

CANADIAN GROCER

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THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

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No. 5

SUN AMMONIA

On the first issue of "The Grocer's" new cover we secured the opportunity of presenting to the trade the new package for

Harvey's Ammonia

and to thank our customers, many of them for over a quarter of a century, for their continuous patronage.

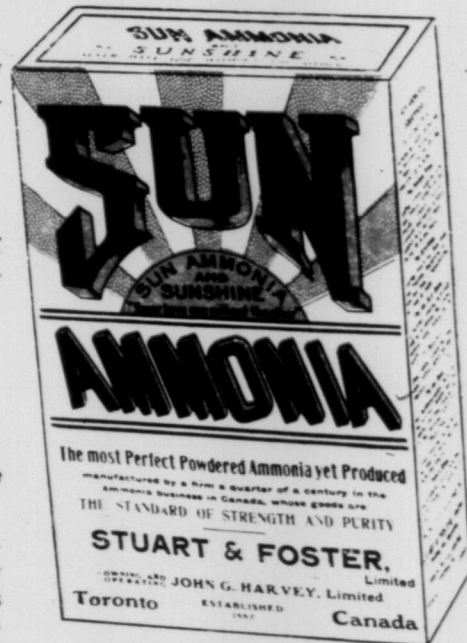
The Standard of Strength and Purity

has always been and will be maintained.

The "Sun" design package is symbolical of these qualities and is better adapted for display purposes. This improvement with one of wider distribution we are now adopting.

We have arranged that the wholesale grocers be our distributors. This will give merchants in smaller places the same convenience of getting **standard Quality Ammonia** as the larger centres.

This larger market has made it possible to give **the retail merchant a larger profit**. Kindly secure these special prices from your Grocery Salesman.



Stuart & Foster, Limited

Manufacturers of Chemicals

Agents for The Michigan Ammonia Works
Owning and Operating John G. Harvey, Limited

Ammonia Works: Front and Parliament Streets
Offices and Warehouse: 474-476 Gerrard Street East

TORONTO Established 1882 CANADA



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

C O D O U

O

D

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U

Packed by Felix Codou, Marseilles, France, in one of the most rigidly clean and modern Factories in the world, these goods are unsurpassed for quality.

MACARONI

VERMICELLI

SPAGHETTI

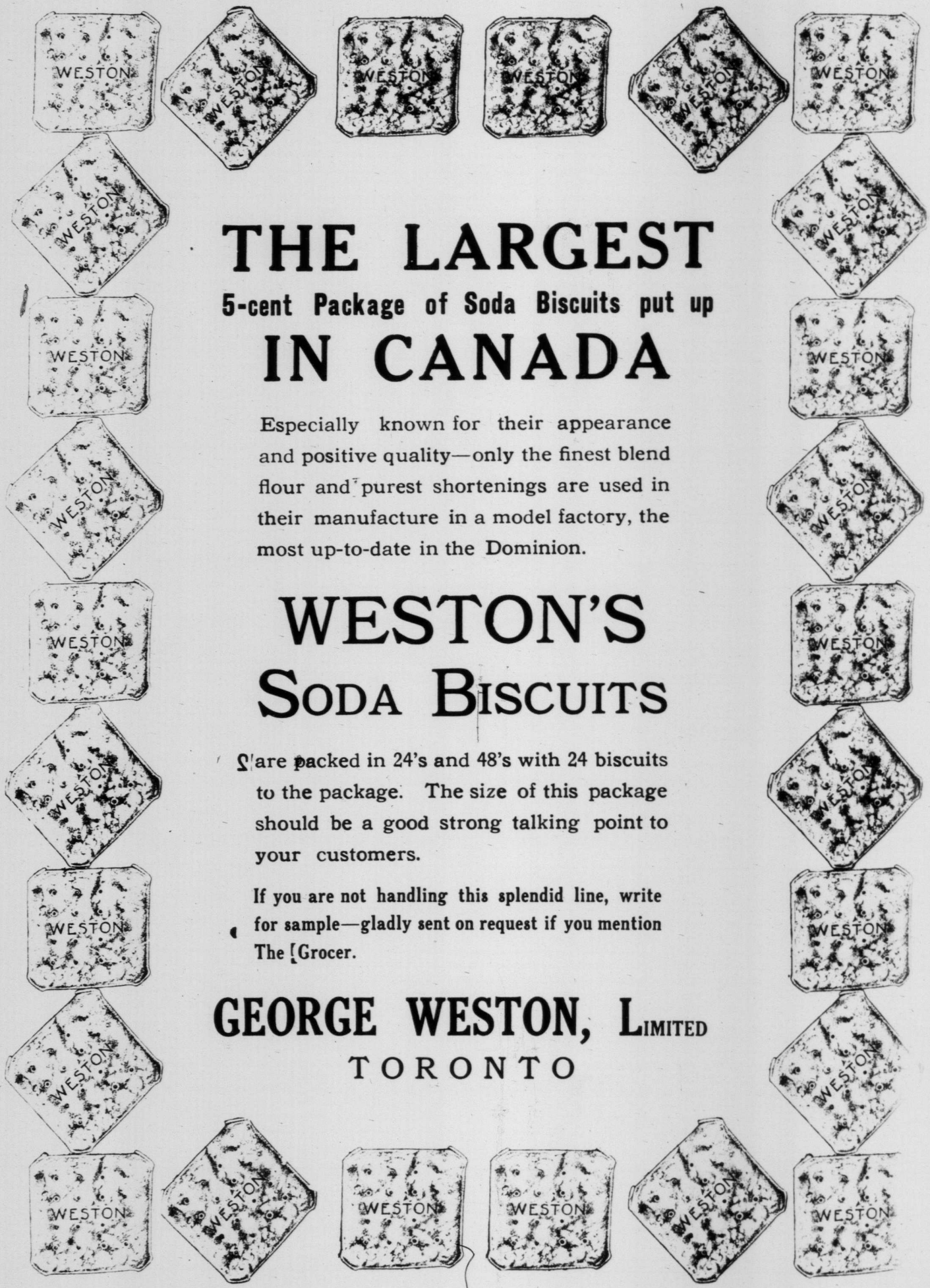
Only Taganrog (Russia) wheat is used, because it is the wheat best adapted for the purpose. None but skilled workmen are employed.

Sole Canadian Agents:

ARTHUR P. TIPPET & CO.

MONTREAL

TORONTO



THE LARGEST

5-cent Package of Soda Biscuits put up

IN CANADA

Especially known for their appearance and positive quality—only the finest blend flour and purest shortenings are used in their manufacture in a model factory, the most up-to-date in the Dominion.

WESTON'S

SODA BISCUITS

They are packed in 24's and 48's with 24 biscuits to the package. The size of this package should be a good strong talking point to your customers.

If you are not handling this splendid line, write for sample—gladly sent on request if you mention The Grocer.

GEORGE WESTON, LIMITED
TORONTO



T
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all occa
being a
petizing
BRA
SPECIA
the bes
timely
valesce

BO
EAC
CO



**OX
TONGUE**

in attractive glass containers and tins. A delicacy for all occasions the year round, being always ready and appetizing.

BRAND'S INVALID SPECIALTIES are made of the best beef obtainable—a timely reminder to the convalescent.

**Any Time Is a Good Time--
Now Is The Accepted Time**

for merchants to place their orders for Spring delivery. Get started in time, as every good step brings you nearer your goal. Bear in mind the unsalable stock you bought last year and buy only reliable, high-standing, quick-selling brands.

**BRAND'S SAUCES, SOUPS,
POTTED MEATS, Etc.**

are all rapid-selling, reliable lines. Every article produced by this firm is manufactured on the premises with only the best materials.

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



Facts Worth Considering

**BORDEN'S
EAGLE BRAND
CONDENSED
MILK**



Especially prepared for
infant feeding.

Recommended by physicians
everywhere.

For general household use
best value obtainable.

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

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

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver

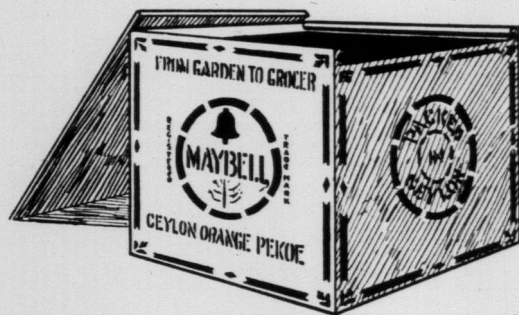
**KEEP THE TEA TRADE
COMING YOUR WAY**

This is not a hard proposition surely if you give the public what it demands—100 cents for a dollar.

"MAYBELL" CEYLON TEA
(ORANGE PEKOE)

reaches the goodwill of the tea drinkers as surely as it brings you a good profit on your investment. It is attractively packaged in most convenient quantities, 5 and 10 lb. lead-lined decorated chests, also 50 lb. half chests.

"Maybell," the tea from garden to grocer—your customers can get any quantity they want, and will like its delicious flavor and low price. You give your customers better quality than any pedlar, and increase your tea profits.



Canada Brokerage Company, Limited
9 Front St. East
TORONTO, ONT.

HAVE YOU CONSIDERED the possibility of largely increasing your sales of Baked Beans?

ARE YOU AWARE that there is as much nutriment in a tin of Baked Beans as in a pound of Beefsteak?

DO YOU KNOW that potatoes have become a luxury and that Baked Beans are still the poor man's friend?

HAS IT OCCURRED TO YOU THAT Baked Beans are one of the few lines of goods that has not advanced in price, notwithstanding that the Beans themselves are very much higher in price?

DO YOU FEEL CONFIDENT, we do, that any Grocer who will take the trouble to make a "special" with Baked Beans will increase his sales very largely, almost immediately?

Place these facts before your customers and do your best to stir up enthusiasm for Baked Beans. Do not overlook calling attention to the fact that we are the originators of the 3's Family Size, Simcoe Brand **THE CAN THAT CONTAINS MORE BEANS AT THE LOWER PRICE.**

In starting a campaign on Baked Beans---specialize on **SIMCOE BRAND.** The Brand of Quality and Quantity.

Write for our new Simcoe "Hanger"

DOMINION CANNERS LIMITED
Hamilton, Canada

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

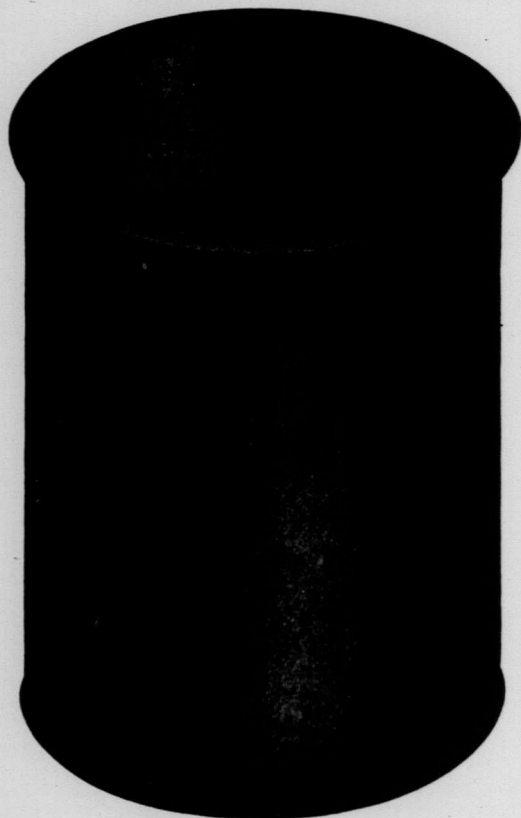


GOLD DUST advertising sells GOLD DUST.
GOLD DUST cleansing powder keeps GOLD
DUST selling.

"Just try pushing GOLD DUST"

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL



SANITARY CANS

FOR

"Winter Pack"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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

21 Royal
Appointments



32 Prize
Medals

PEEK, FREAN'S BISCUITS



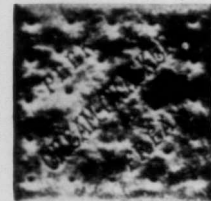
PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



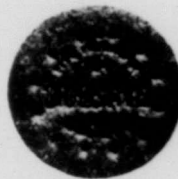
CREAM CRACKER



TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

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

Pink's
Table Jellies
 with the
Real Fruit Flavor

Made from pure sugar and the juice from fresh ripe fruit. No chemical preservatives are added; the jellies reach you absolutely pure and in perfect condition.

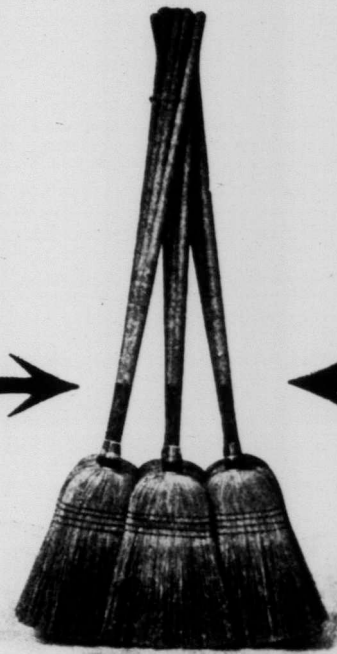
Made in all the usual flavors and packed in cartons containing sufficient to make 1 Quart, 1 Pint or $\frac{1}{2}$ Pint of delicious jelly. Pink's Jellies retail at a popular price, and leave you a **GOOD PROFIT.**

Write for samples and prices to our Sole Canadian Distributors

The Manufacturers' Agency Co.

Halifax, N.S.	C. E. Creighton	Bedford Chambers
Boston, U.S.A.	Gen. Sales Office	330 Board of Trade Building

E. & T. Pink
 LONDON ENGLAND



The Parker Broom

☞ The highest quality, best made Broom on the market.

☞ Parker Brooms and Whisks are guaranteed as to price and quality.

=====
 The kind it pays the dealer to handle.

Try a small order.

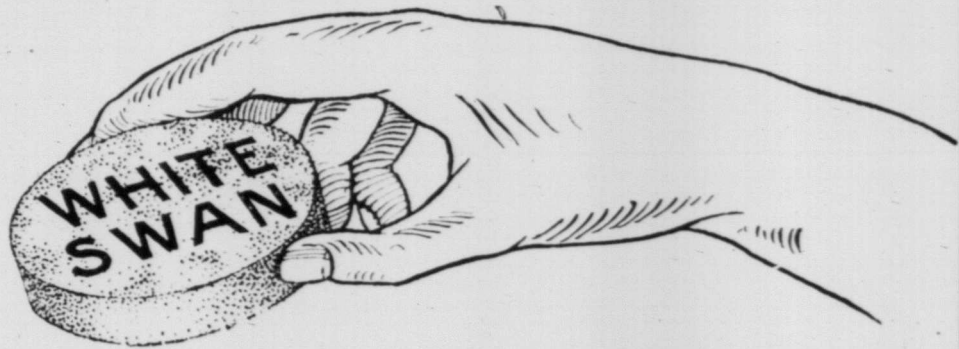
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The Parker Broom Company

692 Wellington Street

OTTAWA

INTRODUCING
WHITE SWAN YEAST CAKES



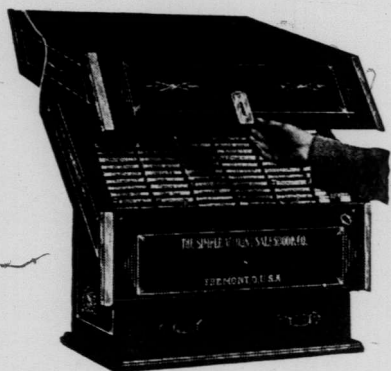
After two years of careful preparation, involving large expenditure for new and improved specially designed machinery, we are now placed in a position to supply the trade with a decidedly superior product in "White Swan" Yeast Cakes. Every element of uncertainty has been entirely eliminated, and we are thoroughly confident of something genuinely good and reliable.

We are now ready for all the business there is.

PUT US TO THE TEST

YOUR WHOLESALE GROCER CAN SUPPLY THEM,
OR WRITE

White Swan Spices & Cereals, Ltd., Toronto
SOLE DISTRIBUTORS



Easy to operate.

Better Be Safe Than Sorry

Less than a year ago a young fellow walked into one of our offices and announced that he was about to engage in the grocery business and that he wanted to purchase some sales books. Our salesman requested permission to demonstrate the Keith Account System, the use of which would shorten his work of keeping customers' accounts, eliminating the possibility of mixing or losing charges and give him full protection against loss by fire. He replied that he could not afford to purchase such a system at the outset, as his capital was small and was needed to properly develop his business, although the benefit of the system was apparent. After



Quick reference.

explaining to him, however, how he could pay for the system with the money it would save him, he gave us his order and a Keith Account System was installed in his store.

One night several months later, his store was discovered on fire and before it could be extinguished his stock of goods was completely destroyed, and his customers' accounts in the Keith Account System were all that were saved. As his whole capital was invested in stock, it was only by saving his accounts that he was able to resume business. (Name and address on request.)

THE KEITH ACCOUNT SYSTEM

ONE WRITING : SELF INDEXING : FIRE PROOF

Do you, as this merchant did, feel that you can't afford to buy The Keith Account System? Would your accounts be saved if your store burned to-night? Ask yourself these questions, then obey that impulse to write us and tell you how the Keith Account System will pay for itself with the money it saves. You won't obligate yourself.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Patentees and Sole Manufacturers.

DEPARTMENT C,

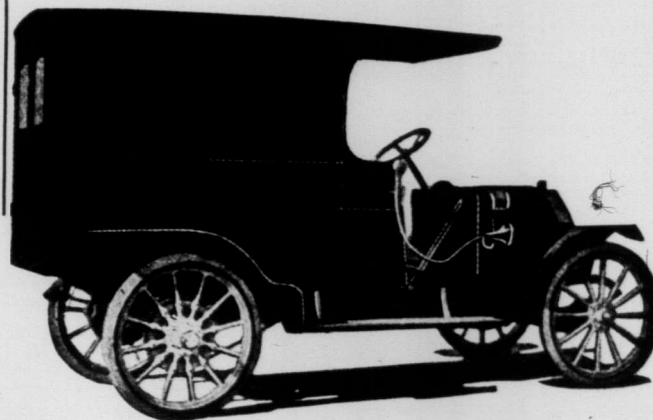
FREMONT, OHIO.

All Styles Duplicate Sales Books.

Victor Archambault, 28 Bridge St. Sherbrooke, Que., Representative for Quebec and Maritime Provinces. Sydney McKeever, Box 167, Brockville, Ont.

Auto Delivery Curtails Delivery Expenses

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



The Menard Commercial Car

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

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

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.

1842

1912

70 Years in Business

This is a Good Record.

Our firm was established as follows :

1842 - L. CHAPUT.

1856 - L. CHAPUT & CIE.

1862 - L. CHAPUT, FILS & CIE.

1912 - L. CHAPUT, FILS, & CIE., Limitée.

Wholesale Grocers and Manufacturers.
Importers of Teas, Coffees, Wines,
Liquors and Provisions.

We are representing in Canada several
European and Canadian Firms.

Our "motto" has always been to give
entire satisfaction to our clientèle.

Montreal, February 1st, 1912.

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street.
British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

SAPHO

This word will soon be a common one in every household in Canada as the goods bearing this name are becoming more than popular. They are just what the housewife wants, price reasonable and quality there all the time.

Sapho

ANTI-DUST—The most successful sweeping compound on the market to-day. Disinfects, deodorizes.

Sapho

INSECTICIDE—Sure death to cockroaches and vermin of every description. In use by largest railway companies and hotels, etc., in Canada.

THERE ARE MORE
WRITE ABOUT THEM

Sapho Mfg. Co., Limited
MONTREAL

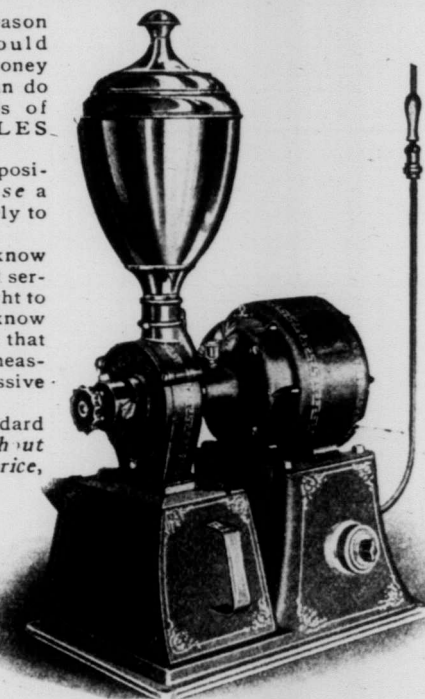
To the Intending Purchaser of a Coffee Mill

There is no reason why you should spend more money for a Mill than do the thousands of users of COLES mills.

You are in a position to *choose* a Mill, not merely to *buy* one.

You should know the standard of service a Mill ought to give, and you know whether or not that standard is measured by excessive price.

It is this standard of service *with out excessive price*, which is *to-day* satisfying thousands of users of our Mills.



COLES MFG. CO., Philadelphia, Pa.

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

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.



**The Lines in
Constant Demand**

ROWAT'S PICKLES

and

**PATERSON'S
SAUCE**

Are you handling these ready
sellers?

Rowat & Co.

Glasgow - - - Scotland

CANADIAN DISTRIBUTORS:

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

**A cupful of boiling water
and a VEROX Tablet**

are all that is needed to make a
cup of nourishing Beef Food,
stimulating and healthful.

Verox Tablets are prepared
from prime beef and fresh vege-
tables and are quite pure.

They carry a good profit for the
retailer and give complete satis-
faction to the consumer.

Send for prices and sample.

