following Jobbers for our Catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Cedville Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Harbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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



**FOR
MANY
PURPOSES**

ST. VINCENT ARROWROOT has a large variety of uses in the household, also in biscuit and confectionery factories, where this wholesome food has been found a very desirable ingredient in biscuits and chocolates. It has been proven that the public favor the products which contain this food.

It makes an ideal breakfast and is the ideal diet for children and adults, and is a boon to the invalid. It also makes a dainty dessert, is healthful and nutritious.

Wherever introduced it has become immediately popular with an ever-widening circle of users. The demand has always exceeded the supply. We are offering enlarged supply to meet the growing demand. There's money in it for the wideawake dealer.



**ST. VINCENT
ARROWROOT
GROWERS' &
EXPORTERS'
ASSOCIATION**

**KINGSTOWN,
ST. VINCENT, B.W.I.**

**IN THE GOODS
and
IN THE PACKING**

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

- | | |
|-----------------------|-------------------------|
| × Oil Sardines | Kippered Herring |
| × Mustard Sardines | Herring in Tomato Sauce |
| Finnan Haddies | Clams |
| (Oval and Round Tins) | Scallops |

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

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Abern, Quebec, P.Q.; Leonard Bros., Montreal, F.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



THE
**British Columbian
Fisheries, Limited**

Salmon Packers

**SALMON
BRANDS:—**

"Location"
"Dreadnaught"
"Aliford Bay"

**FRESH
FISH**

**FISHING
STATIONS:—**

Skidegate
Aliford Bay
Cumshewa

Manufacturers of
**FISHMEAL, FERTILIZER, and
SKIDEGATE DOG FISH OIL
and RAT FISH OILS**

**OFFICES—
Bank of Ottawa Building
VANCOUVER**

25 Victoria St.
LONDON, ENG.

Telegrams "Fishfoods" Vancouver

**Rowat's
Pickles**

Co-operation is the secret of the success that has always attended the handling of our well-known brands of pickles. Our part is to keep the quality high and the deliveries prompt, yours to reap the benefit in constantly increased trade and the appreciation of your customers.



ROWAT & CO.

Glasgow - Scotland

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

COUNTRY DEALERS:

**"Omazon" Stock Food,
"Marechall Powder"**

are two leading preparations for farm stock which have already won a name for themselves.

The former, compounded of nourishing ingredients, medicinal powders and roots, never fails to produce good results.

The latter is a sure antidote for coughs, worms, glander, etc.

AGENTS WANTED

We have also proprietary articles for sale of which we are allotting territory.

**Dr. Ed. Morin & Co., Limited
QUEBEC**

**A
WIDE
MOUTH**



This is one of the features of the **QUEEN SQUARE FRUIT JAR**. Made in clear white flint glass, with seamless rubber base and smooth polished top with adjustable fastener. The biggest selling Lightning style Jar in the United States or Canada. This Jar is much superior and should not be confused with the ordinary type of jar. Sell the Quality Jar during 1913—the "QUEEN."

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U. S. A.

For sale by all first-class dealers in Canada and United States.

"THE 1913 PACK"

We are booking orders for 1913 goods and have a full line to offer. Our pack is gradually being sold at the low prices quoted, and we would advise you to write us for prices, terms, etc. We can make you an interesting proposition on your 1913 requirements.



ALL GOODS GUARANTEED NO. 1 QUALITY

It will be to your interests to write us for prices. We can show you increased profits on your canned goods sales for this year.



KITCHENER BRAND OF CANNED GOODS

Our goods have the quality of the home-made article and every care is taken in the processing. Nothing but freshest fruits and vegetables used, and stringent cleanliness in every process.



OSHAWA CANNING COMPANY, LIMITED

Oshawa

Ontario



The Sauce With the Different Taste

The difference is decidedly in its favor and being in its favor will create a demand that will be profitable to you. When your customer asks for a select sauce recommend

Brand's A1 Sauce

It is composed of the finest ingredients procurable. The formula is a very rare receipt of "Old Country" origin, and one which has been used in Royal Households.

The factory conditions where A1 is made are of the very highest in respect of sanitation. A1 is neatly put up in bottles, and makes a good shelf display. Secure a stock now.

Brand & Co., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER



There will be a
BIG DEMAND
this year for
**KEATING'S
POWDER**

YOU will be asked for it. "Keating's" Kills **EVERY** Bug, Beetle, Moth, Flea or Household Insect of any kind coming into proper contact with it. This statement is a **fact** based upon scientific authority.

The 10c, 20c and 35c tins are put up in compact cartons, each containing 3 dozen tins, obtainable at any of the usual wholesale houses.

The advertising campaign is now on. It will run right through the summer, and this year be larger than ever.

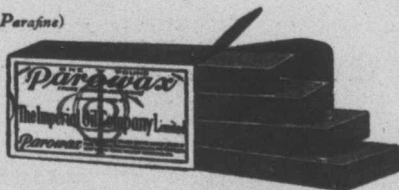
They come
more often for it

when they know its virtues. This is because Zebra Stove Polish is a paste, ready for use. No need to dissolve Black Lead in pots, no dirt, no mess. Just a touch on a cloth, a few rubs and it is done. Tell your customers this, its worth doing—for them and for you.

Parowax

(Pure, Refined, Paraffine)

You can build up a good, steady line of trade by reminding your women customers how much Parowax helps in the wash.



Parowax is a splendid seller with housewives everywhere.

They just add it to the soap in the wash-boiler, and the things come out beautifully clean and white without any hard rubbing.

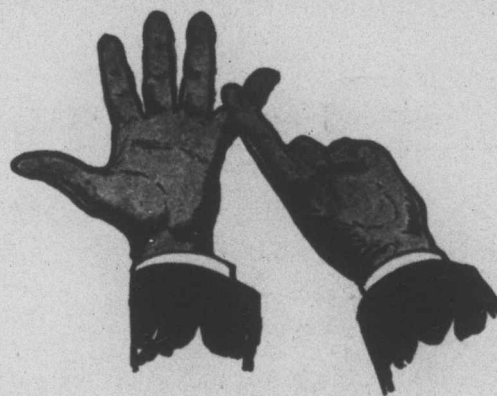
This is the same Parowax that is in such wide demand for sealing jellies, preserves, etc. It makes an absolutely air-tight, mold-proof seal.

Put up in pound and half-pound cartons—20, 40 and 100 cartons in a case.



The Imperial Oil Co., Limited

Toronto [Winnipeg Montreal
St. John Halifax



FACTS

about **QUINQUINOL**, the perfect Stock Food, for Cattle, Horses, Sheep, Poultry, etc.

QUINQUINOL

is recommended by the Minister of Agriculture.

Has been awarded three diplomas at big Exhibitions.

Packed in tins—absolutely free from loss by vermin or moisture.

Every tin carries a money back guarantee. 50% profit—costs the dealer \$4.00 per doz., sells at \$6.00.

Freight prepaid on six doz. lots.

One dealer in each town wanted

QUINQUINOL STOCK FOOD CO.
69 ST. TIMOTHEE STREET, MONTREAL

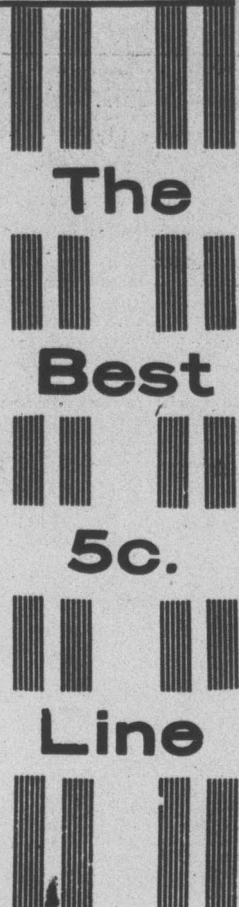
Ever Increasing—



The volume of the sales of "Richard's Quick Naptha" and "Richard's Pure Soap," manufactured in Woodstock, show a marked increase every month. There must be some good reason for this—housewives appreciate the good qualities of these soaps—very economical and very effective without much rubbing.

There is also a good reason why you should sell these soaps.