Wholesale Agents Wanted
FOR
TORONTO, MONTREAL, WINNIPEG

TOOTH'S EXTRACT OF MEAT CO.

Established 1865

12 Duke St., London, S. E., England



The All
Attractive

"Meadow-Sweet"

Quite a
Winner

MEADOW-SWEET CHEESE is the leader in
its line. Its rich, creamy flavor has made it
the delight of every housewife, and you can
not afford to overlook it.

10c. a Package Retail

Are you going to let a trade winner pass?
Certainly not, you are too wise.

Write us Immediately

The Meadow-Sweet Cheese Co.

21 Bonsecours St., - - - Montreal

**KO-KO-BUT
TALK NO. 7**

Mr. Grocer!

A little use of salesmanship, a little educational work,
will make your customers give KO-KO-BUT, the perfect
cooking butter, a trial and you will never regret the day you
do it. KO-KO-BUT is bound to please. It makes cooking
more satisfactory in every respect. Your customers will
thank you for introducing it.

KO-KO-BUT

is 100% pure. Can you want anything with a better guar-
antee of quality?

We advertise FREE for retailers. Do you want your
name advertised in your locality?

Dominion Coconut Butters Limited
Montreal



**Money to be
made with 'Camp'**

'Camp' pays in well satisfied customers, who are delighted, and come for more. It is a most profitable line to stock.

We tell the public how good it is; how easily made; how economical. You, too, may safely recommend 'Camp'—and so increase your profits.

'Camp'
Coffee

R. Peters & Sons, Ltd.
Coffee Specialists
LONDON



**Macaroni
Vermicelli
Spaghetti**

Why Pay Customs Duty?

Our Goods, Made in Canada, Are Better Than The Imported, Because:

1. Experiments made in France have proven that the Canadian Flour is superior to the best Russian quality.
2. We only use Canadian Semolina made from the rich hard wheat of Manitoba.
3. Our employees have all been brought from France and are thoroughly skilled.
4. Our machinery is of the very latest type and is worked on automatic principles.

WE WANT TO HEAR FROM YOU

L'ETOILE

"Cie Francaise des Pates Alimentaires"

6-9 Harmony Street, MONTREAL

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

"EUREKA"



Canada's Scientific
and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, **WALTER WOODS & CO.,** Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Wagstaffe's Fine Old English

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade — the best sellers—Now ready for delivery.

Our products of pure fruit are processed in the most modern and cleanly preserving plant in Canada. "Cleanliness" is our motto throughout the making.



Wagstaffe's Jams, Jellies, Marmalades, etc., are prepared in COPPER kettles, boiled in SILVER pans, and packed in GOLD lined pails. Are guaranteed absolutely free from preservatives, glucose or coloring matter. Display these reliable products, they sell with little effort. The public know the quality.

BOOK YOUR ORDERS QUICKLY

Wagstaffe Limited

PURE FRUIT PRESERVERS

Hamilton

Canada

**Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures**

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

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

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

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

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

REPRESENTATIVES:—

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



**A
Grocery
Clerk**

should know the quality of every article he sells; thus satisfying the buyer and increasing his own selling ability.

RIDEAU HALL COFFEE

has the distinction of being perfectly blended and roasted, which has given it an enviable reputation among coffee experts. It is a fast-selling stock, and each sale means a satisfied customer and a step forward for both clerk and employer.

**Gorman, Eckert & Co.
LIMITED**
LONDON, Ont. WINNIPEG, Man.

YOUR BUSINESS

should be profiting by the general prosperity of the country. The demand is now more and more for the higher qualities of goods, and the higher the quality of YOUR stock the more permanent your business will be.

WE SPECIALIZE on quality! Quality is our motto, and we are *direct* representatives for Quality Lines from all parts of the world. We back this up with a thoroughly efficient organization and a careful personal supervision of our business, which ensures our customers prompt and satisfactory deliveries of all their requirements at the *Right* prices. We would like to place our business experience and our special facilities at YOUR service. All that you want we have.

RICHARDS & BROWN, - WINNIPEG
WHOLESALE COMMISSION MERCHANTS

**Tartan
BRAND**
THE SIGN OF PURITY

OUR ANNUAL TEA SALE

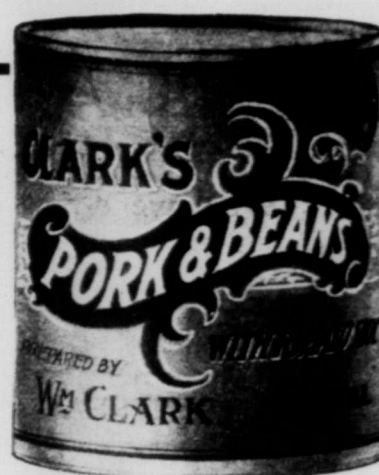
Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

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

'PHONES 3595, 3596, 3597 3598, 748, 462

THE CANADIAN GROCER

CLARK'S Pure Foods Sell



because of their

Unequalled Purity



All Meats, Beans, Fruits, Spices are
bought in the opening markets,
Enabling Us to Carefully Select.



Clark's

Boston Baked Pork and Beans

Cooked Corned Beef

Potted and Devilled Meats

Sliced Smoked Beef

Ox Tongues and Lunch Tongues

All universally in Demand.



W. CLARK, - MONTREAL

Manufacturer of the celebrated

MINCEMEAT in the NEW STYLE CAN

JAPAN TEAS

We have a few lines just going into store. Also some leafy Fannings.
Ask our Agents for Samples.

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

JAPAN

SNAP Does the Trick

when the mechanic, the chauffeur, the painter or any person requires something more than soap to remove dirt from the hands.



The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce Snap wherever you can and you will please and satisfy your patrons.

Keep Snap Displayed

Snap Company

limited
MONTREAL

Quality is the Main Consideration
in the Manufacture of Foodstuffs

"GLOBE" Macaroni and Vermicelli

are made from hard wheat, no maize or rice flour mixed with them, and are absolutely pure.

Manufactured in a modern scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

Stock now and be ready for the fall trade

D. SPINELLI & CO.

REGISTERED

MONTREAL, - - QUEBEC



SATISFACTION COMES TO THE USERS OF "KIT" COFFEE

While users of other bottled coffees complain because the flavor of the original coffee is lost.

There are any number of bottled coffees on the market, but "KIT" is the only one which retains the flavor of the finest coffee and chicory, and at the same time it is so easy to use as to be a real boon to the busy housewife.

Stock it and do a bigger trade.

Canadian Agents:

KIRKLAND & ROSE, 312 Water Street, VANCOUVER, B.C.
A. TYTLER, Temple Building, LONDON, Ont.

J. A. CROOKS, Bedford, HALIFAX, N.S.
G. C. WARREN, REGINA, Sask.

KIT COFFEE CO. - -

GOVAN, GLASGOW, SCOTLAND

THE CANADIAN GROCER

YOUR PROTECTION means much for the general advancement of your business

St. Lawrence Sugar

protects your customers and your interests with the knowledge of having supplied a product that for quality in Refined Sugars is unsurpassed elsewhere throughout the world.

Ask for "St. Lawrence," the pure Cane Granulated.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

TO YOUR ADVANTAGE

5% Discount 5%

On all orders booked before March 15. These may be booked for delivery up to June 1st.

Take Advantage and Profit thereby.



Write for Particulars and Quotations.

Prepare now for the fly-killing campaign

Wonder Fly Killer

will do the work quickly and effectively, and last the entire season. It is a sure exterminator of the household pest. The kind your customers will want.

STOCK EARLY AND BE PREPARED

Dominion Agent: **Joseph R. Wilson,** 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

STILL ALONE



NO EQUAL

"PRIDE OF CANADA" MAPLE SYRUP

No wholesaler can promise you any purer syrup than "Pride of Canada," because it is itself 100% pure, and has maintained this standard for years. Its name is a happy one, because, when selling "Pride of Canada," you can tell your customer that he or she has something which Canada has reason to be proud of.

When you want Pure come to us. We can only give you the Pure.

The Maple Tree Producers' Assoc. LIMITED
MONTREAL

JAMES

THE BEST **DOME**
STOVE POLISH
YOU CAN BUY

SELLS EASILY

PAYS WELL

BLACK

LEAD

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

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

THE W.H. ESCOTT CO.

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE WINNIPEG

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG. MAN.

Domestic and Foreign Agencies Solicited

— WINNIPEG —

H. G. SPURGEON

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

27 Chambers of Commerce P.O. Box 1812

WINNIPEG THE J. J. TOMLINSON CO. WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
foreign lines.

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, WESTERN CANADA

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

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EDMONTON, ALBERTA

Manufacturers' Agents. Commission Mer-
chants. Warehousemen.

Track connection with all Railroads.

— TORONTO —

Wire us when

wanting a car of

Evaporated Apples.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1884

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in
shell and shelled, at right
prices.

LIND BROKERAGE CO.

73 Front St. East - TORONTO

— LONDON —

THE MARSHALL BROKERAGE COMPANY

67 Dundas St., LONDON, ONT.

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

MONTREAL

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

— MARITIME PROVINCES —

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

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

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

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

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, N.B.

Open for a few more first-class lines.

— NEWFOUNDLAND —

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

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

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

— BRITISH COLUMBIA —

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

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

BIG PROFITS
CAN BE MADE
 BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS
 (50 to 60 FISH PER BOX)
 THERE IS A RAPIDLY INCREAS-
 ING DEMAND FOR THESE
 TASTY FISH IN THE WHOLE
 OF CANADA.
 WRITE US TO-DAY
 IT WILL PAY YOU
ROBERT ISAAC, Ltd.
 23 Gt. CHARLOTTE ST.
LIVERPOOL, England
 Cables:—"Mullett" Liverpool
 Codes:—A.B.C. 5th Ed., Western Union

**MANUFACTURERS' AGENTS AND
 BROKERS' DIRECTORY**
 (Continued.)

LONDON, ENG.
Jam Manufacturers and Confectioners' Sundriesmen.
 Specialty:—Fruit Pulpes of all Kinds.
Correspondence Invited.
F. KESSELL & CO.
 Railway Approach, London Bridge, London, Eng.

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

THE PEOPLE OF
JAMAICA
 are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLENER"
 might bring inquiries. Better write for rates to
I. C. STEWART, Halifax



A Good Profit Assured
 Satisfaction Warranted
 in the sale of the well-known long shredded brand, the
WHITE DOVE COCOANUT
 Once carried in stock always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to
W. P. Downey
MONTREAL



The **BROWN** is the **Perfect Bag Holder**
 Size required can be seen at a glance.
 Handy, saves time and therefore money.
 For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

CLAY PIPES
 Those made by **McDOUGALL** are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
 10 Garfield Chambers, Belfast, Ireland

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

CLUB Jelly Powder
Is The Leader
 in popularity, because the housewife not only gets a good jelly powder for her money, but also is treated to a **FREE** Custard Powder.
The Deliciousness
 of both makes them ask for more, and you know how pleasant it is to have repeats.
WRITE FOR PRICES
S. H. Ewing & Sons
 Montreal - Toronto

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

O. E. Robinson & Co.
 Manufacturers and Buyers of Dried Evaporated and Canned Apples
 Ingersoll, - - Ontario
 ESTABLISHED 1886



ALL GROCERS
SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333
Coristine Building, MONTREAL

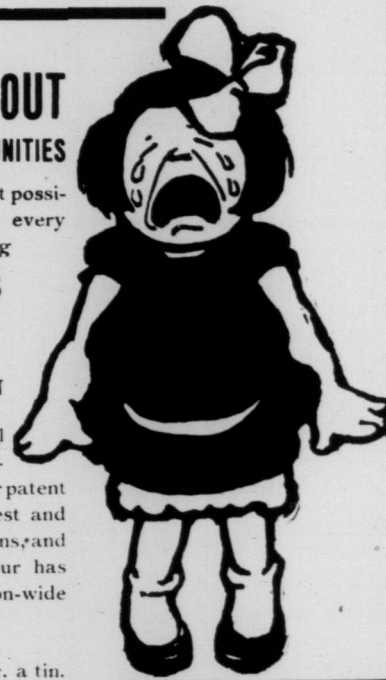
DON'T CRY OUT OVER LOST OPPORTUNITIES

There are unique profit possibilities AHEAD for every grocer who is featuring

BJELLAND'S SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

John W. Bickle & Greening

(J. A. HENDERSON)

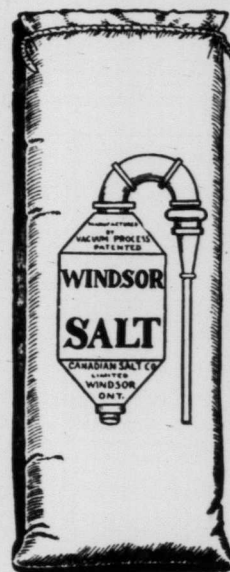
HAMILTON :: :: ONTARIO



THE old reliable is the prime favorite on wash day for clothes cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.
GUELPH, ONTARIO



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

WINDSOR SALT

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

THE CANADIAN SALT CO.,
LIMITED
WINDSOR, ONTARIO.

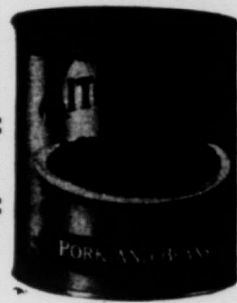
**A DOLLAR SAVED
IS A DOLLAR EARNED**
BIG AFTER-STOCKTAKING SALE
— OF —
BULK TEAS

In our immense stock, which we purchased when prices were very much lower than they are now, we have a number of short lines ranging from five to twenty-five packages, and in order to clear them out we are offering them at prices that will save you dollars.

Be alive, see our travellers or send for samples and quotations.

MINTO BROS., TORONTO
THE ACKNOWLEDGED LEADERS IN BULK TEAS

Kitchener Brand



Pork and Beans

Everything that careful selection, sanitary handling and expert packing can do to make a canned article as perfect as possible has been embodied in the well-known

Kitchener Brand Pork and Beans

By our process of cooking, combined with just the right amount of flavoring ingredients, KITCHENER BRAND compares favorably with home baked.

5c. and 10c. sizes.

The delicious flavor and the convenience of size, 5c. and 10c., make it a line that can be handled profitably by the grocer who serves a family trade.

Ask for Quotations.

OSHAWA CANNING CO., LIMITED
OSHAWA - - - - - ONTARIO

SWEETHEART BRAND



Trade Mark of Quality

Baking Powder and D. S. F. Mustard

6, 12, 16 oz.

4 oz. Tin

Two Staple Lines Good Sellers QUALITY Guaranteed Satisfaction Assured

Are you handling our Jelly Powder?

IXL SPICE & COFFEE MILLS, Limited

LONDON, ONTARIO

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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

HERE IT IS!

The salt the cooks are looking for.
No other is good enough.

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



McLEAN EVERYWHERE

McLEAN



McLEAN

McLEAN

McLEAN

McLEAN

McLEAN

"THE GOOD COCOANUT MAN"

You'll get him NOW AT

107 Lagauchetiere St., - - - MONTREAL

BLACK JACK

The Best
Family
Polish
Made



SOLD BY
ALL
JOBBER

1/2-lb. tins—
3 doz.
in case.

TRY IT



Big Savings

will be yours, Mr. Grocer, if your fruits and other perishables are properly protected. An awning adds to the appearance of your store, and keeps your stock always fresh and saleable. Write us.

Raymond Bros., - London, Ont.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent dealers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN
THIS PAPER



“Yes, Sir,”

CABINET

Maple Syrup

IS THE BIGGEST SELLER ON THE MARKET TO-DAY

BECAUSE:

It has that true, lingering Maple Flavor that pleases.

Its quality is uniformly high.

Each tin is a “Cabinet” of deliciousness.

The price was always reasonable, but you will now have

EVEN MORE PROFIT

We want to show you that your continued adherence to “Cabinet,” the quality Syrup, has been appreciated. We are reducing prices so that competition may be met and that your customers may still have their usual treat at same prices as the so-called “just as good” lines advertised by your competitor, who does not set as high a value on quality and reputation as you do.

Ramsays Limited, - Montreal



A MODERN METHOD

NO WASTE SPACE—every inch of shelf room available where our system of **PATENT ADJUSTABLE BRACKETS** is installed.

Adjustable Shelving is adaptable to any line of goods, from the most delicate to heavy merchandise. It is the modern method of store shelving. Each shelf may be of a width and distance to accommodate the goods it carries.

**NO OBSTRUCTIONS—EASILY
ADJUSTED**

THE PIQUA BRACKET CO.
SOLE MANUFACTURERS
PIQUA OHIO



A CERTIFICATE OF GOOD VALUE

is behind all E.D.S. Brand goods that you pass out—the government inspector's approval. See Government Bulletin 194 and find out for yourself just how pure E.D.S. Brand preserved fruits are.

No argument is needed in recommending a line of foodstuff that bears the government stamp.

A particular buyer looks for certain "guide posts" in the selection of his eatables, and will be favorably influenced towards the grocer who sells trade-marked goods of the highest standing.

Our advertising in newspapers, magazines and street cars continues to create a brisk demand.



Made only by
E. D. SMITH
WINONA, ONT.

Agents—Newton A. Hill,
Toronto; W. H. Dunn,
Montreal; Mason &
Hickey, Winnipeg;
R. B. Colwell, Halifax,
N.S.; J. Gibbs, Hamil-
ton.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

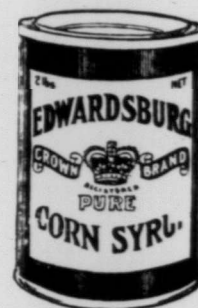
*Ask us for prices before filling
your orders for the coming season*

West India Co., Limited

FIVE SALES OF CROWN BRAND TO EVERY SALE OF OTHER SYRUPS

That is the ratio on which the average
grocer sells Crown Brand Corn Syrup.
Remember this fact, for it shows you how

CROWN BRAND CORN SYRUP



ranks as a profit maker in your business.
With the facts as they are and with
this information before you, you will
realize why it is to your advantage
to push Crown Brand.

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



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED

TORONTO, - ONTARIO.

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143-149

Does Your Mind Ever Feel Sluggish?

* There are hundreds of patent medicines which claim to cure the sluggish mind. It has been discovered by hundreds who are susceptible to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly. It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally. Hundreds of men and women are to-day earning \$10.00, \$12.00 and \$15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing. Work never killed any man. Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think. Join our organization now. Do not put off writing for full information to

THE MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE

::

::

TORONTO, ONT.

You Want to Earn More, Don't You?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for \$7.00 or \$8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from \$25.00 to \$50.00 per week.

Write for full particulars to

THE MACLEAN PUBLISHING CO.

143-149 University Ave.

Toronto, Ont.

Tea Hints for Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Markets of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk versus Package Teas

How to Establish a Tea Trade

Tea Blending

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

43-149 University Ave.,

TORONTO

HOW IS YOUR STOCK OF MAPLE SYRUP?

We have an especially attractive proposition on our

“ANCHOR” Brand

All sizes---Quart Bottles---Pint, Quart, Half Gallon and Five Gallon Tins.

Write us or see our travellers

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto



Ready Sellers in Winter!

The best line of stove polish for you to sell---the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

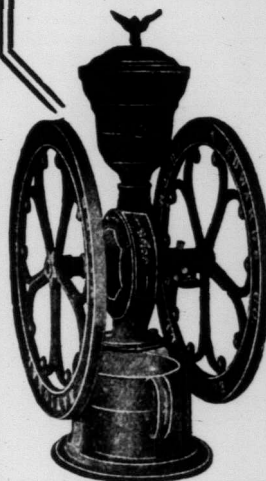
THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - - BUFFALO, N.Y.

YOU ARE THE MAN WE WANT

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

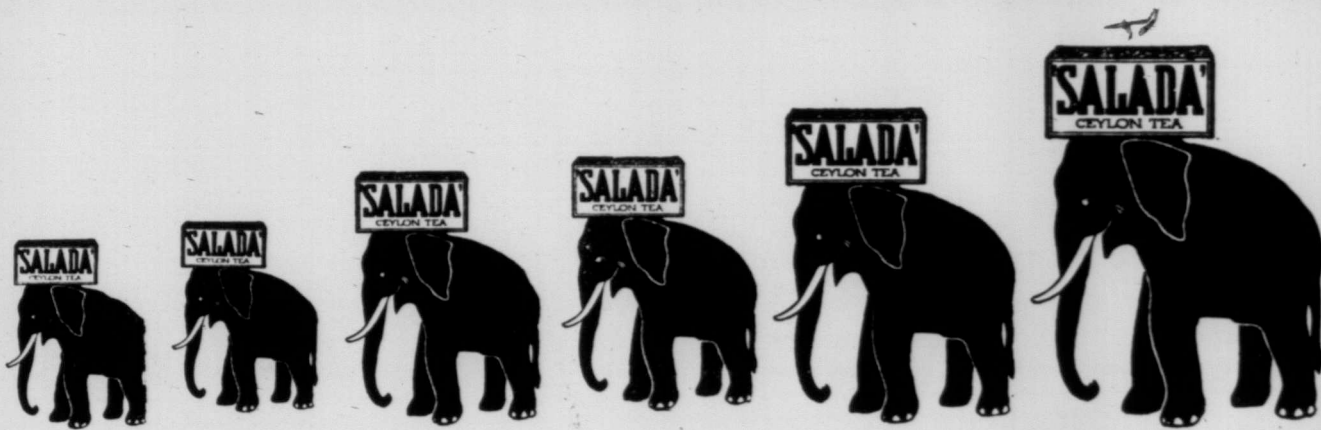
REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.

ELGIN, ILL., U.S.A.