Sold through the wholesale trade.



The

Best

5c.

Line

The PANSY —

The Zenith of Broom Quality

This is the best good broom. Made of selected parlor stock. Highest grade of workmanship.

Our long experience shows, in no uncertain way, in the quality of material and workmanship of these brooms, making them the best values to-day on the Canadian market. Place your spring order now. Write for prices.

H. W. Nelson & Co., Limited
TORONTO -:- ONTARIO



CLASSIFIED ADVERTISING

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

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

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GROCER WANTED — ONE HAVING EXPERIENCE, particularly in window dressing, card writing and ad. writing. Apply C. T. Woodside, Saskatoon, Sask.

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A SIDE LINE FOR COMPETENT SALESMEN—a commission of 25% will be paid to salesmen of ability calling on grocery, drug, cigar stores, confectionery stores, etc., throughout Canada. Strictly high-grade goods manufactured by largest concerns in Canada. Only men of ability need apply, and by letter only. H. Jackson, Room 724, 64 Wellington St. W., Toronto.

COMPETENT SALESMAN WANTED. 10% commission will be paid to aggressive, experienced salesman calling on the Grocery trade throughout Canada. The lines are well-known and highly recommended. Manufactured in England. Apply in first instance, by letter, stating experience and references to Box 476, care of Canadian Grocer, Toronto.

WANTED—AGENTS AND TRAVELLERS ON COMMISSION BASIS for sales on firm orders of Sultanas, Figs, Tobacco in leaves in the chief markets of Canada and United States. References on application. Address Cominos & Co., Smyrna (Turkey in Asia).

SIDE LINES WANTED

TRAVELLER CALLING ON THE RETAIL TRADE and mines in Northern Ontario would like some good side line. Address A. L. Box 155, Byng Inlet, Ont.

SALESMEN WANTED.

SALESMEN WANTED—CALLING ON GROCERY TRADE, to sell an article of daily consumption. Box 150, Canadian Grocer.

FOR SALE

WELL ESTABLISHED GROCERY BUSINESS on corner, in Fort William. Turnover \$2,600.00. About \$1,500.00 will handle this. Apply Box 475, Canadian Grocer, Toronto.

MISCELLANEOUS

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. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT EVERY EMPLOYER WANTS. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., 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)

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

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

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rewrites at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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.

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

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

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ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, 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.

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

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

Co-Operate With the Housewife

Tell her about

MAPLEINE



for Dainty new Desserts and Syrup. She will realize you are up-to-date, and you will

INCREASE YOUR SALES.

Order of your jobber, or

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont. Mason & Hickey, 267 Stanley St. Winnipeg Man.

The Crescent Mfg. Co. SEATTLE. WASH.

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The Sanitary Fly Destroyer, Non-Poisonous.

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Confectionery and Chocolates

Quality: The Purest and Best
Variety: The Largest
Prices: Right

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Besides they save a lot of time in book-keeping, collecting, etc.

How They Work

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For sale everywhere by jobbers.

ALLISON COUPON CO., Indianapolis, Indiana, U.S.A.

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by stocking and selling
PURE CANADIAN LEAF.
Attractive prices. We have a good assortment of pipes.
J. A. FOREST,
186 Amherst St., Montreal.

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Reputable high-class goods at reasonable prices. You can have the same if you stock our lines. Write for particulars.

H. BOURQUE & SON
MONTREAL.

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
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Established 1886.

GOODS HIGHEST QUALITY PRICES ALWAYS RIGHT

That's Our Policy.
PAPER BAGS—WRAPPING PAPER.
How is your stock? Don't forget to give us a call when you begin to get short.
COUVRETTE & SAURIOL
Wholesale Grocers - - Montreal.

OLYMPIA AND BEN BEY CIGARS

are good smokers and sellers
Ed. Youngheart & Co., Limited.
Montreal, P. Q.

Let Us Make Your Store Fixtures

We have fitted up some of the most elaborately finished stores in Canada. Why not yours? Our quotations are attractive and all orders are filled in specified time. No disappointments. Write when in need.
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10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish trade.

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ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

Biscuits and Confectionery

Big range from which to choose your Christmas stock. Only the highest grade goods made. Prompt attention given all orders.
See Our Travelers.
THE AETNA BISCUIT CO., LTD., MONTREAL.

COMTE'S COFFEES

Satisfy every user. Let's tell you why.
Address
146 St. Urban St. - Montreal

SUCHARD'S COCOA

You want Quality Cocoa all the time, Mr. Grocer. It will not pay you to sell a tin on which you cannot rely. We can prove beyond a doubt the high quality of Suchard's. Remember:—
Suchard's. Suchard's. Suchard's.
FRANK L. BENEDICT & CO., Montreal,
Agents.

BAKE OVENS
Baking Decks of Scotch Fire Brick, Sectional Steel Ovens that can be placed anywhere.
Bread Racks, Proof Boxes, Pans and every necessity for the Bake Shop.
Write for General Catalog.
THE BRANTFORD OVEN AND RACK CO., LTD., Brantford, Canada

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Apply **EDWARD KIDD & CO.**
1090 Hamilton St., VANCOUVER, B.C.

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

Write us for New Price List of WINDSOR SALT

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

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

A highly recommended sweeping powder, sold only in bulk; a strong pleasant disinfectant.
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NO-DUST MFG. CO.
8 Market Sq. St. John, N.B.



Oakey's

The original and only Genuine Preparation for cleaning Cutlery, 6d. and 1s. Canisters.
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is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, .. MICH.



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"SURETY OF PURITY"

SPICES,
COFFEE,
JELLY
POWDERS,
EXTRACTS,
YEAST,
BAKING
POWDER,
ETC.

WHITE SWAN BAKING POWDER

never fails to give your patrons the highest degree of satisfaction and at the same time allows the best margin of profit—as good as any, and better than many.



WHITE SWAN SPECIALTIES

are backed by a "Money-refund" guarantee. A fair trial is requested, the goods will prove their merit.

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CEREALS, LTD., TORONTO



A FAIR TRIAL

That is all we ask for. We know that our flour cannot be anything but high class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

FOUR GOOD BRANDS

"Laurentia,"
"Regal,"

"Daily Bread,"
"National,"

One Cent. One Card. One Minute.

Isn't it worth while sitting down right now and asking us for further particulars?

The St. Lawrence Flour Mills, Ltd.
MONTREAL

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. Toronto, Ont.

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ALL IMPORTED

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Brand
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Paris.**

Extra Choice, First Choice, Choice.
Gallipedes (Hotel).

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Produced.

Bottled and sealed under the supervision of the "**Official Director of the Laboratory of Marseille.**"

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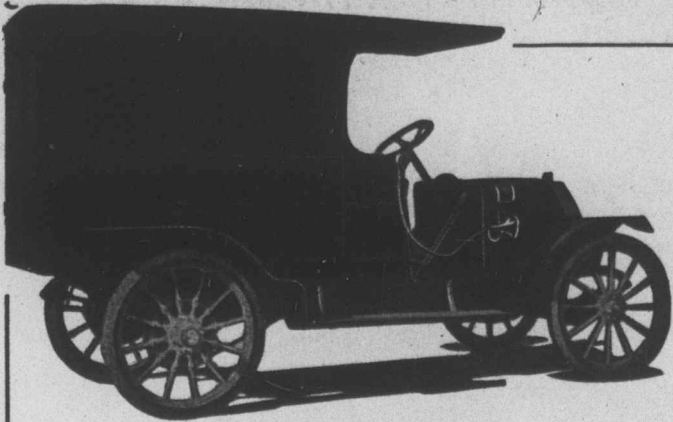
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Efficiency, durability and promptness of delivery being the outstanding features. Auto delivery cuts down expenses, covers larger territory and attracts trade.

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"The Can of Quality"

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

Sanitary Can Co., Ltd.,

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There's a something about Telfer's Oatmeal Crackers that just seems to suit all tastes. They please the adult as well as the child.



Perfection of baking and the full nutty oatmeal flavor combine to produce a tastiness in Telfer's Oatmeal Crackers not found in others.



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Collingwood, Ont.