A Common Sense Appeal

A great many houses are offering large discounts on tea. Others say they have special values in teas bought before the advance in price. What does this mean? As the advances in price have been going on for over six months, it means that they have old tea to offer you.

Do you not know that Ceylon teas will deteriorate fully a cent, and sometimes more, in six months? It is as essential to the welfare of a retailer's trade that he give his customers **fresh tea** as that he supply them with **fresh butter**, and yet so many of the half-pounds of tea we have bought from time to time from different grocers show great age--some of them being at least two years old. Any one can tell this at once from the flavor.

Buy "**SALADA**" and you get **fresh tea**, and if it does not sell we **take it back**, pay the freight **both ways** and give you your **money back**.

Does this not appeal to your common sense?

THE "SALADA" TEA COMPANY

TORONTO

NEW YORK

MONTREAL

A FRIENDLY TIP

When selling Jam in a pail, you not only sell a larger quantity but the buyer gets much better value for the money than when buying the small jar.

*Packed in 2, 5, and 7 lb. pails
and 30 lb. wooden pails—
a size for all requirements.*

LINDNER & BENNER, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg



Robinson's Patent Barley

has proved itself a
healthful and nutri-
tious food for young
and old.



Sells Without Effort

Its reputation is long
established and cus-
tomers like it; that
accounts for the
steady demand.

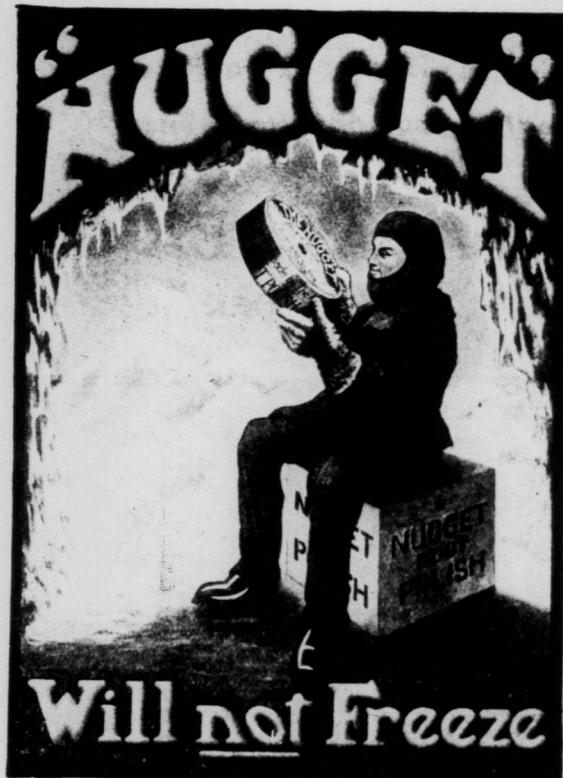
MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA

How is your
Stock?



For Sale by all
Wholesalers

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Foods in Packages and Extravagance

Financial Post Raises Debatable Question—Can Consumer Who Purchases Package Goods be Considered Extravagant?—Manufacturers Point to Quality, Uniformity, Reputation and Sanitary Condition of Goods Under Separate Cover.

Under date of January 27, The Financial Post of Canada, in an article on the business outlook, makes some references on the cost of living, of interest to the grocery trade. Here is a paragraph:—

Another feature that does not look right is the excessive height to which food products are continuing to go. There are several causes. One of them is short production, while there is at the same time a better demand owing to increasing population, and also to increasing wealth. The latter is, however, the interesting fact. Grocery houses, for example, notice that even the less well-to-do classes of the community are now demanding, for example, package food, where formerly they bought the bulk product. **This tendency toward extravagance** is perhaps to be expected when the country is so prosperous, but it is at the same time one of the danger marks. Clothing, furs, and the like, have also made very rapid price advances in the last while. The demand is insistent. The knitted goods factories, for example, are running night and day, while in various lines they are unable to cope with the demand. Within the last week or so, for instance, no less than three additional firms have gone into the manufacture of sweater coats.

Does the use of package goods indicate extravagance on the part of the consuming public?

It is a debatable question The Financial Post has raised, according to manufacturers. It will not be admitted by manufacturers who put their goods up in package form that a consumer can be considered extravagant who purchases such goods.

The fact stands that there has been a wonderful change from bulk to package goods within the past decade or two. Goods are now sold in package form, which a few years ago were never dreamed of. To-day we have such goods as package raisins, dates, mincemeat, plum pudding, spices, tea, bottled pickles, vinegar, etc., and new lines are being added every year.

And why the change?

The opinions of manufacturers who are putting up these goods are interesting.

Human Nature Demands Good Goods.

"It is nothing but human nature," said one, "that the people want to eat good, clean, sanitary, high grade foods. The only question is whether they can afford such goods. If they can, or think they can, they will buy them.

"Now, I am not saying that all goods sold in bulk are not clean, not sanitary and not of high quality. Some of them unquestionably are, but I maintain they cannot be depended upon to the same degree as goods in package.

"A manufacturer puts up his product in package. Say it is a tea. He stipulates on the package what kind of tea it is, places his name on it and realizes that in order to build up his business he must maintain the quality and flavor he began with.

"The retail dealer knows this. He has confidence in the future of such an article, because of its uniformity, and sells it. On the other hand, his own blend may vary. If he is not an expert blender and not able to purchase the same teas always, he cannot produce a uniform blend.

"The consumer knows of this uniformity and purchases package teas. Not that he is extravagant, but because he wants a particular blend."

Reputation of the Packer.

A broker who sells considerable quantities of package raisins, dates, etc., maintains that the dealer can sell these goods more readily for the reason that they are practically sure of being clean and sanitary.

"If they are not," he added, "the packers of those dried fruits whose names and trade marks are on the package, are going to suffer. The consumer, even if he has to pay more, has learned there will be no loss through spoiled or hardened fruit. They come in a neat pasteboard packet, which the housewife can handle more easily and without any loss, and I cannot see the purchase of them can be called extravagant."

The question of cost of doing business on the part of the retailer was brought up by another manufacturer.

"Every dealer knows the length of time spent in parcelling up sugar and such goods as are sold in bulk in small quantities. In the case of package raisins, mincemeat, bottled pickles, etc., a great deal of time is spared him. He

can, too, make a better display on his counters and shelves and in the windows."

More Chances to be Careless.

That the housewife frequently loses considerable foodstuffs through bursting of paper bags, placing pickles, vinegar, etc., in bottles and sealers tainted with something not palatable, and which spoils the flavor, was the contention of still another.

"I would call that extravagant," he said, "and should think the careless housewife at least would save money by buying her goods in packet form. She would in such a case lose little if anything, and save money over cost of the other."

"It is all a question of quality, uniformity of flavor and cleanliness," was the ultimatum of still another.

"Would I be extravagant if I bought pure goods, goods I knew I could depend on and goods that were clean and free from dirt and vermin?" he queried.

Wants Sanitary Foods.

"Supposing I went into a store for some raisins and saw an open box covered with dust and dirt with possibly a cat or two hovering nearby, I certainly would feel loath to buy them, even if my purse were low and I could get them half as cheaply as others on the shelf done up in a package.

"The country is prosperous, as The Post says. There is a strong movement towards unadulterated pure foods. People believe them to be more healthy, and they are. While they may in some cases cost a little more, good health gives a man more power to earn more money, makes him live longer and happier and you know impure foods tend to poison the body and curtail strength and length of life.

"While there are pure goods sold in bulk, yet they cannot be depended upon like those in packet form where the word "PURE" is inscribed in large letters over a manufacturer's name.

"I maintain it is an economic waste to have unhealthy men in the country. Unadulterated, sanitary foods tend to make healthy men and cannot be considered extravagant. If package goods are more sanitary—and I believe they are on the whole—then the country is the better off.

"As stated by The Financial Post, production in Canada has not been going

ahead in proportion to the growth in population. The result is there are more demands for particular goods and prices have been forced up. Take eggs, for instance. During the past few years we have scarcely exported any eggs, whereas a decade ago we had any amount to send away.

"In fact, I see in recent issues of The Grocer we have had to import ourselves from the United States. Same applies to butter and in part to cheese. We are growing fast, and unless production increases rapidly we may continue to expect high prices, package or no package."

off. In several instances indeed, wholesale dealers look for a continued strengthening tendency. Red clover on several markets of late has been making considerable headway in this direction.

There is another side to the question also. The wise dealer gets his goods in early and thus has plenty of time to arouse the interest of his customers. While the snow is yet thick upon the ground he has his goods on display, and has done a great deal in creating business and arousing interest in his seeds before the unprogressive dealer has perhaps ordered his supply.

Dealer Must Use His Selling Power.

Naturally with prices so high, the question of whether the amount sold will be as large as in other years, arises. The question was put to a wholesale seed man.

"It lies with the retail merchant," he replied, "whether or not the farmer will purchase as heavily as usual. Of course, there will naturally be a tendency to cut down purchases, but that is where the country merchant will be able to display his salesmanship.

"It is up to him to educate the farmer that it is to his own interests to buy and sow just as much seed as usual."

This, will the merchants this year be afforded an opportunity of using their salesmanship. They are in close touch with the people who use seeds, and their advice will go a long way in influencing them to buy.

Talking Points for the Merchant.

It is against his own interests that the farmer reduce his acreage because of high price of seed. It only takes 7 to 8 pounds to sow an acre, one wholesaler points out. Another dealer has figured it may possibly cost around 80 cents more to sow an acre this year. "What does that amount mean," he commented, "with farmers getting 20 to 25 dollars per ton for their hay."

Farm journals advise farmers to purchase only the best grade of seeds. The merchant should do the same. The reason for sowing only the best seed is quite apparent. Good seeds mean fewer complaints. They mean a greater degree of satisfaction to both dealer and customer. It makes the future selling of seeds a much easier proposition.

Sell Quality Seed.

The dealer who sells low grade seed to his customers cannot expect to retain their seed trade. In fact, it impairs his general reputation and lessens the confidence which customers put in him.

Let the merchant sell only the best seeds. Let him show his salesmanship by selling a greater quantity this year than ever before.

Selling Seeds When the Market is High

Some Farm and Garden Seeds Reach Record Prices—Clover, Timothy, Alsike, Beet, Pea, Carrot and Mangel all Show Advances on Account of Drought—Alfalfa an Exception—Time to Stock on Part of Merchants—Good Seed Should Be Displayed and Sold.

The world-wide drought of last year has had the effect of enhancing values of many lines handled by the grocer and general merchant.

Seeds is among the commodities that have been adversely affected in this particular. Prices on both garden and field seeds are generally higher this year and some lines "sky high," showing extraordinary advances over last and previous years.

Clover and Timothy High.

Clovers and timothy, of which grocers and general merchants sell a goodly quantity, show substantially increased values. Garden seeds are invariably higher. On some lines of beets and carrots, for instance, advances of close on 150 per cent. are recorded, while mangels and field beets have gone up as much as 100 per cent.

The extremely hot and dry weather of last summer is still fresh in the minds of readers. Bodily discomfort was not the only side to it. Growth was retarded and plants and grains checked from developing into the seed stage and for that reason the production of seeds was small.

Not alone was this true throughout Canada, but there was universally unfavorable weather throughout the world with accordingly reduced crops of seeds. Very few sections escaped a reduction in yield.

Situation in Red Clover.

For his red clover the retail dealer will have to pay from 40 to 50 per cent. more than last year. For instance, on the Toronto market a year ago No. 1 Government standard cost around \$17.50 per cwt. The present price is from \$24 to \$25 per cwt. Timothy was high last year. But last year's price looks low compared with values this year. An increase of from \$4 to \$5 per cwt. over last year is quite general. The comparison with the price of a few years ago would make things look even worse.

A few years ago around \$7 per cwt. was considered quite a high price for timothy on the Toronto market. Today's price is from \$18 to \$19. That is for the best. Alsike has also joined in the general advance, in some cases being 4 to 5 cents per pound higher. White clover is 12 to 13 cents per pound higher than a year ago.

Exception in Alfalfa.

Higher prices are the general rule. There are, however often exceptions to rules. This year it is Alfalfa or Lucerne, which although the Canadian yield was perhaps no better than the year before, showed a good increase in many European countries. This clover is not affected by drought like other kinds, because its roots grow very deep, and it can gather moisture from farther down.

The important fact is that in contrast to the general upward trend, this line is \$2 to \$2.50 per cwt. lower in price this year, goodly quantities being imported from Europe.

The sale of Alfalfa has been showing large increases in past few years in Canada. Indeed it has only been lately that the farmer has become acquainted with it. It is bound to be a big seller this year.

In field corn, some varieties will be about the same as last year while others will show some increases.

Garden, vegetable and root crop seeds are invariably higher. Garden beets, peas and carrots are especially so. Other lines mentioned as showing increases are sugar beets, mangels and field carrots. Scarcity is the cause. Some lines have remained pretty well at normal. Turnips are about the same as last year.

See to Stock of Seeds.

It is time that the grocer and general merchant commenced to interest himself in seeds and anticipate his wants for the coming season. Some dealers have already seen to their supply, and there seems nothing to be gained by holding

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The for last week memorandum stock on less useful indication at the clo year.

Although scarcely to find its merchants experience They have of custom diminish that a large accounts ing the first especially planned, a entirely to hard, how up to any like a horse to run away some danger kind.

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The Management of a Retail Business

No. 5—Cash Discounts. (Continued.)

By H. C. Carson, F.S.S.

The foregoing balance sheets (see last week) of course constitute mere memoranda, being based on estimated stock on hand, but they are nevertheless useful as forming a fairly accurate indication of the state of each business at the close of the first quarter of the year.

Although the period has been short, scarcely long enough for any business to find its bearings, as it were, yet both merchants have gained some useful experience in judging human nature. They have both learned the tendency of customers to enlarge rather than diminish the amounts they owe, and that a large proportion of their present accounts receivable was incurred during the first month. No. 1 merchant is especially dissatisfied because he had planned, at the outset, to adhere almost entirely to a cash business. It is very hard, however, to live almost entirely up to any rule, and in this case it is like a horse that is almost always ready to run away. There is no comfort and some danger in driving a horse of that kind.

\$10 Coupon Books.

He realizes, too, that a rigid enforcement of the cash rule would most probably reduce the volume of his trade, to the advantage of No. 2, his competitor. After due consideration, a new plan suggested itself, which, in effect, would encourage cash trading and at the same time widen the distribution of his credits and limit the amount to each customer.

Being an industrial district, his patrons mostly received their wages weekly, and he wisely concluded that accounts could be paid weekly and determined upon \$10 as the limit of an individual credit. To avoid the inconveniences of book-keeping, he arranged to have coupons printed, in book form, in varying denominations from five cents to \$1.00. Each book contained a promissory note for \$10 in his favor, which the customer was required to sign on receiving the coupons.

Allowed Cash Discount.

The inducement for cash was 2½ per cent. discount, or \$9.75 per book. Coupons representing the amount of each purchase were to be collected on delivery of the goods, and when exhausted a further issue would not be made while payment of the previous book was outstanding. Furthermore, the notes provided for interest from date of maturity, getting over a difficulty which is not

met by merely printing on a statement that interest will be charged on overdue accounts. This is a common practice, but has no force in law, because it is not a contract. These coupons bore the book number, for identification, and by cancelling coupons in what was called the outstanding coupon book, prepared for the purpose, the liability on this account could be ascertained with very little trouble at any time.

Such was the plan inaugurated by No. 1 on the first day of the second quarter's business, April 1st.

Merchant, No. 2, in the meantime, had been in a deep study over the condition of his accounts. He had ample receivables to offset his payables, but collections were becoming increasingly difficult and no remedial plan had occurred to him beyond a little extra effort in collecting.

Opportunity to Replenish Stock.

Another thought occurred to No. 1. He had an established line of credit at his bank for \$1,000 and it was folly to let this remain idle. He discounted \$750 for 30 days, and proceeded to replenish his stock, which had been depleted to some extent. But he did not buy in the same small quantities. Special prices were securable for 5 or more case orders in some lines and these advantages he seized as far as possible, realizing the force of the trite old saying "well bought is half sold." Let us see how they stood at the end of the fourth month.

End of Fourth Month.

Merchant No. 2 sold during the month \$2,500, an increase of \$500 over the previous month, due to some of No. 1's customers going over to him because of his new plan, which they did not like. Only one-third of the total was sold for cash, however, but he had collected \$1,000 last month's accounts, leaving \$967 still to be gathered in. Of course his accounts payable, \$918 had been paid in the meantime, and also some of the current month, but he was compelled to purchase rather heavily, in order to keep his stock up to standard, these amounting to \$2,200, and representing an increased number of creditors. Here is the record (expenses being the same as before), which compare with last month, in previous article.

Cash in hand	\$ 183 00
Accounts receivable	2,633 64
Owing to creditors	1,617 67

Merchant No. 1 had also worked on

his outstanding accounts of last month, reducing the amounts from \$766 to \$135. Out of eighty customers he had lost ten on account of the coupon system he had inaugurated. Several new ones had also come to him, attracted by the system, so that, all in all, he had lost but little ground. He had discouraged his good customers from paying cash across the counter, realizing that the coupons were an effective means of holding trade, and consequently his cash sales, exclusive of coupons, were only \$150. He had sold 240 books of coupons to eighty customers, or an average of three to each, 60 of them at \$9.75 for cash, his loss on this score being \$15. All but 60 had been paid for as they fell due, so that his bills receivable stood at \$600. He had redeemed \$1,850 coupons in sales and therefore his liability to customers was \$550, or just \$50 less than his bills receivable. His stock had been increased in the meantime, his purchases amounting to \$3,500, on half of which he had secured a five per cent. advantage in quantity price, besides two per cent. cash discount. He stood thus:

Cash in hand	\$154 83
Accounts receivable	135 00
Bills receivable	600 00
Owing to Bank	750 00
Unredeemed coupons	550 00

His bank discount cost \$4.37 and loss on coupons \$15, but his gain on quantity price was \$87.50 and cash discounts \$68.25, a total of \$155.75, or \$136.38 net.

What Balance Sheets Show.

Space will not permit our going into the next two months at this writing, so we will do as before, construct new balance sheets, basing the profits at 25 per cent. of the sales as before.

Merchandise Account—

	No. 1.	No. 2.
Stock on hand		
April 1st	\$2,125 00	\$2,125 00
Stock purchased during month..	3,500 00	2,200 00
	<hr/>	<hr/>
	\$5,625 00	\$4,325 00
Sales for month at 75% cost ..	1,500 00	1,875 00
	<hr/>	<hr/>
Stock on hand	\$4,125 00	\$2,450 00

No. 1 has now a much larger stock, it will be seen owing to quantity buying; but in consequence it will not be necessary for him to go to market quite so often. His balance sheet now stands

(Continued on page 38.)

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SITUATION IN SUGAR.

Contrary to general expectations and natural causes, sugar declined 10 cents again, making the fifth during the past two months. On a Montreal basis it is now \$5.35 in comparison to \$4.50 a year ago.

The cause of the last decline is attributed to some price cutting going on among United States firms, the contagion spreading to Canada.

Just at present, the sugar situation is quite interesting in view of the Brussels Convention which opened on Monday and which is to decide whether Russia shall be allowed to increase her exports. While there are conflicting reports regarding this matter it is generally conceded that the demands of English refiners will be met in part and that we may see an increase in Russia's sugar beet exports.

If this materializes, it will tend to an easier feeling. English and French refiners, however, have been engaged in buying up unsold Javas and beets indicating that when present holdings are disposed of there will be some scarcity.

Europe is counting on Cuban supplies, but there is a possibility that United States Congress may lower the duties on Cuban sugar, which, if consummated, might eliminate the chances of Europe being a purchasing factor in Cuba. These conditions make the market quite interesting.

A decrease of 1,005,796 tons is shown in comparing present European and American stocks with those of a year ago

COUPON BOOKS TO LIMIT CREDIT.

In his article on Business Management in this week's issue, H. C. Carson, F.S.S., makes a suggestion that deserves careful study.

It is in respect to a method for reducing book debts, and will tend, if properly operated, to the prevention of losses through bad debts.

He suggests that the merchant have printed coupon books to the amount of, say \$10, and that when these have been exhausted by any customer, no further issue would be made until the amount was paid. Each coupon book would also contain a printed promissory note in the merchant's favor, signed by the customer, and providing

for the addition of interest if not paid at date of maturity.

The plan is fully described in Mr. Carson's article. As intimated above, it is worth most careful attention, and particularly so since so many dealers are having difficulty over slow pays and bad debts.

ROLLED OATS ADVANCE.

An advance of 10 cents per bag in rolled oats is announced this week. This upward turn probably denotes the end of the price-cutting campaign that has been waged at many centres.

It will be remembered that rolled oat prices during December were reduced 30 cents per bag in the face of a fairly steady market for the raw material. Keen competition was apparently responsible.

It was felt that the condition of the oat market did not warrant the prices which ruled throughout January, and that price-cutting would shortly disappear and a reaction set in. This has been the case.

The oat market rules steady and higher. Goodly quantities are being worked off for export. The market across the border is very high. There is a brisk demand for rolled oats and the market is regarded as steady and firm.

WESTERN WHEAT SITUATION.

There is little new in the wheat situation of the West this week. The severe cold spell which had been holding steady for over four weeks was broken during the week and a few mild days enjoyed.

Towards the latter part of the week, however, the thermometer again fell and once more icy winds swept the country. So far, the season has been mild as far as storms are concerned, but the severe cold has necessitated the complete stopping of all threshing operations, and seriously hindering loading operations.

The decision of the Inter-State Commission to allow reduced freight rates for grain to be stored in bond to United States grain centres is regarded as a help, but really does not relieve the situation. At the present there are hundreds of thousands, if not millions of bushels of grain waiting to be marketed but shortage of cars and space in interior and terminal elevators make it impossible to sell the same.

The result is that creditors are pressing farmers for payment of notes and farmers in their turn are unable to secure any ready money. In fact, a case is quoted where a farmer with 10,000 bushels of wheat ready for sale on his farm was unable to buy a meal in town. With such conditions existing, the reduction of freight for grain to be stored "in bond" is of little relief.

The final outcome so far has been the resolution of the Manitoba Grain Growers' Association at their annual convention last week asking the railroads to apply to the Interstate Commission to grant reduced rates on grain for sale in United States markets, and not only for grain "to be stored in bond." If this is done the situation will be relieved; but if not, then there will likely be some hardships experienced.

FOOD VALUE OF CEREAL FOODS.

The benefits of cereal foods was the subject of an address by J. Austin before the Coventry Grocers' Association, England, recently. A wide range of samples of cereals was shown to illustrate the points brought forward in the lecture. The speaker emphasized the im-

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portance of protein as the essential constituent of food and went into the details of the percentages in which it was found in the various cereals. In this regard he referred particularly to oatmeal and rice.

He stated that the Japanese in their recent war had been able to sustain themselves with vigor upon a mere handful of rice, and he strongly urged grocers to become specialists in some of these cereals, notably with regard to rice. The speaker considered that the grocers had been too long indifferent to pushing these commodities. He suggested that the food value of rice might be made a strong point of by grocers, and the benefit of technical instruction lay in becoming acquainted with these values.

They should impress upon the people the benefits of purchasing the things that sustained life.

In connection with this subject there is the reminder of the particular value of peas, beans, oatmeal and kindred foods at this season of the year. During the winter special efforts should be made to sell them to customers. The grocer knows these things, but too often he fails to put his knowledge to use in his selling work.

THE TIPPING EVIL AGAIN.

The tipping evil and the great need there is of suppressing it is again brought to the fore by some rather startling figures presented by an American contemporary. Last year the Pullman company carried 623,182,757 passengers. There are no statistics to show how many of them paid their tips like little men and how many had the courage to resolutely walk off the car without contributing to the quarter hoard of the obsequious but lynx-eyed porter. The stony stare of a supercilious official "makes cowards of us all." Most men would rather pay a quarter than suffer the ocularly expressed contempt of the dusky czar of a pullman. It is, perhaps, safe to assume that not more than one in four, who ride in pullmans, escape paying tribute. That would make the amount paid out in tips last year \$116,844,266.

The figure is astounding but probably not very far from the real facts. There is a ludicrous side to it after all. The men of America pay over one hundred million dollars annually rather than break what has become more or less of a custom! Where does all that money go to? We doubt if the recipients of it could tell. If Pullman porters were a thrifty tribe each individual one of them would be riding in a motor car of his own.

This is one source of "economic waste" which could be effectually remedied. When will traveling men find and enforce that remedy?

AVOIDING MISTAKES IN ORDERS.

Retailers are often annoyed by mistakes in goods received for which they have sent a written order to the wholesale house. Frequently they receive brands of goods different from what they have been selling and recommending to their customers. At other times they receive different sized packages or tins from those named, and sometimes the quality is not the same as they have been selling.

In some instances the wholesale houses are to blame for these mistakes, but if the retailer would give more care to the sending in of orders, a large majority of these mistakes would be avoided. It is always best to give full directions. The wholesale man is not always a mindreader. If you neglect to specify the brand or the size of the package, or any other of the important directions, you may not get just the articles that you wish. Sending goods to a customer who orders from you

by mail is quite different. If you know your customer it is not as necessary that she specify the brand. You can select those goods you are in a position to recommend, and nine times out of ten you give satisfaction.

But in sending to the wholesale house it is different. Take an extra minute and look over the order a second time, to see if you have made plain just what you want. Give a little attention also to your writing. In this way you will prevent many mistakes.

LOOK TO ASSORTMENT.

A certain merchant in an Ontario village found that many orders were finding their way to catalogue houses. He believed his prices were just as low as those of the mail order house. In fact he never heard a complaint that the latter were selling cheaper than he.

He decided to enquire just why this trade was going away. He approached a woman whom he knew to be purchasing elsewhere and asked her to tell him frankly why she sent out for goods, stating that if it were in any way his fault, he would attempt to remedy it.

"It is because you don't have all the goods I want, and I think that is the reason the others do, too," she unhesitatingly stated.

"But you send away for goods which I keep," he returned. "Why do you do that?"

"Well, we have to send for some lines, so we order enough to get the freight paid."

The problem had been solved for that merchant. He began to look to his assortment of goods and to the handling of several of the new specialties in order to stop the flood of mail order trade. And he has succeeded to a marked extent in curbing this habit.

While the merchant should attempt to keep his stock as small as possible, he should not do so to the detriment of their just dues.

EDITORIAL NOTES.

Lent is not far distant. Is your fish department in good shape?

• • •

February 14 is Valentine Day. What about something special for the occasion?

• • •

If you find a man half asleep in his store, you will find him complaining about lack of business.

• • •

There is good money in selling confectionery. That is, if the dealer takes an interest in it and handles it properly.

• • •

Encourage the eating of fruit in your sales talks, displays and advertisements. It's good for the system.

• • •

Seeds, both farm and garden, are generally high, and merchants will have to use their persuasive powers to best advantage to sell the usual quantities.

• • •

Vancouver merchants are suffering from an epidemic of robberies. So insistent have they become that a magistrate sentenced two of the burglars captured to penitentiary for 15 years, as well as imposing on them thirty lashes.

Canadian Grocery News Done Up in Brief

Brantford Grocers Defeat Hamilton in Euchre Contest—New Match Company Formed—Winnipeg Merchants Object to Phone Rates—Members of Montreal Chamber of Commerce—Candy Manufactory for Calgary.

Ontario.

J. A. Brown has purchased the grocery business of Chas. Towns, at Dundas, Ont.

Thomas McCormick and T. W. McFarland have been appointed to the manufacturers' committee of the London Board of Trade.

T. W. McFarland, vice-president of D. S. Perrin & Co., London, Ont., denies report that the firm has options on east end sites; on the contrary, he announces that Perrins will rebuild their partially burned premises on the Dundas Street site. The damaged stock has been put up at auction, including fruit, sugar, flour and candy.

The Hamilton grocers recently challenged their Brantford brothers in the trade to a progressive euchre contest, the game taking place in the latter city. The Brantford men routed their competitors by a score of 396 to 276. After the game addresses were delivered by W. J. Mellen, president of the Brantford Association, Ed. Hazel, president Hamilton Association, Jno. Forth and "Bay" Hill, of Hamilton. A real good time resulted and a return game will be held.

Quebec and Maritime Provinces.

The capital of the Canadian Sardine Co. will be increased from \$500,000 to \$1,000,000.

Puddington, Wetmore, Morrison, Ltd., wholesale grocers, St. John, N.B., will shortly move into the premises occupied by Messrs. G. E. Barbour Co., when that firm moves into the Alexandra Building.

The factory of the Dominion Coconut Butters, Limited, 206 Papineau Avenue, Montreal, narrowly escaped being destroyed owing to a serious conflagration in the adjoining premises on Monday last.

The "Salvation Match Co.," has been incorporated with a capital stock of \$450,000, with head office at Cookshire, Que. The incorporators are Ayton Cromwell, James Frasier, Edward Planche, and Cyrus McRae, Cookshire, and Milton Tracey, Glastonbury, Conn.

On February 1 the firm of L. Chaput Fils & Cie., began under the new style of L. Chaput, Fils & Cie., Limitee. The

new directors of the company are as follows:—President, Charles Chaput; vice-president and general manager, Armand Chaput; secretary-treasurer, F. Prud'homme; directors, Emile Chaput, Bruno Trudel, J. W. Deziel, O. Loiseau. The firm has now been in business for seventy years.

Armand Chaput, of Chaput Fils & Cie, Montreal, was elected by acclamation as president of the Chambre de Commerce, district of Montreal. Lieut.-Col. Labelle, general manager of the St. Lawrence Flour Mills, Montreal, was called upon to fill the vice-president's chair. A. Fortier, of the Montreal Dairy Co., was elected 2nd vice-president, while the finance matters were entrusted to Geo. Gonthier, accountant, Montreal. There are twenty councillors to be elected and the general annual meeting will be held at headquarters on the 14th inst. The annual report will be delivered and the various councillors' seats mentioned contested.

Western Canada.

Younge Bros., general merchants, Camrose, Alta., have established the cash system of doing business.

Property has been purchased in Victoria, B.C., by the company headed by Fred Popham, for the erection of a biscuit factory.

The J. L. Heilbrun Candy Manufacturing Co., Calgary, Alta., with an authorized capital of \$50,000 are placing their stock on the market for Calgary investors.

Scott & Winn, general merchants, Baring, Sask., are trying out the cash business until March 31. They allow 10 per cent. discount on dry goods, boots and shoes, and 5 per cent. on groceries.

Winnipeg wholesale fruit merchants, and the caterers' association are protesting strongly against the new phone rates in that city. It will cost a wholesale fruit merchant about \$700 a year at the rate proposed. "Four calls per day per phone for a business house is almost worse than none at all," they claim.

LIKE OUR SIZE.

At their annual convention in New York last week, the Grocery and Allied Press Association voted in favor of standardizing their papers and adopting a type page 7 inches wide by 10 inches

deep. This is practically the size adopted by The Canadian Grocer over 25 years ago, and used by all the MacLean trade newspapers

THE MANAGEMENT OF A RETAIL BUSINESS.

(Concluded from page 35.)

as follows, a very creditable record for four months' trading:

Assets—	
Cash in hand.....	\$ 154 83
Accounts receivable.....	\$135 00
Bills receivable	600 00
	<hr/>
	\$735 00
Less unredeemed coupons	550 00
	<hr/>
Merchandise	185 00
Fixtures, etc.	4,125 00
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	1,000 00
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	\$5,464 83
Liabilities—	
To Bank	750 00
	<hr/>
Net worth	\$4,714 83
Original capital	3,500 00

Gain (4 months) \$1,214 83

No. 2 merchant shows the following balance sheet, undoubtedly solvent, but with an enlarged list of creditors and more than ever dependent upon his customers to protect his credit.

Assets—	
Cash in hand	\$ 183 00
Accounts receivable	2,633 64
Merchandise	2,450 00
Fixtures	1,000 00
	<hr/>
	\$6,266 64
Liabilities—	
To sundry creditors	1,617 67
Net worth	\$4,648 97
Original capital	3,500 00

Net gain (4 months) \$1,148 97

The net gain of No. 1 is only \$65.86 greater than his competitor, but No. 2 has done more business, his sales from the beginning amounting to \$7,000, against \$6,500 by No. 1. The net gain of No. 1 in ratio to sales is therefore 18.6 per cent., compared to 16.4 per cent. by No. 2. Both rates are high, however, and it has just occurred to the writer that the withdrawals of the merchants for living expenses, etc., have not been taken into consideration. This must be adjusted in the next instalment.

Instead of designating the merchants as No. 1 and No. 2 in future it would be appropriate and justifiable to refer to No. 1 as the merchant and to the other as the shopkeeper, for they are growing further apart each month in all the essential features of progressive commerce.

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POINTERS:
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Sugar.—S
Coffee.—N

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Paris lump, bo
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Paris lump, bo
Red Seal, in c
Crystal diamon
Crystal diamon
Crystal diamon
Crystal diamon
Crystal Diamon
Extra ground,
Extra ground,
Extra ground,
Powdered, bbl
Powdered, 50-lb
Phoenix
Bright coffee
No. 3 yellow
No. 2 yellow
No. 1 yellow, b
Bbls. granulate
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Fancy Barbado
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Choice Barbado
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Choice Barbado
New Orleans
Antigua
Portio Rico

Sugar Down Under Price War in U.S.

Canadian Refined Goes Down 10 Cents Per Cwt. on Thursday of Last Week in Sympathy With the Lower Prices in U. S. Caused by Price Cutting—General Conditions of Market Indicated No Change—Marmalades Higher Because of Dear Sugar—Walnuts Slightly Higher in Montreal—Molasses Easier in Nova Scotia—Syrup Strong in Manitoba.

QUEBEC MARKETS.

POINTERS.—

Walnuts.— $\frac{1}{2}$ c increase.

Sugar.—Steady at decline.

Coffee.—New crops coming.

MONTREAL, Feb. 1.—Trade has been more brisk than it was this time last year and wholesalers have found that the retailer in spite of stock-taking activities has been on the look out for inventory bargains besides buying pretty freely.

A good trade is passing in syrups, wholesalers finding that dealers who only handled a small quantity this time last year are now asking for a number of cases regularly. This may probably be accounted for by the soaring tendencies of butter and the Lenten season's approach.

February should prove a good month in every respect and some developments in the different markets will take place.

SUGAR.—Sugar, contrary to expectations, decreased ten cents last week. The decline came somewhat as a surprise as everything pointed to a rise if anything. The demand is pretty good and market should receive all possible attention. The New York market is quiet and steady. This situation is considered natural after the excitement earlier last week though some thought the lull was only temporary.

Granulated, bags	\$5 35
Granulated, 20-lb. bags	5 45
Granulated, Imperial	5 20
Granulated, Beaver	5 25
Paris lump, boxes, 100 lbs.	6 15
Paris lump, boxes, 50 lbs.	6 25
Paris lump, boxes, 25 lbs.	6 45
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 06
Crystal diamonds, 100 lb. boxes	6 15
Crystal diamonds, 50 lb. boxes	6 25
Crystal diamonds, 25 lb. boxes	6 45
Crystal diamonds, 5 lb. cartons, each	0 27 $\frac{1}{2}$
Crystal Diamond Dominoes, 5-lb. cartons, each	0 27 $\frac{1}{2}$
Extra ground, bbls	5 80
Extra ground, 50-lb. boxes	6 00
Extra ground, 25-lb. boxes	6 20
Powdered, bbls.	5 60
Powdered, 50-lb. boxes	5 80
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP AND MOLASSES.—With Lenten trade not far off the demand for syrup has increased and retailers will find that sales will be pretty strong. No changes in price are imminent.

The demand for molasses is also satisfactory and prices remain the same.

Fancy Barbados molasses, puncheons	\$0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	
Porto Rico	0 30	

Corn syrups, bbls.	0 03 $\frac{1}{2}$
Corn syrups, half-barrels	0 03 $\frac{1}{2}$
Corn syrups, quarter barrels	0 03 $\frac{1}{2}$
Corn syrups, 3 $\frac{1}{2}$ -lb. pails	1 75
Corn syrups, 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75
Cases, 10-lb. tins, $\frac{1}{2}$ doz. per case	2 65
Cases, 20-lb. tins, $\frac{1}{4}$ doz. per case	2 60

DRIED FRUITS.—No change, within the last week, has taken place. The demand for dried fruit is fairly good, but on a much modified scale, owing to the late increase in prices. Stock on hand is small and judging from scarcity, it is quite evident, the prices will go up.

Evaporated apples are still high, and are likely to advance, as the result of small stocks.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Currants, fine filiatras, per lb., cleaned	0 07 $\frac{1}{2}$	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08	0 09 $\frac{1}{2}$
Currants, Patras, per lb.	0 09	0 09 $\frac{1}{2}$
Currants, Vostizas, per lb.	0 09 $\frac{1}{2}$	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	0 06	
Figs, 3 crown	0 11	
Figs, 4 crown	0 07 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Figs, 5 crown	0 08	0 10 $\frac{1}{2}$
Figs, 6 crown	0 08 $\frac{1}{2}$	0 13
Figs, 7 crown	0 09	0 14
Figs, 8 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10 $\frac{1}{2}$	0 11 $\frac{1}{2}$
Glove boxes, 10-oz., per box	0 07	0 07 $\frac{1}{2}$
Prunes		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12 $\frac{1}{2}$	0 13
70-80	0 11 $\frac{1}{2}$	0 12
80-90	0 11	0 11 $\frac{1}{2}$
90-100	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
100-120	0 09 $\frac{1}{2}$	0 08
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Choice fancy seeded, 1-lb. pkgs.	0 10 $\frac{1}{2}$	0 11 $\frac{1}{2}$
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 09	0 10
Select raisins, 7-lb. box, per box	0 63 $\frac{1}{2}$	
Sultana raisins, loose, per lb.	0 12	0 16
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75 $\frac{1}{2}$
Malaga table raisins, clusters, per $\frac{1}{4}$ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 08	0 08 $\frac{1}{2}$
Valencia, select, per lb.	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Valencia, 4-crown layers, per lb.	0 09	0 10

NUTS.—Retail demand for nuts slackens, as usual, after the holiday rush, but a fair business in the trade is reported. There is a steady demand for all varieties. The tone of the peanut market on supplies is strong.

Mayettes Grenoble walnuts, which have advanced considerably of late again show an increase of half a cent.

In shell—		
Brazils	0 22 $\frac{1}{2}$	0 25
Filberts, Sicily, per lb.	0 10 $\frac{1}{2}$	0 12
Filberts, Barcelona, per lb.	0 10 $\frac{1}{2}$	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Mayette Grenobles, per lb.	0 15 $\frac{1}{2}$	0 16 $\frac{1}{2}$
Walnuts, Marbots, per lb.	0 12 $\frac{1}{2}$	0 15
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13 $\frac{1}{2}$	0 15

Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 34	0 36
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 $\frac{1}{2}$	
Cocou, roasted	0 08 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11 $\frac{1}{2}$	0 12 $\frac{1}{2}$

Sun, roasted	0 10	
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 19	0 21
Pistachios, per lb.	0 19	0 21
Walnuts—		
Bordeaux halves, bright	0 30	0 32
Broken	0 28	0 30

SPICES.—This market is quiet at present and it will be the middle of February before any change is likely to take place. Business, for this time of year, is fair, but a large demand towards spring is expected.

Allspice	0 13	0 14
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 25
Cloves, ground	0 23	0 25
Cream of tartar	0 25	0 32
Ginger, Cochin	0 17	0 30
Mace	0 17	0 20
Nutmegs	0 25	0 60
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

COFFEE.—“What will be the price of coffee within the next few weeks?” This is a question, which can only be answered, by awaiting full reports of crops. If the crops have been good, then, an easing off in price will be quite evident. But on other hand, if the deliveries are going to be small, an increase will be certain. The situation of this market at present is interesting and needs attention.

Mocha	0 25	0 28
Rio	0 21 $\frac{1}{2}$	0 23 $\frac{1}{2}$
Mexican	0 25	0 28
Santos	0 22	0 24
Maracaibo	0 23	0 26 $\frac{1}{2}$

TEAS.—The tea market is strong at present. Prices have not changed and it is a question if any decline or advancement will be heard of for some time.

Japan is entirely cleaned out of teas of every description. Everything has been delivered and the agents sent out to take orders for next year's crop claim the prices will be the same next season.

China has showed a shortage this season, but the warfare is in no way responsible. It is possible, however, that exportation might be held up later on but this cannot be certified. Cheap China Congos have been scarce this year and no more can be had.

Japans—		
Choiceest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 19	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 21
Pekoe Souchongs	0 20	0 21
India—		
Pekoe Souchongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 25
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 30	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

THE CANADIAN GROCER

ONTARIO MARKETS.

POINTERS.—

Sugar.—In the balance.
Evaps.—Firmer.
Beans.—Holding firmly.
Marmalade.—New make higher.

TORONTO, Feb. 1.—The first month in the year has been left behind and in point of sales is regarded by most jobbers as being a satisfactory starter on what is confidently looked for to as prosperous year. Weather conditions during month have not been the most favorable; but in spite of this, wholesalers view it as being fully up to the January standard. Collections are also reported as fairly good.

Sugar declined 10 cents towards end of last week, probably due to lower prices in the U.S. induced by price-cutting war on part of refiners. Market is now regarded as in the balance, awaiting the outcome of the Brussels Convention now in conference.

SUGAR.—Immediately after we went to press last week, sugar prices declined 10 cents per cwt., bringing local prices down to \$5.45. This decline was not generally looked for, and came somewhat as a surprise. In the United States during last week refiners went on what appears to be price-cutting war. One company to induce business dropped prices 5 cents per cwt. early in week. Another went 5 cents better, only to be followed by an additional reduction by the first. In sympathy with the lower prices across the line, Canadian prices declined 10 cents, although general market in raws considered ruled steady.

Extra granulated, bags	\$5 45
Extra granulated, 20 lb. bags	5 55
Imperial granulated	5 25
Beaver granulated	5 25
Yellow, bags	5 05
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	5 85
Extra ground, 50-lb. boxes	6 05
Extra ground, 25-lb. boxes	6 15
Powdered, brls.	5 65
Powdered, 50-lb. boxes	5 65
Powdered, 25-lb. boxes	6 05
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 50
Paris lumps, in 100-lb. boxes	6 35
Paris lumps, in 50-lb. boxes	6 45
Paris lumps, in 25-lb. boxes	6 65

SYRUP AND MOLASSES.—A good volume of trade under seasonable weather is being done in syrup and molasses. From now on to the end of Lent will be a good selling season and dealers should look to their stocks. Molasses is easier in Nova Scotia but there has been no weakening here.

Syrups—	Per case.
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 65
20-lb. tins, 1/4 doz. in case	2 60
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 03 1/2
Quarter barrels, lb.	0 03 1/2
Pails, 2 1/2 lbs. each	1 75
Pails, 25 lbs. each	1 25
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals, 12 to case	5 40
1/4 gals, 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Quart bottles 12 to case	3 50
Molasses, per gallon—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32

Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

DRIED FRUITS.—There are no particular features to report in dried fruits. A routine trade is being done. The general tone of market is one of steadiness. Currants in Greece are strong. Evaporated apples are again firmer with largest percentage of stocks in a few hands. There has been considerable export enquiry during the month.