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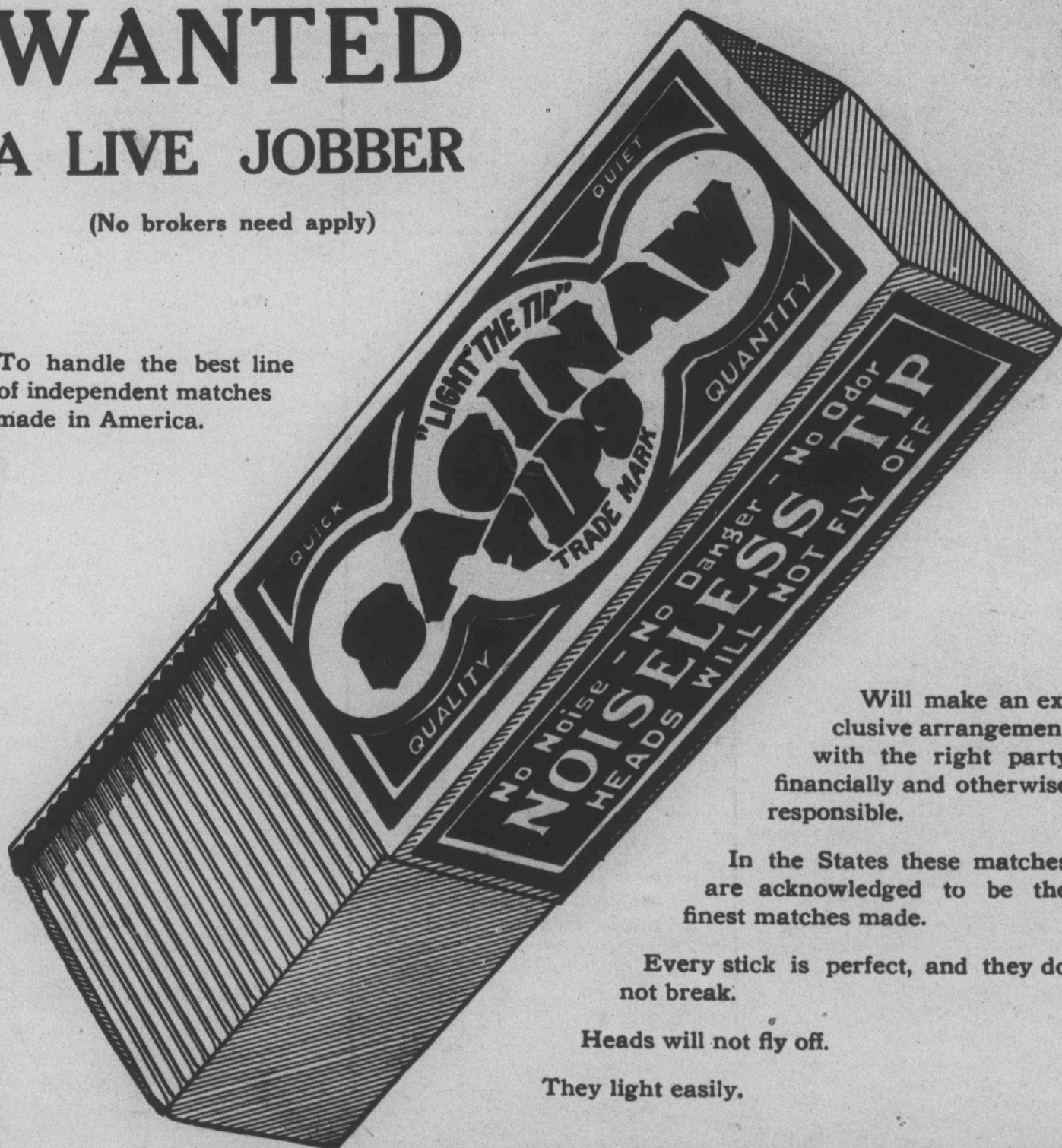


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To handle the best line
of independent matches
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Will make an exclusive arrangement with the right party financially and otherwise responsible.

In the States these matches are acknowledged to be the finest matches made.

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