Prunes—	
30 to 40, in 25-lb. boxes	0 15 0 16
40 to 50, in 25-lb. boxes	0 14 0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09 1/2
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes, 1/4 cent less.	
Bosnia prunes	0 08 0 08 1/2
Apricots—	
Choice, 25-lb. boxes	0 21 0 23
Fancy, 25-lb. boxes	0 25
Canlied Peels—	
Lemon	0 10 0 11
Orange	0 10 0 12 1/2
Citron	0 15 0 17
Figs, 2 to 2 1/2 inches, per lb.	0 09 0 13
Tapnets	0 04 0 04 1/2
Bag figs	0 04 1/2 0 07
Dried peaches	0 17 0 18
Dried apples	0 08 1/2 0 09
Evaporated apples	0 09 1/2 0 10
Currants—	
Fine Filiatras	0 07 1/2 0 08
Patras	0 08 0 08 1/2
Vostizzas	0 10 0 12
Uncleaned, 1/4 cent less.	
Raisins—	
Sultana	0 11 0 12
Sultana, fancy	0 14 0 14 1/2
Sultana, extra fancy	0 16 0 17
Valencias, selected	0 08 1/2
Seeded, 1 lb. packets, fancy	0 09
Seeded, 16-oz. packets, choice	0 08 1/2
New Dates—	
Half boxes	0 06
Full boxes	0 07
Package dates, per 1 lb.	0 07 0 07 1/2
Fards, choicest	0 09 1/2 0 10 1/2

TEA.—There are no special features to report in tea. Situation as reflected both here and in primary markets is one of steadiness, with nothing apparent in outlook to shape the market otherwise.

COFFEE.—Locally, coffee shows no particular change. On the whole buyers have been taking coffee with a marked degree of caution. This is not an unusual thing, however, since high prices set in. The amount of valorization coffee to be sold this year is soon to be announced and is being awaited by coffee world. News coming forward now would by no means indicate any weakening.

Rio, roasted	0 23 0 24
Green Rio	0 19 0 20
Santos, roasted	0 24 0 25
Maricao, roasted	0 24 0 25
Bogotas	0 26 0 27
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Guatemala	0 25 0 26
Jamaica	0 25 0 26
Chicory	0 12 0 13

SPICES.—Cassia prices in China are on higher level than spot stocks, the result of the revolution. Peppers, cloves and allspice rule steady. Demand is on fair scale and is expected to continue fairly even during next month or so.

Allspice	Tins.	1/4-lb. pkgs.	1/2-lb. tins doz.
Cassia	15-18	65-70	70-80
Cayenne pepper	20-30	85-115	95-125
Cloves	23-28	80-105	90-115
Cream tartar	27-30	75-95	85-110
Curry powder	25-30	90-00	00-00
Ginger	22-27	65-85	75-95
Mace	50-85	00-00	0-2 75
Nutmegs	30-45	91-00	1 00-2 50
Peppers, black	19-22	67-75	80-90
Peppers, white	28-30	91-105	1 05-1 15
Pastry spice	20-27	65-95	75-1 10
Pickling spice	16-20	75-00	75-00
Turmeric	16-20	00-00	00-00

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

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 16 1/2 0 17 1/2

NUTS.—For the season, the trade in nuts might be regarded as fair. Retailers bought heavily previous to Christmas and they prefer to clear up any leftovers before doing further purchasing. With the many indoor gatherings now being held, demand from retailers for nuts should be appreciable. General market in nuts is inclined to strength. In primary, almonds are scarce and firm. Shelled walnuts also show signs of strength.

Almonds, Formigetta	0 15 0 15 1/2
Almonds, Tarragona	0 16 1/4 0 17
Almonds, shelled	0 34 0 38
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 12 0 13
Walnuts, Marbots	0 13 0 14
Walnuts, shelled, new	0 35 0 38
Filberts	0 11 0 12
Pecans	0 17 0 18
Brazils	0 20 0 21
Peanuts, roasted	0 10 0 13

RICE AND TAPIOCA.—Prices on these lines rule steady but unchanged. Trade is normal. Reports from abroad note firm markets in rice with upward tendencies in some lines. In producing sections of the United States, prices rule strong.

Standard R, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75
Per lb.	
Rangoon	0 03 1/2 0 04
Fancy rangoon	0 05
Patna	0 05 1/2 0 06
Japan	0 06 0 07
Java	0 06 0 07
Carolina	0 08 0 10
Sago, medium brown	0 05 1/2 0 06
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06 1/2 0 07
Flake	0 08
Seed	0 06 1/2 0 07

BEANS.—For good quality beans market is holding up firmly. No concessions whatever are being made by holders who believe strongly in future of market. Demand is on good scale and market firm.

Prime beans, per bushel	2 40
Hand picked beans, per bushel	2 50
California line beans, lb.	0 08

SEED.—The universal drought of last year has worked for general higher prices in seeds. Some lines are especially high. Red clover, alsike and timothy all show substantial gains over last year. Alfalfa is a little cheaper and promises to be big seller this year. Field corn is in several lines a little higher.

Timothy on account of the extremely high price has been quiet. Red clover has been strengthening and is firm with an upward tendency. More interest is shortly expected to be shown by the retail trade.

No. 1 Red clover, per cwt.	\$24 00	\$26 00
No. 1 alsike, per cwt.	21 00	24 00
No. 1 timothy, per cwt.	18 00	19 00
No. 1 Alfalfa, per cwt.	20 00	20 00

CANNED GOODS.

MONTREAL.—There is a steady demand for canned goods in spite of remarks to the contrary made recently by certain jobbers. A few grocers who did not stock up heavily are now purchasing, but vegetables are moving out nicely. Red raspberries are practically exhausted, the few cases remaining fetching quite a high price.

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SUGAR.— cwt. took fact, many come.

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Powdered sugar. Powdered sugar, Lump, hard, in Lump, hard, in

SYRUP.—S

ed from las and wholesa trade.

Syrups— 2 1/2-lb. tins, per 2 5-lb. tins, per 5 10-lb. tins, pe 5 20-lb. tins, pe Half barrels, lb. Barbados molasse New Orleans mola

DRIED FR

es are yet n mand is stre and market is result in an a

New Prunes— 50 100s, 25, s.p. 50 100s, 10s, s.p. 50 100s, 25s, s.p. 50 100s, 10s, s.p.

THE CANADIAN GROCER

TORONTO.—Higher prices will be required for marmalades this year. It was pointed out in December that this would probably be case and late prices received bears this out. Most of the makers in Great Britain are asking 10 cents per dozen more while a similar advance has been made by some Canadian manufacturers. Marmalade is now being made. High price of sugar is reason for the advanced prices.

Demand for canned goods is fair. Many retailers are pretty well stocked as yet, and find it necessary to fill up only on odd lines. Because of high price of vegetables, the retailer who pushes them should find good sale for the canned article.

Chicken soup, on which the delivery was so small, is pretty well cleaned up. Other lines of soups are reported as moving well.

With the approach of Lent, salmon will be coming in for greater attention.

MANITOBA MARKETS.

POINTERS—

Sugar.—Declined 10c.

Syrup.—Strong.

Dried Fruits.—Steady.

WINNIPEG, Feb. 1.—A few mild days during past week was regarded as a boon to enable the trade to right itself. The mild spell, however, was not long enough to enable the congestion of cars to be relieved to any extent and as a result there is little change from last week in this respect. It is to be hoped that the strenuous effort being put forth by the railroads will enable the congestion to be relieved before many weeks are out. It is essential that such should be the case before spring shipments start with a rush.

SUGAR.—A decline of ten cents per cwt. took place during week, and, in fact, many look for lower prices to come.

Montreal and B.C. granulated, in bbls.	6 00
Montreal and B.C. in sacks	5 95
Montreal, yellow, in bbls.	5 60
Montreal, yellow, in sacks	5 55
Feing sugar, in bbls.	6 35
Long sugar, in boxes (25 lbs.)	6 60
Powdered sugar, in bbls.	6 15
Powdered sugar, in boxes	6 15
Powdered sugar, in small quantities	5 90
Lump, hard, in bbls.	6 85
Lump, hard, in half-bbls.	6 95
Lump, hard, in 100-lb. cases	6 85

SYRUP.—Situation remains unchanged from last week. Demand is strong and wholesalers are satisfied with the trade.

Syrups—	
2 1/2-lb. tins, per case	2 28
2 5-lb. tins, per case	2 68
2 10-lb. tins, per case	2 56
2 20-lb. tins, per case	2 57
Half barrels, per cwt.	3 85
Barbadoes molasses, in half bbls., per gal	0 45
New Orleans molasses, half bbls., per gal	0 30 0 31

DRIED FRUITS.—No further advances are yet noticed in these lines. Demand is strong especially for prunes, and market is tightening which can only result in an advance before long.

New Prunes—	
50-100s, 25s, s.p.	0 08%
50-100s, 10s, s.p.	0 09%
50-100s, 25s, s.p.	0 08%
50-100s, 10s, s.p.	0 09%

70-80s, 25s, s.p.	0 09%
70-80s, 10s, s.p.	0 10%
60-70s, 25s, s.p.	0 09%
50-60s, 25s, s.p.	0 10%
40-50s, 25s, s.p.	0 11%
New Figs—	
Camel 3-crown table figs	0 10
Camel 4-crown table figs	0 11
Camel 5-crown table figs	0 11 1/2
Camel 6-crown table figs, about 10 lbs.	0 12 1/2
Camel 6-crown figs, about 50 lbs.	0 12 1/2
Camel 7-crown table figs, about 100 lbs.	0 14 1/2
Camel 9-crown table figs, about 10 lbs.	0 15
Emmanuel 3-crown	0 08 1/2
Emmanuel 4-crown	0 09 1/2
Emmanuel 5-crown	0 09 1/2
Emmanuel 6-crown	0 10
Emmanuel 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05 1/2
Half boxes	0 05 1/2
Half bags	0 04 1/2
Valencia Raisins—	
Fine, f.o.s, 28s, s.p., per box	2 20
Fine selected, 28s, s.p., per box	2 25
4-crown layers, 28s, s.p., per box	2 35
4-crown layers, 14s, s.p., per box	1 20
4-crown layers, 7s, s.p., per box	0 60
Ne plus ultra, 28s, s.p., per box	2 30
Currants—	
Dry, clean, per lb.	0 07 1/2
Washes, per lb.	0 08
1-lb. package	0 08 1/2
2-lb. package	0 17 1/2

EVAPORATED APPLES.—Market is steady at last week's strengthening; 10 1/2 cents flat, Winnipeg, is now regarded as standard price.

COFFEE.—"Nothing doing," was the answer to an enquiry re coffee. The market remains unchanged from last week but the situation is nevertheless being watched with interest.

Roasted Rio, per lb.	0 22
Green Rio, 5's, lb.	0 17
Green Rio, 7's, per lb.	0 16 1/2

BEANS.—The market remains firm, but is being watched, as a further advance is looked for within a month. Peas are also in good demand and moving rapidly.

Beans, 3-lb. picker, per bushel	2 65
Hand picked, per bushel	2 75
Peas, split, 100 lbs.	4 00

NOVA SCOTIA MARKETS.

Halifax, Feb. 1.—Business was not quite so brisk in the wholesale grocery trade this week. The recent intensely cold weather had depressing effect on business. Shipments of goods were light and there was practically no large movement of perishable goods to outside points.

Potatoes continue in extra good demand. Dealers who have stocks on hand are not anxious to dispose of them, as they feel that if potatoes winter well prices will soar in spring. An addition to the good demand locally is an excellent inquiry from abroad. Nova Scotia stock is now quoted at \$2.50 per bag and Island at \$2.

Few first class apples are offering. Spies are scarce. Nearly all best stock is being exported, and local market is almost bare of good hard No. 1 winter fruits.

NEW BRUNSWICK MARKETS.

St. John, Feb. 1.—With markets and business rather quiet, past week has been dull for grocery trade in and about this city. Not for some time has there been such a spirit of deadness prevail-

ing in local business, but it is expected to pick up before long.

Practically the only feature of interest is the steady upward trend of potatoes. At present the local price ranges from \$2.25 to \$2.40, and there is every reason to believe that it will go much higher before many weeks. There have been large shipments of potatoes to Upper Canada, and some to the West Indies and Cuba, and this is responsible to certain extent for fact that the stock on hand now is none too plentiful, as compared with demand in the outlook. Local dealers and shippers are interested greatly in the word which has been received from the States that the duty on potatoes may be removed, for should this be done, one prominent merchant said this week, he would not be surprised if potatoes advanced to \$3 per barrel.

Bacon	0 15	0 15
Beans, hand picked, bus.	2 50	2 55
Beans, yellow eye, bus.	2 60	2 65
Butter, dairy, per lb.	0 22	0 25
Butter, creamery, per lb.	0 29	0 33
Buckwheat, W. grey, bag	3 00	3 10
Cheese, new, lb.	0 15 1/2	0 16
Currants, 1's, lb.	0 08	0 08 1/2
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 02 1/2	1 06
Corn, doz.	1 00	1 06
Peas, No. 4	1 20	1 20
Peas, No. 3	1 25	1 25
Peas, No. 2	1 30	1 30
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 85	2 00
Peaches, 3's, doz.	3 00	3 05
Raspberries, doz.	2 95	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Corneal, gran.	5 00	5 00
Corneal, bags	1 60	1 60
Corneal, barrels	3 35	3 35
Eggs, henery	0 30	0 35
Eggs, case	0 28	0 36
Finnan Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 45	6 50
Flour, Ontario	5 45	5 50
Ham	0 15	0 15
Lard, compound, lb.	0 10 1/2	0 11
Lard, pure, lb.	0 12 1/2	0 13
Lemons, Messina, per box	3 50	3 50
Molasses, Barbadoes, fancy	0 37	0 38
Oatmeal, rolled	5 35	5 35
Oatmeal, std.	5 90	5 90
Pork, domestic mess	21 00	22 00
Pork, American clear	21 00	23 00
Potatoes, barrel	1 75	2 00
Raisins, California, seeded	0 10 1/2	0 11
Rice, per lb.	0 03 1/2	0 04
Salmon, case—		
Red Spring	7 75	8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 60	5 70
Austrian granulated	5 40	5 50
Bright yellow	5 40	5 50
No. 1 yellow	5 10	5 20
Paris lumps	6 50	6 75

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer.—Are Turkish dyes manufactured in Montreal? If so, could you furnish me with firm name and address? It was formerly Brayley Sons & Co., but mail does not seem to reach this firm any more. We think possibly firm name has changed.

T. M. STEEL.

Clarksburg, Ont.

Editorial Note—Brayley Sons & Co. have removed from here to St. John, N. B. They are still in business.



FRUIT & VEGETABLES



Orange Trade Rather Disappointing

This is Due to Poor Eating Fruit That Has Been Coming Forward—Improvement is Looked Forward to — California Oranges Not Showing up so Well in Size—Celery Scarce and High—Shipments Expected to Increase During the Month—Potato Situation Still Strong.

The orange trade at some centres at least has been rather disappointing of late. Oranges have not been selling as readily as has been the case in other years at this time. The reason assigned by many dealers is the large ratio of sour and poor eating oranges that have come to market, the result of being shipped before fully matured. While late arrivals in some cases may show slight improvement, the poor fruit sold earlier has without doubt turned the public against oranges to some extent. Navels, it is said, will shortly show improvement, while sweet Floridas are now arriving on some markets.

A report from California notes that size of the oranges will be smaller than at first expected. Under normal conditions size would have been all to be desired, but conditions have not been normal. Cold dry weather has kept the fruit from developing and the oranges will not be up to the average in size, it is said.

The strong potato situation in Canada still continues. Imports of English and Irish potatoes are being made. Values in New Brunswick have shown some further tightening and holders there are confident in their views. As pointed out last week, in case the United States lift the duty on potatoes temporarily, it will lend even greater strength to market.

MONTREAL.

GREEN FRUITS.—"Well, it's a regular battle at present with the frost," said one of Montreal's biggest wholesalers, "and prices will depend to a very great extent on the weather clerk."

Lemons.—Receipts are large with good demand.

Oranges.—Receipts also big but market quiet.

Apples.—Have been dragging considerably. Sales small and stocks light, but dealers are inclined to be quite optimistic about the situation.

Tomatoes are coming up from Cuba and selling well, but future quotations will best be judged by the dealer if he can forecast the trend of the barometer down South.

Apples—	
Spies	4 00 5 50
Fameuse	4 50 5 50
Baldwins	3 50 4 25
McIntosh Reds	6 00
Greenings	3 50 4 50
Bananas, crated	1 75 2 00
Cocoanuts, bags	4 00 4 50
Cape Cod cranberries, in bbls.	10 00 11 00
Cranberries, N.S., bbls.	14 00 15 00
Grape fruit, Florida, case	4 00
Jamaica, case	3 50
Grapes, Malaga, per keg	6 50 7 00
Lemons	2 50 3 00
Limes, a box	1 25 1 50
Oranges—	
Navels	2 75 3 00
Valencia	3 75 4 50
Jamaica, box	1 75 2 00
Mexican	1 75 2 00
Bitter oranges, per box	2 50 3 00
Pineapples—	
Cuban, case	4 00 4 50

VEGETABLES.—Prices are pretty high just now owing to climatic conditions in different centres. Californian produce is weak owing to dry and cold weather prevailing there. Yet no complaints can be made about the demand which is brisk in spite of quotations. If the cold weather down South continues prices will surely go up.

The potato situation is interesting at present and commands a good deal of attention. The prices are extremely high and an advancement is pretty certain.

Importation of Irish potatoes is helping, in a small degree, to relieve the situation. This assistance, however, is hardly noticeable owing to fact that the States are endeavoring to secure all the potatoes coming this way. The season has been extremely bad and farmers have suffered great losses. This market is increasing rapidly and should be followed with utmost care.

Beans, green, hamper	6 00 7 50
Brussels sprouts, per qt.	0 25
Carrots, bag	1 25
Cabbage, dozen	1 00
Cauliflower, dozen	3 00 3 50
Celery, Cal., 6 doz. to crate, crate	8 50 9 00
Garlic, 2 bunches	0 25
Green peppers, bus. basket	2 50 3 00
Lettuce, Boston, per box of 2 doz.	2 50
Leeks, dozen	1 50 1 75
Onions—	
Spanish, crate	3 75
Half crate	2 25
Canadian reds, 100 lbs.	4 00

Radishes, dozen	1 00
Sweet potatoes, per basket	2 50 2 75
Montreal potatoes, new, bag	1 50 1 75
New potatoes, 39 bbl., 6c lb.	
Strawberries, per qt.	0 75
Spinage, per bbl.	5 00
Turnips, per bag	1 00
Parsnips	1 50 2 00
Tresses	0 20

TORONTO.

GREEN FRUITS.—A drop of 10 cents per box in strawberries at some times would be an appreciable reduction indeed. It is not so much so at this season but is nevertheless welcome to those who indulge in this luxury. Florida stock is selling at 65 cents.

A shipment of Florida oranges which arrived early in the week has been well taken up. Some California stock has been quite sour and has not been pleasing the consumers. Some dealers report that the orange trade is suffering considerably in consequence. Navel oranges are shortly expected to show up better. There has been a fair movement in marmalade oranges.

Grapefruit and Almeria grapes are finding a fair demand. Apples are little on the quiet side.

Bananas	1 25 1 75
Lemons, Messina, new crop	2 50 3 00
Oranges—	
Marmalade	2 50 2 75
Florida	3 50
California navels	2 75 3 00
Mexicans	2 00 2 25
Valencias, 714's	5 50
Valencias, 420's	4 75
Tangerines, strap	6 00
Grapefruit—	
Florida, case	4 50 5 50
Jamaica, case	3 25 3 50
Grapes, Almeria, per keg	5 00 6 00
English hot house grapes, lb.	0 65 0 75
Cranberries—	
Cape Cod, bbl.	14 00 15 00
Nova Scotia	8 00
Jersey long keepers	14 00 15 00
Apples, bbl.	2 25 4 00
Pineapples, case	4 00 4 50
Florida Strawberries, box	0 65

VEGETABLES.—California celery continues to hold its high level, \$7 per case being asked locally. In spite of high figure, volume going out to the retail trade is fairly large. Florida stock has not as yet started coming to this market. Stocks of Canadian celery are quite limited.

Potatoes have lost none of their strength, some dealers' ideas being slightly above present quotations. There are those who predict that the \$2 mark will be reached before many weeks have passed. Holders in New Brunswick are holding firmly.

In other root crops, a similar steady tendency rules.

Boston cucumbers, dozen	2 25
Boston head lettuce, dozen	1 50

Canadian
Cabbage, Car
Cabbage, bag
Carrots, bag
Turnips, bag
Celery, per
Celery, Cal.
Parsnips, bag
Potatoes, N.
Potatoes, O

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THE CANADIAN GROCER

Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
Cabbage, barrel	1 75	
Carrots, bag	0 80	0 90
Turnips, bag	0 50	
Celery, per dozen	0 50	
Celery, Cal., per case, 6 1/2 to 8 doz.	7 00	
Fennel, bag	0 90	
Potatoes, N. B.	1 75	
Potatoes, Ontario, bag	1 65	

Onions—		
Spanish, case	3 50	3 75
Spanish, 1/2 cases	1 85	2 00
Canadian, 75-lb. bags	2 25	
Sweet potatoes, hamper	1 65	1 75
Mushrooms, 1-lb. boxes	0 50	0 60
Can. hothouse tomatoes, lb.	0 30	
New lettuce, per dozen	0 30	0 35
Green onions	0 25	0 25
New radish, per dozen	0 50	

natural demand for this line, should attempt to create it. Grapefruit is not well known to consumers in some sections and some time must be given to introduce it. Once it is on the consumers' table, however, it recommends itself.

Imported Strawberries Arriving.

The luscious and appetising strawberry is now adorning our Canadian markets. It comes from Florida, and although at quite a fancy price as yet, will moderate in value as the season advances. Simply displayed strawberries cause the customer's mouth to water and there is a certain class to whom they will strongly appeal. Handling this line early stamps a grocer as one of the aggressive dealers who get the "first of the season."

This, the season of colds, make it plain why lemons should receive due prominence. Apples for the reasons outlined in our opening paragraphs should be kept before customers. Bananas are of a fair quality now. Care should be taken in the handling of them. Be sure they are not touched by frost, which is harmful both to flavor and appearance.

The Use of Fancy Baskets.

Display as emphasized before is of great value in making sales. In this regard fancy baskets will assist materially to make them attractive. For showing apples, oranges, grapefruit, etc., display stands can now be secured at a nominal figure that allow cases to be placed one upon another. Besides showing the goods properly, these stands take up a minimum amount of floor space, an important feature with the majority of dealers.

Should Study the Food Quality of Fruits

Knowledge of Them Will Assist the Dealer in Making Sales
—Some Hints on Display—Suggestions on Selling Oranges, Strawberries, Grapefruit, Apples, Lemons, etc.

The grocer knows, or should know that fruits possess valuable food qualities.

"Do you know what you're eating?" asked the doctor of the girl.

"An apple, of course," replied the girl.

"You are eating," said the doctor, "albumen, sugar, gum, malic acid, gallic acid, fiber, water and phosphorus."

"I hope those things are good. They sound alarming."

"Nothing could be better. You ate, I observed, rather too much meat at dinner. The malic acid in the apple neutralizes the excess of chalky matter caused by too much meat, and thereby helps you to keep young. They are good for your complexion. Their acids drive out the noxious matter which causes skin eruptions. They are good for your brain, which those same noxious matters, if retained, render sluggish. Moreover, the acids of the apple diminish the acidity of the stomach that comes with some forms of indigestion. The phosphorus, of which it contains a large percentage, renews the essential nervous matter of the brain and spinal column."

Strong Talking Points.

Thus are apples described in scientific fashion as a healthful food. The same good qualities are possessed by all fruits to a greater or less extent. Thus is the grocer given a strong talking point in the sale of fruits. It should be fully taken advantage of in creating demand.

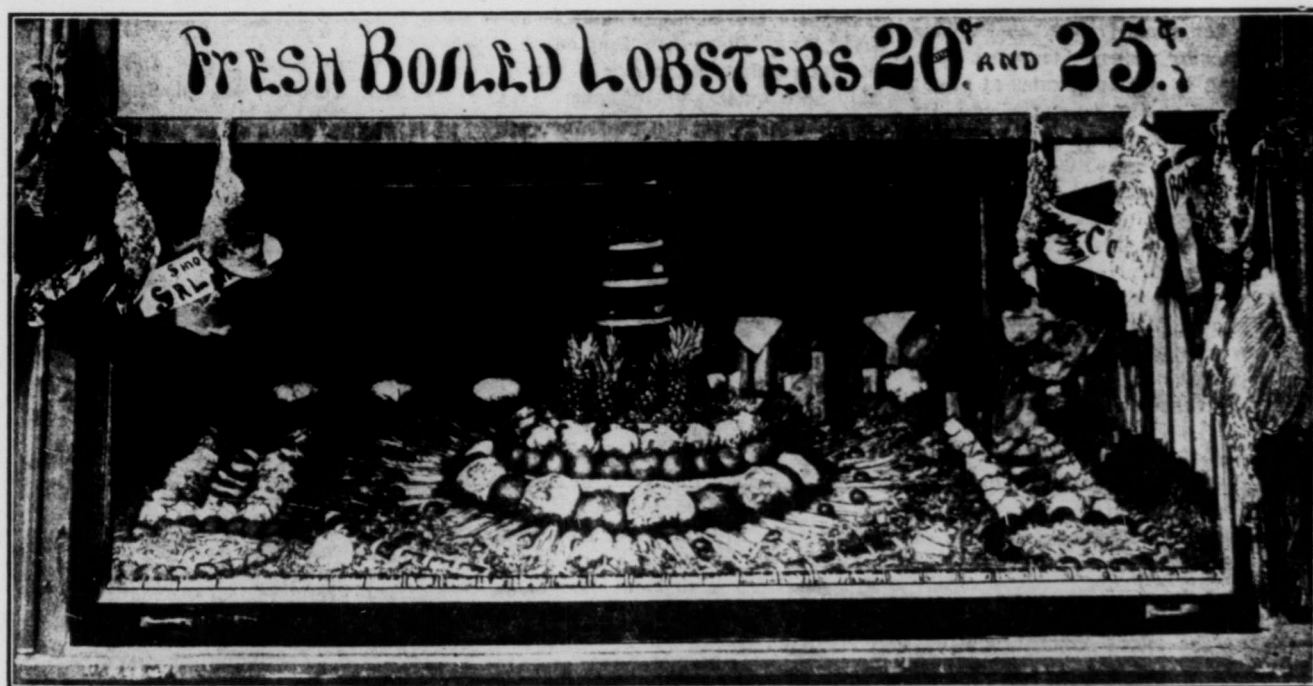
Push Fruit for Marmalade.

Marmalade oranges are now on the market. The season is not a long one, and drops off sharply, so that it behooves this dealer to get his customers interested in this line at once. The line should be talked up by merchant and clerks while a good sized display will aid materially.

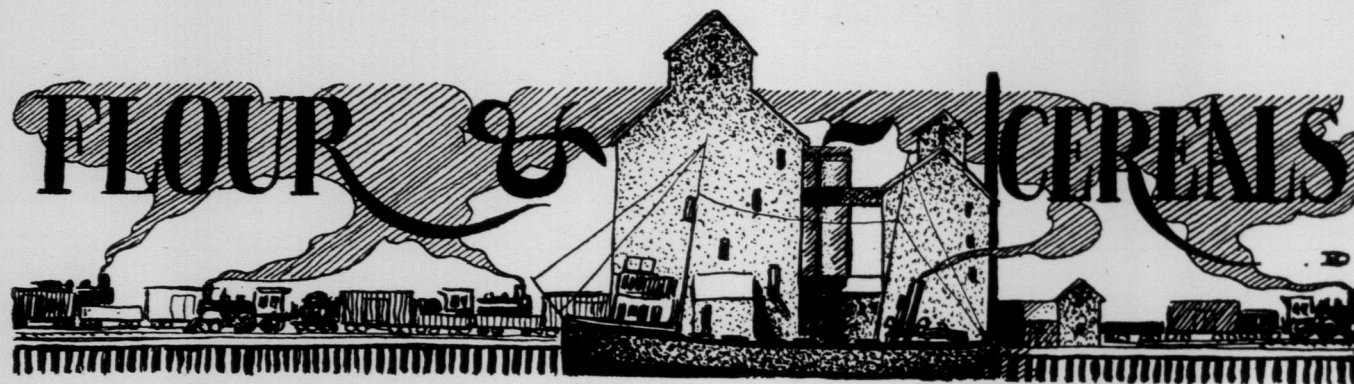
It is suggested that the advertising of these oranges contain a recipe for orange marmalade, or it may be advertised in newspaper space and window display that recipes may be had at the store.

Advances in Grapefruit.

The grapefruit portion of the business should not be neglected. The sale of this line in Canada is steadily increasing. Those dealers who do not find a



Well Arranged Fruit and Vegetable Window Which Presents Many Good Suggestions.



Rolled Oats Advance 10 cents per Bag

In Sympathy With the Stronger Oat Market—Canadian Oats go to United States—This is Unusual Occurrence—Cornmeal Higher at Several Points—Winter Wheat Flour Firmer—Advance Announced in Maritime Provinces—Manitoba Flour Rules Steady.

An advance of 10 cents per bag or 20 cents per barrel is announced in rolled oats this week. This is in keeping with our statements that price cutting being indulged in for a time at many centres was not warranted by state of the raw market and that rolled oats were likely to rule firm. Price cutting on this line seems to have disappeared and the above advance is now fairly general.

A firmer feeling has developed all round in oats. The visible supply of oats last week decreased 115,000 bushels in Canada and this has lent strength. There has been a big enquiry for Canadian oats for export. United States has recently imported some Canadian oats, showing that price of Canadian oats, including the import duty is on a parity with the United States product. The oat crop across the line has been short, and thus the difference in values.

Manitoba flours are ruling steady but millers do not regard them as showing any particular firm features. The wheat market in Winnipeg rules at about the same level as three months ago. On Oct. 26 last, May wheat on the Winnipeg market was at \$1.00 $\frac{3}{4}$. To-day it is \$1.01 $\frac{1}{2}$ for May wheat. Winter wheat has, however, been on the ascent due to small offerings of this variety. Winter wheat flours are firm and an advance of 20 cents per barrel is announced by some millers in Maritime Provinces.

The corn market during January stiffened considerably, so that corn meal has been advanced at several points in Canada.

Cereals are moving briskly. Rolled oats have been in good demand. Enquiry for flour, both domestic and export, is regarded by millers as quite satisfactory for the season.

MONTREAL.

FLOUR.—The flour market continues to be active with a steady demand. The prices remain the same for the present.

That an increase is likely owing to large calls which will soon be made on the market, is the opinion of some.

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

CEREALS.—In sympathy, with the raw market and following the firmer feeling reported, rolled oats advanced 10 cents per bag this week. The demand has been good.

The price of oats is high and to all appearances will remain at this figure for some time.

Fine oatmeal, bags	2 64
Standard oatmeal, bags	2 64
Granulated oatmeal, bags	2 64
Bolted cornmeal, 100 bags	1 80
Rolled oats, jute bags, 90-lb.	2 40
Rolled oats, cotton bags, 90-lb.	2 45
Rolled oats, barrels	5 05

TORONTO.

FLOUR.—Considering the season, millers state movement of flour is quite satisfactory. Domestic demand has been of fair volume, while export enquiry has also been quite good of late.

The situation in Ontario flour is one of firmness. This is the result of the higher values for Ontario wheat, which in the course of 10 days increased 6 cents per bushel. Scarcity of this commodity is the cause, offerings being practically nil. Some local dealers report that they have advanced Ontario flour 20 cents per barrel in the Maritime Provinces, but no change is as yet announced here.

Manitoba flours are steady. No. 1 Northern at bay ports is quoted at the season's record of \$1.12, but some millers state it is cheaper to bring wheat direct from Winnipeg, all rail when time allows. However, the securing of supplies within a limited time is no easy matter on account of transportation congestion.

Manitoba Wheat.	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10

Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 00 4 20
Blended	4 50 5 00

CEREALS.—In our last issue, we noted the rolled oats market as firm under a strong tendency in the raw material. The hint was worth heeding. This week, the announcement of an advance of 10 cents per bag in this line is made. There is a good retail demand in evidence, the tone of the market is healthy and strength still apparent.

Some firms note a higher figure for corn meal as mentioned last week. The corn market across the line has stiffened materially during January.

Rolled oats, small lots, 90-lb. sacks	2 40
Rolled oats, 25 bags to car lots	2 30
Standard and granulated oatmeal, 98-lb. sk	2 64
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100-lb. bags	2 00 2 15
Rolled oats in cotton sacks, 5 cents more.	

NEW YEAST CAKE ON MARKET.

White Swan Spices and Cereals, Limited, Toronto, are placing on the market a new yeast cake under the name of "White Swan." For the past two years or more the necessary organization and equipment for the production of this article have been in progress and have just recently been consummated. The plant is equipped with specially designed machinery of the latest type.

A NEW ONTARIO APPRECIATION.

To Canadian Grocer.—Enclosed please find the sum of \$2, to cover our subscription to The Canadian Grocer up to December 1, 1912.

It has been through our carelessness that you have had to wait so long for our subscription. We would not care to do without The Grocer if it cost \$5 per year, as it is the source from which we get many up-to-date and wide awake ideas. We hope and trust that you will continue to grow and increase your circulation until it reaches every merchant in business.

Wishing you a happy and prosperous New Year, we remain,

GRILLS, ELLIOTT & GRILLS.

New Liskeard, Jan. 5, 1912.

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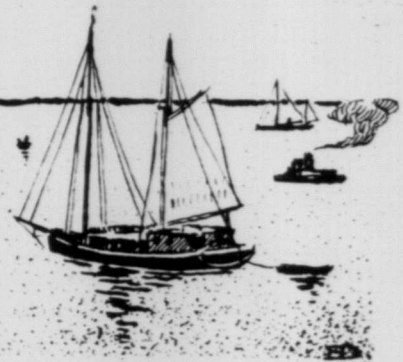
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FISH & OYSTERS



Good Time to Push Fish and Oysters

Favorable Conditions Now Exist—Weather all to be Desired so far as Retailer is Concerned—Trade Has Been Rather Brisk — Storms on East Coast That Interfered With Catch Have Somewhat Abated, But Caused Much Damage—Stronger Tone to Oysters, But no Change in Price to Retail Trade.

This is a good time to push the sale of fish and oysters. Those retailers who are putting real effort behind this department are reaping splendid results. Everything is favorable to good sales being made. Fish are comparatively cheap and are a popular food. Added to this, fresh meats and eggs are high in price. These favorable conditions work for brisk sales and with Lent but three weeks distant, prospects are indeed bright.

The storms along the eastern coast have recently abated and there has been some improvement in catch. Nova Scotia reports better catches lately of cod and haddock. Lobsters have reached a record price, while halibut is very scarce.

Climatic conditions at the sources of production have interfered somewhat with oyster gathering operations and has had the tendency to lend strength to market. This has not been marked enough, however, to affect prices to retail trade. Retail demand for oysters has been fairly good, although the severe weather at times has not been altogether favorable. Dealers should not neglect to give to oysters the attention they deserve. Properly handled they are a profitable line.

QUEBEC.

MONTREAL.—Now that the cold season and frosts have let up, the prospects have begun to look brighter. Oysters are the only line holding back. Eight carloads of fish have just arrived after being delayed for some time by the great snow storms. There has been no downfall for some weeks so everything is open again.

Salt cod is not plentiful and will add greatly to sale of frozen fish. The Lenten season is close at hand and a great rush is expected; but the supply is hardly sufficient to fill the demand as it stands at present.

FRESH AND FROZEN.	
Market cod, cases, 250 lbs., per lb.	0.04 1/2
Less than case	0.05
Smelts, fancy	0.10

Haddock	0.04 1/2	0.05
Halibut, per lb.	0.08	0.08 1/2
Herring, frozen, per 100 fish	1.65	1.75
Mullets	0.04 1/2	0.05
Pike, round, per lb.	0.05	0.05 1/2
Pike, dressed and headless, lb.	0.06 1/2	0.07 1/2
Steak cod	0.05 1/2	0.06
Mackerel	0.11	
Dressed perch	0.10	
Dor. or Pickered	0.07	0.08
P. or red salmon	0.08 1/2	0.09
Gaspe salmon, per lb.	0.07 1/2	0.08
Qualla salmon, per lb.	0.07 1/2	0.08
No. 1 smelts, per lb.	0.09	0.10
Extra smelts, per lb.	0.09	0.10
Lake trout, per lb.	0.09 1/2	0.10
Tom-cod, bbl.	2.25	2.50
White-fish, large, per lb.	0.08 1/2	0.09
White-fish, small, lb.	0.05	0.05 1/2

PREPARED FISH.

Boneless cod, in blocks or packages, lb. 7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	6.00
Shredded cod, 2 doz. in box, per box	2.25
Skinless cod, 100 lb. case	7.00
Dry cod, 100 lb. bundles, per bundle	7.00
Boneless strip cod, 20-lb. box	0.12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10.00
No. 1 bbl., 200 lbs.	9.00
New green cod, per lb.	0.04 1/2
New Labrador herring, per bbl.	3.50
New Labrador herring, per half bbl.	2.10
Labrador sea trout, bbls.	12.00
Labrador sea trout, half bbls.	6.50
No. 1 mackerel, full	2.00
No. 1 mackerel, half bbls.	8.00
Scotch herring, No. 2, bbl.	
Lake trout, keg	6.50
Trout, mackerel, full	2.00
No. 1 green haddock, per 200 lbs.	7.50
No. 1 green pollock, per 200 lbs.	7.50
Salmon, B. C., red, bbl.	14.50
Salmon, B. C., half bbl.	8.00
Salmon, Labrador, bbl.	15.00
Salmon, Labrador, half bbl.	8.00
Salmon, Labrador, tres, 300 lbs.	21.00
Salt cod, per lb.	0.06 1/2
Salt sardines, bbls.	3.00
Salt sardines, half bbls.	3.00
Sea trout, half bbl.	6.50
Sea trout, bbls.	12.00
Scotch herring	6.50
Scotch herring, keg	1.00
Holland herring, half bbl.	5.50
Holland herring, keg	0.75

SMOKED.

Bloaters, large, per box	1.25
Yarmouth bloaters, fancy, per box	1.25
Haddies fancy, 15-lb. boxes, per lb.	0.07
Fillets, fancy, 15-lb. boxes, per lb.	0.10
Herring, new smoked, per box	1.18
Kippers (small) per box of 50 fish	1.10

SHELL FISH.

Oysters, choice, bulk, Imp. gallon	1.40
Oysters, bulk, select	1.60
Oysters, fancy case, large bbls.	9.00
Malpeque oysters, per bbl.	8.00
Solid meats—Standards, gal. \$1.75; select, gal., \$2.00.	12.00

NEW BRUNSWICK.

ST. JOHN.—The unusually large catches of herring being made along coast and particularly near Grand Manan and around Deer Island are really remarkable, and J. F. Calder, Dominion inspector of fisheries for St. John and Charlotte counties, said this week the like of it has never been known before. Fishermen are reaping great harvest and they are also much encouraged by the catches of cod and sardine herring, which are very plentiful as well. Judging by

large catches of sardines being made, it is expected that the factories will boom in the spring.

The outlook for the coming season is bright. Smelt on local market during past week have become scarce. The local chief source of supply, the Kennebecasis river, has not yielded a favorable comparison with other years and consequently all that are being got are saved for local orders, so that no shipments are reported.

ONTARIO.

TORONTO.—A good large volume of fish is going out to the retail trade. Frozen lines are moving briskly, while smoked, pickled and prepared varieties are coming in for their full share of attention. "A heavier trade than we ever had before at this season," was the emphatic manner in which one wholesale dealer expressed himself.

Conditions are indeed favorable for sale of fish. With exception of a temporary mild spell at beginning of the week, the weather has been all that could be desired.

Pickled trout in half barrels range from \$7.25 to \$7.75. Shrimps in 1-gal cans are \$1.25, in 2 gal. cans \$2.40 and \$1.60 in 1-gal. cans.

FROZEN FISH.

Gold eyes	0.05
Pike	0.05
New pink sea salmon	0.09
Whitefish	0.09
Red salmon, headless and dressed	0.11
Halibut	0.09
Smelts, extra, per lb.	0.10
Smelts, No. 1, per lb.	0.10
Red salmon, round	0.17
Sea herring, 100	2.00
Mackerel, per lb.	0.12
Mullets	0.04 1/2
Bluefish	0.11
Lake herring	0.05
Steak cod, per lb.	0.06
Flounders, per lb.	0.05
Tollitus, per lb.	0.05 1/2

FRESH CAUGHT FISH.

Steak cod	0.08
Haddock	0.05
Trout	0.08 1/2

SMOKED.

Kippers, per box	1.25
Bloaters, per box	1.20
Finnish Haddie, per lb.	0.08
Dry herring, per bundle	0.09
Cod, Imperial	0.06 1/2
Quail-on-toast	0.07
Fillets of haddie	0.11
Ciscoes, basket	0.90
Ciscoes, per lb.	0.09
Scotch haddies, per box	1.50
Scotch kippers, per box	1.65

PICKLED.

Lake herring, per keg	4.00
Oysters, select, per gallon	1.70
Oysters, standards, per gallon	1.35
Pickled trout, per half bbl.	7.25
Labrador herring, bbls.	6.00
Labrador herring, half bbls.	3.00
Shrimps, 1-gallon cans	1.25

PREPARED.

Shredded cod, 2 doz pkgs. to box	2.25
Acadia cod, 2-lb. boxes, 12 to crate	2.80
Skinless cod, 100-lb. boxes, whole fish, box	7.50
Cod in loose strips, 25-lb. to box, lb.	0.06 1/2
Pure cod tablets, 20 1-lb. tablets	2.30

Present Standing of the Fish Market

Severe Storms and Cold Weather Responsible for Shortages in Fresh Fish—Large Firms Unable to Secure Usual Supplies—Many Fishermen Will Lose Their Traps.

By O. S. Johnson.

Advices from the Maritime Provinces clearly explain the shortage of fresh fish at the present time. The storms and severe cold weather of the past few weeks have seriously interfered with the shore fisheries and no little damage has been done. The lobster, fresh and smoked fish trades are suffering in particular.

Lobsters Have a Rest.

As is well known the lobster traps are practically always set in shallow water and the fishermen who placed their gear as usual in the water, little thought that King Frost would ever deprive them, not only of the catch, no matter how small, but also of their traps.

Yet it is perfectly certain that the ice on breaking up will carry away quite an amount of the apparatus and while

this can be easily replaced by some, there are others who can ill afford to lose anything of this nature as the least decrease in their cash returns must necessarily make things hard enough.

Not only has the fisherman suffered, but the shippers of live lobsters and lobster canners are also amongst those whose calculations have been upset by adverse climatic conditions and prices have advanced in consequence.

Prices of Fresh Fish.

Prices of fresh fish are beginning to firm up just now owing to the scarcity. In order to prove conclusively the shortage in this line, and to prepare retailers for higher prices which must inevitably come unless a debacle takes place, it might be mentioned that one Halifax firm handled 750,000 pounds of fresh fish about the middle of January last year, but this year they have only

been able to get two or three thousand pounds.

Serious for Future Market.

This is all the more serious for future market conditions as this month things will be at a standstill because the shoal of fish which had been on the coast during November and December last has left and there are not many of the finny tribe available till March.

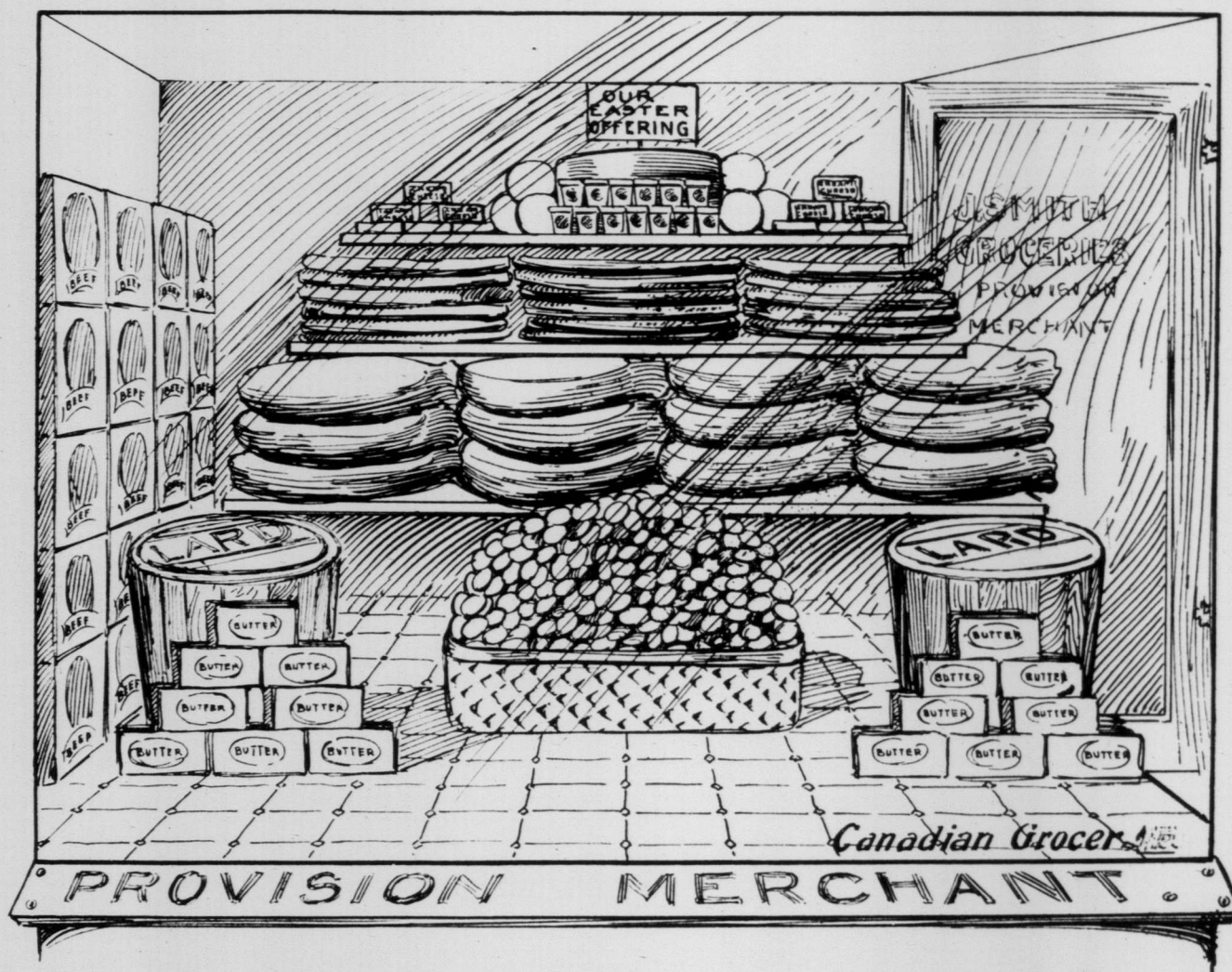
Prices of fresh cod and haddock have advanced from 25 to 30 per cent. and finnan haddies half cent per pound.

Oyster Beds Frozen Up.

Needless to say the oyster beds have also been affected and as these generally lie in sheltered bays the fishermen cannot reach them owing to the ice.

It certainly is unfortunate that such conditions should prevail just at a time when wholesalers and retailers are beginning to make plans for a big Lenten business.

However, retailers should bear all these facts in mind and not be disappointed or annoyed with their wholesaler if they find that supplies are slow in coming along.



A Provision Window That Should Bring New Business if Attractively Arranged. Should be Kept on File for an Easter Display.



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Produce & Provisions



Storage Eggs Reach Record Level

Stocks Well to an End—Big Imports Have Been Made From United States—Values Across the Line Also at High Level—Increase in Yield of New Laid About Only Hope—Butter is Firmer and Higher—A Decided Contrast to Situation of a Year Ago—Cheese is Still Strong—The Effect of Drouth Shown in High Price of Butter and Cheese.

The present situation in eggs and butter is a decided contrast to year ago. While values around Feb. 1 last were on downward trend, and prices in butter and eggs at United States points were sharply tobogganing, to-day and for some time past, figures on these commodities have been moving decidedly in the opposite direction.

For some time butter has been gradually firming at all points in Canada. We have perhaps some consolation in the fact that same thing is true across the border and values in New York and Chicago have recently reached a top-notch record, but that probably only lends strength to the situation here. Last year's drouth greatly reduced the production of butter, and early in the fall, general light stocks held were referred to and fact pointed out that only continued strength could be expected. Present prices testify to accuracy of this prediction.

Storage eggs have also been establishing record for themselves of late. Attention to our remarks early in the season that but conservative supplies of eggs were held in Canada would have been worth while. It did look at one time as if new laid would come to the rescue by their increase in production but those hopes were shattered by weather man during first few weeks in January. However, considering extremely cold weather, receipts of new laid have been fair.

As it stands now, storage eggs are at record figure. Stocks are well to an end and indeed for a long time many firms have found it necessary to bring supplies from markets across border. Values there have also been ascending so that at some Canadian centres, wholesalers claim they are selling for less money than they could be replaced at. Thus situation is rapidly developing into an acute one. One redeeming feature is

that from now on production of new laid which was curtailed by cold weather of January can be expected to show an increase.

MONTREAL.

PROVISIONS.—Provisions are apparently steady. Pressure on the market has been noted on various occasions in spite of high prices prevailing. It looks as if sales are being made to dealers who are anticipating an increase in near future. Attention should be given to all lines just now.

Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 11 $\frac{1}{2}$
Cases, tins, each 10 lbs., per lb.	0 12 $\frac{1}{2}$
Cases, tins, each 5 lbs., per lb.	0 12 $\frac{1}{2}$
Cases, tins, each 3 lbs., per lb.	0 12 $\frac{1}{2}$
Pails, wood, 20 lbs. net, per lb.	0 12 $\frac{1}{2}$
Pails, tin, 20 lbs. gross, per lb.	0 11 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 11 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 11 $\frac{1}{2}$
One pound bricks	0 12 $\frac{1}{2}$
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08 $\frac{1}{2}$
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 08 $\frac{1}{2}$
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 08 $\frac{1}{2}$
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 09
Pails, wood, 20 lbs. net, per lb.	0 08 $\frac{1}{2}$
Pails, tin, 20 lbs. gross, per lb.	0 08 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 08 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 08 $\frac{1}{2}$
One pound bricks	0 09 $\frac{1}{2}$
Pork	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Lean Pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	21 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbls.	7 50
Plate beef, 200 lb. bbls.	14 50
Plate beef, 300 lb. bbls.	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10 $\frac{1}{2}$
Long clear bacon, light, lb.	0 11 $\frac{1}{2}$
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14 $\frac{1}{2}$
Extra small sizes, 10 to 13 lbs., per lb.	0 14 $\frac{1}{2}$
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 15 $\frac{1}{2}$
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	7 00
Hogs, dressed, per cwt.	9 75

BUTTER.—There was no change in butter situation in the last week. Sales have been curtailed owing to the high prices, which exceed those of last year by 10c. Market still holds firm although the stock is light—being $\frac{1}{2}$ of last year's. Nothing exciting is likely to take place in this market for some time.

Creamery	0 35	0 35 $\frac{1}{2}$
Dairy, tubs, lb.	0 25	0 28
Fresh dairy rolls	0 29	0 30

EGGS.—The storages are soon to see the last of the egg supply which is almost exhausted. A week and a half should tell the tale with many firms. Then if the market depends on the new laid the price will surely go beyond the reach of the workingman. The demand is heavy in spite of the quotations, which exceed last year's by fifteen cents. The prices will not show any decreases until the cold weather ceases.

New laid	0 45
Selects	0 37
No. 1	0 33

CHEESE.—This market although interesting at present has offered no change of importance, within the last week. The demand holds up well and there is a strong tone.

Quebec, large	0 17	0 17 $\frac{1}{2}$
Western, large	0 17	0 17 $\frac{1}{2}$
Western, twins	0 17	0 17 $\frac{1}{2}$
Western, small, 20 lbs.	0 17	0 17 $\frac{1}{2}$
Old cheese, large	0 18	0 18 $\frac{1}{2}$

POULTRY.—Although stocks are much smaller than they were this time last year, sales are much heavier. Calls from the West are soon to be expected, but any heavy demand cannot be supplied. Prices have not increased within last week, but an advancement is quite possible.

Fowl	0 13	0 14
Chickens	0 10	0 15
Geese	0 14	0 15
Turkeys	0 21	0 22
Ducks	0 18	0 20

HONEY.—There have been no developments of importance since last week. Demand is steady and can readily be met, without trouble. No indications are evident as to an increase or decrease in price.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08 $\frac{1}{2}$
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—Trade cannot be described as brisk, still being inclined to quietness. "This isn't the time of the

year when we look for briskness in our line," stated one wholesale dealer.

There is really no change in live hogs, but if anything market is a little steadier than week ago. Lard continues to move quite freely. Quotations on provisions show practically no change.

Smoked Meats—		
Light hams, per lb.	0 14 ¹ / ₂	0 15
Medium hams, per lb.	0 14	0 14 ¹ / ₂
Large hams, per lb.	0 13 ¹ / ₂	0 14
Bacon, plain, per lb.	0 17	0 18
Bacon, pea meal	0 18 ¹ / ₂	0 19
Breakfast bacon, per lb.	0 15	0 17
Roll bacon, per lb.	0 10 ³ / ₄	0 11 ¹ / ₂
Shoulders	0 10 ¹ / ₂	0 11
Pickled Meats 1 cent less than smoked.		
Long clear bacon, per lb.	0 11 ¹ / ₂	0 12
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	21 00	22 00
Cooked hams	0 21	0 23
Lard, tierces, per lb.	0 11 ¹ / ₂	0 11 ³ / ₄
Lard, tubs, per lb.	0 11 ³ / ₄	0 12
Lard, pails, per lb.	0 12	0 12 ³ / ₄
Lard, compounds, per lb.	0 09	0 09 ³ / ₄
Live hogs, at country points		6 15
Live hogs, local		6 45
Dressed hogs	9 00	9 25

BUTTER—Strength in butter market mentioned last week has developed into a quotable change, values on most lines being enhanced another cent per pound. This brings fresh creamery prints up to 34 to 36 cents, a high price indeed, but founded on small deliveries and light stocks generally held. It is only natural under high price that some attempt be made by the consumer to economize on this line. This seems to be the case, and total consumption is consequently showing a decrease.

	Per lb.
Fresh creamery print	0 34 0 36
Creamery solids	0 32 0 34
Farmers' separator butter	0 31 0 33
Dairy prints, choice	0 28 0 29
No. 1 tubs or boxes	0 25 0 27
No. 2 tubs or boxes	0 22 0 24

EGGS—Unusual conditions exist in the market for storage eggs. Prices are higher on this variety than has been known in recent years at least. Quotations rule at 34 to 35 cents per dozen and even at that price wholesale dealers

say they are selling them lower than they can replace them. Another rise of 2 cents per dozen in United States eggs last week makes it impossible to lay ordinary uncandled storage eggs down in Toronto for less than 35¹/₂ cents. Of course, dealers are carrying some supplies secured at lower price but stocks are by no means large.

New laid eggs are stronger also, ruling from 37 to 42 cents. Receipts of this kind are not large, and while they can be expected to increase as the weeks move on, they will be badly needed.

CHEESE—Cheese is high. There is no question about that. Large cheese now quoted around the 16¹/₂ cent mark could be purchased one year ago at 12¹/₂ to 13 cents. Since early June this commodity has kept marching upward without a break or sign of one. Strength is still apparent under extremely small stocks and high prices ruling elsewhere.

Cheese—		
Large	0 16 ¹ / ₂	\$ 16 ¹ / ₂
Twin	0 16 ³ / ₄	0 17
Stiltons	0 18	0 18 ¹ / ₂

POULTRY—Prices are unchanged. The situation is if anything a little easier. Receipts are on good scale while demand is just now rather quiet.

Poultry—alive—		
Fowl	0 10	0 11
Chicken	0 12	0 14
Ducks	0 14	0 15
Geese	0 13	0 15
Turkeys	0 16	0 18
Dressed, 2 cents per lb. more.		

HONEY—There are no special features either to demand or general situation.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 12	
White clover, 10-lb. tins, per lb.	0 12 ³ / ₄	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	
Comb white clover, per doz.	2 25	3 00

when about three-quarters sold, the cut end is placed on the machine, and a new cut commenced. In this way there are no bad pieces, but all is mixed and sold.

Sells 150 Lbs. Weekly.

This store averages 150 pounds of bacon weekly, and I am sure it doesn't lose more than a pound and a half of the lot.

Breakfast bacon, now costing 17c per lb. is sold for 25c a lb., Windsor costing 19c a lb. sells for 27c, an average of 15 per cent. on the investment. This represents a good profit on a quick selling line.

Anticipate Customers' Wants.

There is also another feature of the provision counter I might mention. That is every dealer should study the bacon wants of his customers. For instance, Mrs. Jones wants her bacon shaved and no rind on it. Mrs. Smith wants hers very fat, and very thin and no rind. Mrs. Johnston wants hers very lean, medium cut, etc. Very often these women will deal at certain stores just because they get their bacon cut as they want it without having to repeat their wants every time they come to or phone the store.

The provision counter therefore pays in more ways than one, and it should be diligently and carefully looked after.

ANNUAL STAFF GATHERING.

Toronto, Jan. 31.—The third annual dinner of the traveling and office staffs of T. H. Estabrooks Co., Limited, at McConkey's was, as usual, an enjoyable event. T. H. Estabrooks, the president of the company, was present from St. John, N.B. Following the banquet a number of toasts were proposed and responded to. Among the speakers were T. H. Estabrooks, S. Hustwit, Geo. E. Taylor, N. W. Williams, B. E. Miller, R. W. Vout, A. L. Curry, J. F. Phelan, W. Linder, E. E. Boyd, C. T. Miller, E. McLurg, F. Leech, E. Rolfe, F. Moore, J. H. Boyd, C. Furness, P. Searles and P. R. Smith. The speeches were interspersed with songs, instrumentals, readings and recitations.

CALENDARS FOR 1912.

Libby, McNeill & Libby, Chicago, Ill., have sent out an attractive 1912 calendar. The illustration is that of a pretty little summer girl with rosy cheeks, auburn hair, and tattered straw hat, holding an ox eye daisy in her hand. The background of meadow and stream adds to the attractiveness of the scene. The same firm have also issued a small pansy calendar.

The calendar issued this year by the Alexander Engraving Co. is that of a "miniature artist" beside his easel painting the landscape in the distance. It has been gotten up with a good deal of taste and attractiveness.

More Money From the Provision Counter

What it Means to Eliminate Loss of Ends and How One Dealer Does This—After Starting Slicing Machine on One End the Other Should Also be Cut—Sells 150 Pounds Per Week — Wants of Customers Should be Studied.

By J. Risdon.

Many grocers do not pay the attention to their provision counter that they should. In many instances we see ends of bacon and ham which could have been sold at the same price as the middle if they had been properly cared for.

In every store, it seems to me, there should be one clerk responsible for this department. He should make it his business to see that all ends and pieces are used up, and that no clerk cuts more than he has sold. Bacon and ham which lies long after being cut dries up rapidly and makes it of inferior quality.

No Loss in Bacon Ends.

There is one store I know of where the dealer practically sells no bacon in the piece, and yet he never has any worth

less ends. His system is worth while reviewing.

When a side of bacon is cut on it is not continued to the end. This would produce an end of little use. Instead it is turned around and the other end also cut on, so that the piece not cut by the slicing machine is a cut out of the middle—a very desirable cut for anybody looking for a piece for boiling. If it is not sold the same day it can be sliced the following morning and sold. The dealer in question arranges to have ten to fifteen pounds cut in advance, so that there will be no delay when the rush comes.

When cutting boneless cooked ham it is commenced at the shank end, and

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GUNNS QUALITY

Hams
Breakfast Bacon
Boneless Backs
Kettle Rendered Leaf Lard



Appetizing and Satisfying

STANDARDS OF EXCELLENCE
PRODUCED UNDER OUR OWN
EXCLUSIVE PROCESSES

ALWAYS IN DEMAND WITH HIGH-CLASS TRADE

GUNNS LIMITED

PORK AND BEEF PACKERS, COOKING AND SALAD
OIL MANUFACTURERS
WEST TORONTO

"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure, BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always*.

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

*We'll Help You Further.
Send for Free Set of Showcards.
They are out of the Ordinary
and Convincing.*

BOVRIL, LIMITED, Montreal, Que.

Lucky Pod Dried Peas

For years we have been sole agents for this excellent brand of dried peas. There is no brand on the market equal to them for flavor and quality—and we have tested numerous samples in coming to this conclusion. They afford a very pleasant change in the winter vegetable list, especially when potatoes are scarce and high in price.

Sold in cases of 3 dozen and 6 dozen each.

F. W. FEARMAN CO., Limited
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.
W. H. GILLARD & CO.

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

E. W. GILLETTS CO., LTD.
IMPERIAL BAKING POWDER.

Cases	Sizes	Per doz.
4-dozen.....	10c	0 85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
1½-dozen.....	2½-lb.	10 50
1½-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER.
Ontario and Quebec Prices.

Cases	Sizes	Per doz.
6-dozen.....	5c	0 50
4-dozen.....	4-oz.	0 75
4-dozen.....	6-oz.	1 00
4-dozen.....	8-oz.	1 30
4-dozen.....	12-oz.	1 80
2-dozen.....	12-oz.	1 85
4-dozen.....	16-oz.	2 25
2-dozen.....	16-oz.	2 30
1-dozen.....	2½-lbs.	5 00
1½-dozen.....	5-lb.	9 60
2-dozen.....	6-oz.	Per
1-dozen.....	12-oz.	case
1-dozen.....	16-oz.	\$6.00

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

MAGIC SODA.
Ontario and Quebec Prices.

Case No. 1, 60 1-lb. packages, 1 case \$2.85; 5 cases \$2 75
Case No. 2, 120 ½-lb. packages, 1 case \$2.85; 5 cases \$2 75
Case No. 3, 30 1-lb., 60 ½-lb. packages, 1 case \$2.85; 5 cases 2 75
Case No. 5, 100 10-oz. packages, 1 case \$2.90; 5 cases 2 80

CREAM TARTAR
GILLETTS CREAM TARTAR.
Ontario and Quebec Prices.

Per doz.	
1-lb. paper pkgs., 4 doz. in case ..	\$1 00
1½-lb. paper pkgs., 4 doz. in case ..	2 00
Per case	
4 doz. ¼-lb. paper pkgs.	
2 doz. ½-lb. paper pkgs.	assorted \$8 00

LYE (CONCENTRATED)
GILLETTS PERFUMED LYE.
Ontario and Quebec Prices

Per case	
1 case of 4 dozen	3 50
3 cases of 4 dozen	3 40
5 cases or more	3 35

YEAST.
Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5c packages ..	\$1 15
Gillett Cream Yeast, 2 doz. in box ..	1 15

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, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
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.
Doz.

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-box lots or case ... 0 16
Gillett's Mammoth, ¼-gross box

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 & 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	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies.

Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry and red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Green Gage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk.
5 lbs. 7 lbs.

Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

1½'s and 30's per lb.

Strawberry	0 10½
Black currant	0 10½
Raspberry	0 10½

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.
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 35
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 55
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25

Iceings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, 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

Nonpareil wafers, No. 1, 5-lb. boxes
 0 30 |

Nonpareil 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 |

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

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 |

EPPS'S.
Agents—Willson & Warden, 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

JOHN P. MOTT ¼ CO.'S
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

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

Mott's breakfast cocoa, 10c size, per dozen
 0 90 |

breakfast cocoa, ½'s, 0 38

No. 1 chocolate, ½'s, 0 32

Navy chocolate, ½'s, 0 26

Vanilla sticks, per grs 1 00

Diamond chocolate, ½'s 0 24

Plain choice chocolate liquors
 0 32 |

Sweet chocolate coatings
 0 20 |

WALTER BAKER & CO., LTD.
Premium No. 1 chocolate, ¼ & ½-lb. cakes, 35c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 41c 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, 3 and 6-lb. boxes, 32c lb.; Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins, 44c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 100 bds., tied, 5s, per box, \$3. The above quotations are f.o.b. Montreal.

COCOANUT.
CANADIAN COCOANUT CO..
Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb pkgs, White Moss ...	0 26
½-lb pkgs, White Moss ...	0 27
¼-lb pkgs, White Moss ...	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs, asstd...	0 27½
½-lb. pkgs, asstd., in 5-lb. boxes	0 28

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Grocers: Before placing your order for a line of goods it is well to find out if they are well advertised. An article that is well advertised sells quickly, and the manufacturer that advertises his goods extensively assumes the responsibility for their quality. The manufacturer of private brands can vary the quality to conform to the market prices of the raw materials he uses.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard
of Gillett's Goods

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal

Winnipeg



YOUR AIM SHOULD BE

to have efficient representation to introduce your products in the rapidly growing extensive Western market. The people in this centre of activity are liberal buyers and prompt payers, and our connection with this trade enables the Manufacturer to open up new and larger accounts. Our large Warehouses in the five great distributing centres and our daily calls on all Jobbing Houses in Manitoba, Saskatchewan and Alberta insure you best results.

WILL BE PLEASED TO HANDLE YOUR ACCOUNT.

NICHOLSON & BAIN,

Wholesale Commission Merchants
and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

THE CANADIAN GROCER

1/4-lb. pkgs., astd., in 5-lb. boxes	0 29
1/4-lb. pkgs., astd., 5, 10, 15-lb. cases	0 30
Bulk—	
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	
Pails Tins Bbls.	
White Moss, fine strip	0 12 0 21 0 17
Best shredded	0 18
Special shred	0 17
Ribbon	0 19
Macaroon	0 17
Desiccated	0 16
White Moss in 5 and 10-lb. sq. tins	21c

CONDENSED MILK.

BORDEN'S CONDENSED MILK	
Wm. H. Dunn, Agent, Montreal and Toronto	Cases Doz.
Eagle Brand Condensed Milk	5 75 1 45
Gold Seal Condensed Milk	4 75 1 20
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Milk, 5c size (4 dozen)	2 00 0 50
Peerless Brand Evaporated Milk, family size	3 50 0 90
Peerless Brand Evaporated Milk, pint size, (4 dozen)	4 40 1 10
Peerless Brand Evaporated Milk, hotel size	3 70 1 85

REINDEER LIMITED.

"Jersey" brand evaporated cream, per case (4 doz.)	3 50
"Reindeer" brand, case (4 doz.)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING CO.

Prices—	
St. Charles Milk, family size, per case	3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15

COFFEES.

EBY-BLAIN LIMITED.	
Standard Coffees.	
Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	0 32
Nectar	0 30
Empress	0 28
Duchess	0 27
Ambrosia	0 26
Plantation	0 23
Fancy Bourbon	0 22
Bourbon	0 20
Crushed Java and Mocha	0 18
Crushed Java and Mocha (ground)	0 08 1/2
Package Coffees.	
Gold Medal, 2-lb. tins, whole or ground	0 30
Gold Medal, 1-lb. tins, do	0 31
Gold Medal, 1/2-lb. tins, do	0 32
Anchor Brand, 2-lb. tins, do	0 31
Anchor Brand, 1-lb. tins, do	0 32

German Dandelion, 1-lb tins ground	0 26
German Dandelion, 1/2-lb. tins, ground	0 28
English breakfast, 1-lb tins ground	0 18
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins ground	0 30
Flower Pot, 1-lb. pots, gd.	0 22

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices.	
MacLaren's Imperial—	Per doz.
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

WHITE SWAN SPICES & CEREALS, LTD.

WHITE SWAN BLEND.	
1-lb. decorated tins, lb.	0 32
Mo-Ja, 1/2-lb. tins, lb.	0 30
Mo-Ja, 1-lb. tins, lb.	0 28
Mo-Ja, 2-lb. tins, lb.	0 28
Cafe des Epieures, 1-lb. fancy glass jars, per doz., \$3.00.	
Cafe l'Aromatique, 1-lb. amber glass jars, per doz., \$4.00.	
Presentation (with tumblers) \$3 per doz.	
Ground or bean—	W.S.P. R.P.
1 and 1/2	0 25 0 30
1 and 1/2	0 32 0 40
1 and 1/2	0 37 0 50
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

CHEESE.

MACLAREN'S IMPERIAL	
Ontario Prices	
per doz.	
Individual (each 2 doz.) ..	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each 1/2 doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 30
Large (each 1 doz.)	2 30

CREAM.

FUSSELL & CO., LTD., LONDON, ENG.	
"Golden Butterfly" Brand Cream, 8 doz. 10c size, cases, \$7.00.	
"Golden Butterfly" Brand Cream, 8 doz., 15c size, cases, \$11.50.	
INFANTS' FOOD.	
Robinson's patent barley, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.	

FLAVORING EXTRACTS.

SHIRRIFF'S.	
1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2 1/2 oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	10 00
32 oz. (all flavors) doz.	18 00
Discount on application.	

CRESCENT MFG. CO.	
Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.	
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz. in case	1 00
No. 3, talls, 2 doz. in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, 1/2 doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"	
Per case	
Sur Extra Fins, 1/2 flacons.	
40 bou.	11 00
Sur Extra Fins, tins, 1/2 kilo, 100 tins	15 50
Extra Fins, tins, 1/2 kilo, 100 tins	15 00
Tres Fins, 1/2 kilo, 100 tins	14 00
Fins, tins, 1/2 kilo, 100 tins	12 50
4i-Fins, tins, 1/2 kilo, 100 tins	11 00
Moyens No. 1, tins, 1/2 kilo, 100 tins	10 00
Moyens No. 2, tins, 1/2 kilo, 100 tins	9 50
Moyens No. 3	8 75
Asparagus, Haricots, etc.	
MINERVA PURE OLIVE OIL.	
Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 1/2-pints	4 25
Tins—	
5 gals, 2s	23 00
2 gals, 6s	29 00
1 gal., 10s	25 00
1/2-gal., 20s	26 00
1/4-gal., 20s	13 50
1/4-gal., 48s sq.	17 00
1/4-gal., 48s rd.	15 50

BASSIN DE VICHY WATERS.	
La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb	0 07 1/2
Case, 12 lbs., 3 1/2-lb. bars, lb.	0 08 1/2
Case 50 lbs., 3 1/2-lb bars case	3 50
Case 200 lbs., 3 1/2-oz., case	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs., 11-lb bars, lb.	0 07
Case 12 lbs., 2 1/2 lb. bars, lb.	0 08
Case 50 lbs., 3 1/2-lb. bars, case	3 25
Case 100 lbs., 3 1/2-oz. bars, case	1 80
Case 200 lbs., 3 1/2-oz. bars, case	3 40
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07 1/2
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.	
Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q.	5 00
Champagne de Pomme, 24 p.	5 50
Matts Golden Russet—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

PASTES.

THE C. H. CATELLI CO., LTD. MONTREAL, CANADA.

Alimentary Pastes.	
"Swallow Brand" (Hirondelle) Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.	
Cases of 25 pkgs, 1 lb.	0 06
Cases of 25 lbs. loose	0 05 1/2
Egg noodles, cases, 50 pkgs., 1/2-lb.	0 06 1/2
Egg noodles, cases, 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs. loose	0 06
Marguerite, all var., pkgs. only	0 05

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.	
Post Toasties—No. T3, \$2.85.	
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.	
Force, 36's	4 50
Gusto, 36's	2 85

MUSTARD.

COLMAN'S OR KEEN'S	
Per doz. tins	
D. S. F., 1/4-lb	1 40
D. S. F., 1/2-lb	2 50
D. S. F., 1-lb	5 00
F. D., 1/4-lb	0 85
F. D., 1/2-lb.	1 45
Per jar	
Durham, 4-lb jar	0 75
Durham, 1-lb jar	0 25

IMPERIAL PREPARED MUSTARD.

Ontario Prices.	
Small, case 4 doz., per doz.	0 45
Medium, cases 2 doz. doz.	0 90
Large, cases 1 doz., doz.	1 35
CANNED HADDIES "THIS-TLE" BRAND.	
A. P. TIPPET & CO., Agents.	
Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40
100 boxes	44 00
24 No. 3 jars	33 60
12 No. 5 jars	27 60

LARD.

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal.	
Tierces, lb.	0 10
20-lb. pails	2 10
20-lb. tins	2 00
60-lb tubs, per lb.	0 10 1/4
3-lb. tins, 20 to case, lb.	0 11
5-lb. tins, 12 to case, lb.	0 10 1/4
10-lb. tins, 6 to case, lb.	0 10 1/4
GUNN'S "EASIFIRST" SHORT-ENING.	
Tierces	0 09 1/2
Tubs	0 09 1/4
20-lb. pails	0 10
20-lb. tins	0 09 1/2
10-lb. tins	0 10 1/4
5-lb. tins	0 10 1/2
3-lb. tins	0 10 1/2
1-lb. cartons	0 10 1/4

MARMALADE.

SHIRRIFF BRAND.	
"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

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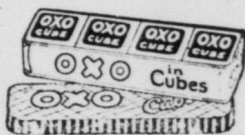
OXO CUBES HAVE MADE GOOD They Have Hosts of Friends

Hardly a pantry but has a place on its shelves for the neat little tins of the carefully packed **OXO Cubes**—the concentrated goodness of prime beef.

By many, **OXO Cubes** are used to make a "Beef Drink," and they do make the most health-giving, nourishing drink in the world, but with many of our friends **OXO Cubes** earn their pantry reputation in numerous other ways.

The good housewife has learned that **OXO Cubes** give taste to the hash—strength to the gravy—flavor to the stew—and extra goodness to almost every meat dish.

The **OXO** trade is here to stay—and to grow bigger every week. Are you going after your share of it?



CORNEILLE DAVID & COMPANY

TORONTO
OTTAWA

MONTREAL
LONDON, ONT.

WINNIPEG
ST. JOHN, N.B.



Protect Your Customers



The housewife cannot do good baking with poor baking powder. The absolute purity and reliability of **SHIELD BAKING POWDER** give it first place in the baking cabinet of your women customers.

SHIELD is a quick seller, sells with least effort and profits best. It's pleasure to sell an article that you know will please.

The "safe and sure" method of selling saves time, expense and avoids dissatisfaction. The "uncertain" products bring doubt as to the reliability of the dealer and eventually the loss of the custom.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

THE CANADIAN GROCER

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

4-lb. box "Special" per box 0 22
 8-lb. box "Special," box 0 44
 5-lb. box "Standard" box 0 27½
 10-lb. box "Standard," box 0 55
 60-lb. cases or 75-lb bbls.
 per lb. 0 05
 25-lb. cases, 1-lb. pkgs.
 Vermicelli per lb. 0 06
 Globe Brand.

5-lb. box "Standard," box 0 30
 10-lb. box "Standard," box 0 60
 25-lb. cases (loose) per lb. 0 06
 25-lb. cases, 1-lb pkgs., lb. 0 06½

JELLY POWDERS.

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

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

IMPERIAL DESSERT JELLY.
 Ontario Prices.

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

Cartons, 1 doz., 90c per dozen.

**SOAP AND WASHING POW-
 DERS.**

For sale by all grocers.

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

SNAP.

3 dozen to box \$3 60
 6 dozen to box 7 20
 30 days.

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

GENUINE. Packed 100 bars to
 case.

Prices—Ontario and Quebec:
 Less than 5 cases \$5 00
 Five cases or more 4 95

**SAPHO MFG. CO., LTD., MONT-
 REAL "SAPHO" INSECTICIDE.**
 1-16 gall. doz. \$ 2 00
 ¼ gall. doz. 6 00
 ½ gall. doz. 10 80
 1 gall. doz. 19 20
 1-16 gall. gross lot 20 00

**"ANTI-RUST" SWEEPING
 POWDER.**

Size No. 1, 3 doz. crates, per
 doz. \$1 50
 No. 2, 1 and 2 doz. crates, per
 doz. \$3 60

Liquid Bluing, 90c per doz.
 Liquid Ammonia, 90c per doz.
 Both put up in corrugated paper
 shipping boxes.

STARCH.

EDWARDSBURG STARCH CO.,
 Boxes Cents

Contain Laundry Starches per lb.

40, Canada Laundry05½
 40, Canada white gloss,
 1-lb packages06
 48, No. 1 white or blue,
 4-lb. cart's.06¾
 48, No. 1 white or blue,
 3-lb. cart's.06¾
 100 lbs., kegs, No. 1 white06¾
 200 lbs. bbls., No. 1 white06¾
 30 lbs. Edwardsburg silver
 gloss, 1 lb. chromo pack-
 ages \$0 07¼
 48 lbs. silver gloss, in 6-lb
 canisters 0 07½
 36 lbs. silver gloss, 6-lb.
 draw lid boxes 0 07½
 100 lbs. kegs, silver gloss,
 large crystals 0 06¾
 28 lbs. Benson's satin, 1-lb.
 cartons, chromo label .. 0 07¼
 40 lbs. Benson's enamel
 (cold water) per case. 3 00
 20 lbs. Benson's enamel
 (cold water) per case .. 1 50
 Celluloid—boxes containing
 45 cartons, per case ... 3 60
 Culinary Starch

40 lbs. W. T. Benson &
 Co.'s celebrated prepared
 corn 0 07¼
 40 lbs. Canada pure corn
 starch 0 05
 (20-lb. boxes ¼c higher.)

BRANTFORD STARCH WORKS,
 Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes
 of 40 lb. 0 05
 Acme Gloss Starch—

1-lb. cartons, boxes of
 40 lb. 0 05
 Finest Quality White Laundry-

3-lb. canisters, cases of
 48 lbs. 0 06¼
 Barrels, 200 lbs. 0 05¾
 Kegs, 100 lb. 0 05¾

Lily White Gloss—

1-lb. fancy cartons, cases
 30 lb. 0 07
 6-lb. toy trunks 8 in
 case 0 08
 6-lb. toy drums, with
 drumsticks, 8 in case 0 07½
 Kegs, ex crystals, 100 lb 0 06¼

Brantford Gloss—

1-lb. fancy boxes, cases
 36 lb. 0 07
 Canadian Electric Starch—

Boxes of 40 fancy pkgs.
 per case 3 00

OCEAN MILLS, MONTREAL.
 Chinese starch, 48 1-lb., per
 case \$4; Ocean Baking Powder,
 3-oz. tins, 4 doz. per case, \$1.60;
 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., \$1; Ocean borax, 48 8-
 oz., \$1.60; Ocean cough syrup,
 36 6-oz., \$6.00; 36 8-oz., \$7.20;
 Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable, Mutton Broth, Mulli-
 gatawny, Chicken, Ox Tail, Pea,
 Scotch Broth, Julienne, Mock
 Turtle, Vermicelli Tomato, Con-

somme, Tomato.
 No. 1's, 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.

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

SODA—COW BRAND
 Case of 1-lb., containing 60 pack-
 ages, per box, \$3.00.
 Case of ½-lb., containing 120
 packages, per box, \$3.00.
 Case of 1-lb. and ½-lb., contain-
 ing 30 1-lb. and 60 ½-lb. pack-
 ages, per box, \$3. Case of 5c
 packages, containing 96 pack-
 ages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.,
 Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case,
 per case \$2 40
 5-lb. tins, 1 doz. in case,
 per case 2 75
 10-lb. tins, ½ doz. in case,
 per case 2 65
 20-lb. tins, ¼ doz. in case,
 per case 2 60
 Barrels, 700 lbs. \$0 03¾
 Half barrels, 350 lbs. 0 03½
 Quarter barrels, 175 lbs. ... 0 03¾
 Pails, 38½ 1 75
 Pails, 25 lbs., each 1 25
 Lily White Corn Syrup.

Plain tins, with label—

Per Case.

2-lb. tins, 2 doz. in case \$2 65
 5-lb. tins, 1 doz. in case 3 00
 10-lb. tins, ½ doz. in case 2 90
 20-lb. tins, ¼ doz. in case 2 85
 5, 10 and 20-lb. tins have wire
 handles.

Beaver Brand Maple Syrup—

Case

2-lb. tins, 2 doz. in case \$3 50
 5-lb. tins, 1 doz. in case 4 00
 10-lb. tins, ½ doz. in case 3 95
 20-lb. tins, ¼ doz. in case 3 90
 5, 10 and 20-lb. tins have wire
 handles.

OXO CUBES:

Minimum
 Enamelled Price per reselling
 tins of dozen tins prices
 4 cubes \$ 0 95 \$0 10
 10 cubes 2 40 0 25
 50 cubes 11 00 1 15
 100 cubes 21 50 2 25

Oxo Minimum
 (Liquid) reselling
 Bottles prices. prices.

1 doz. 1-oz. \$ 2 00 \$0 20
 1 doz. 2-oz. 3 50 0 35
 1 doz. 4-oz. 6 50 0 65
 1 doz. 8-oz. 11 25 1 10
 1 doz. 16-oz. 18 50 1 75

MILK.

CANADA FIRST BRAND.
 The Aylmer Condensed Milk Co.,
 Per case.

Canada First Evap. Cream,
 Family size \$3 50
 Canada First Evap. Cream,
 medium size 4 80
 Canada First Evaporated
 Cream, hotel size 3 70
 Canada First Evaporated
 Cream, baby size 2 00
 Canada First Condensed
 Milk 4 55
 Beaver Condensed Milk ... 4 00
 Rosebud Condensed Milk . 4 25

MOLASSES.

DOMINION MOLASSES CO.
 Gingerbread Brand (Toronto)
 2's—3 doz. to case 2 85

3's—2 doz. to case 2 85
 Winnipeg.

No. 2—Tins, 2 doz. cases,
 per doz. \$1 08
 No. 3—Tins, 2 doz. cases,
 per doz. 1 67
 No. 5—Tins, 1 doz. cases,
 per doz. 2 98
 No. 10, tins, ½ doz. cases,
 per doz. 4 83
 No. 20—Tins, ¼ doz. cases,
 per doz. 10 90
 Pails—1's each 0 62
 Pails—2's, each 0 96
 Pails—5's, each 2 10

DOMOLCO BRAND
 Maritime Provinces and Ontario:

2's 2 doz. case, per doz. ... \$1 25
 3's 2 doz. case, per doz. ... 1 95
 5's 1 doz. case, per doz. ... 3 75
 10's ½ doz. case, per case ... 3 40
 20's ¼ doz. case, per case ... 3 05
 Western Prices—Sudbury to
 Victoria.

2's, 2 doz. case, per doz. ... 1 60
 3's, 2 doz. case, per doz. ... 2 35
 5's, 1 doz. case, per doz. ... 4 00
 10's ½ doz. case, per case 4 15
 20's ¼ doz. case, per case 3 80

SAUCES.

PATERSON'S WORCESTER
SAUCE.

½-pint bottles, 3 and 6 doz.
 cases, doz \$0 90
 Pint bottles, 3 doz. cases,
 doz. 1 75
 H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints ... \$3 35
 Cases of 3 doz. ½-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. ½ pints, packed in 6-
 doz. case \$2 25
 Imp. ½ 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

NUCKET POLISHES.

Dozen.

Polish, Black and Tan ... 0 85
 Metal Outfits, Black and
 Tan 3 65
 Card Outfits, Black and
 Tan 3 25
 Creams and White Cleaner 1 10

TOBACCO.

**IMPERIAL TOBACCO COM-
 PANY OF CANADA.**

Chewing—Black Watch, 6s .. 44
 Black Watch, 12s 45
 Bobs, 6s and 12s 46
 Bully, 6s 44
 Currency, 6½s and 12s ... 46
 Stag, 5-1-3 to lb. 38
 Old Fox, 12s 41
 Pay Roll Bars, 7½s 56
 Pay Roll, 7s 56
 War Horse, 6s 42
 Plug Smoking—Shamrock, 6s,
 plug or bar 54
 Rosebud Bars, 6s 54
 Empire, 6s and 12s 44
 Ivy, 7s 50

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When
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What's the Matter

with your sales of Macaroni?
Are they low? If so, we can
put them up. You cannot be
stocking goods which give
complete satisfaction.

"Swallow Brand" (Hirondelle)

is just what you want, and
the price is right. Gives you
a good profit and does not
weigh heavily on the house-
wife's purse.

"SWALLOW BRAND" SELLS

Get it and you'll see why.

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR MORE THAN 25 YEARS THE
STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS.

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited
113 Jarvis Street
TORONTO

When writing to advertis-
ers, kindly mention this paper.



Stuhr's DELICACIES.

**Genuine Caviare.
Anchovies in Brine.
Shrimp Extract.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

FREQUENCY OF SAILINGS

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

For further particulars
apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.

SALESMEN WANTED

Trained Salesmen earn from \$1,200 to \$5,000 a year
and expenses. There are hundreds of such positions
now open. No former experience needed to get one
of them. We will teach you to be a Salesman in
eight weeks by mail and assist you to secure a
position where you can earn good wages while you
are learning Practical Salesmanship. Write today
for full particulars, list of good openings, and testi-
monials from over a thousand men we have recently
placed in good positions. Address Nearest Office Dept. 243

National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans Toronto

Sales Manager or Salesman

Experienced and successful salesman,
speaking French and English, resident of
Montreal, with thorough knowledge of
Grocers' and Confectioners' specialties
and having good connection in principal
cities throughout Canada, desires posi-
tion as sales manager or Montreal repre-
sentative. Best of references. Apply
Box 411, Canadian Grocer, Toronto.

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



Your Displays

Remind the buyer, offer
suggestions and induce
sales. They reflect the
spirit of the store's
determination to give its
patrons the best procur-
able.

Mooney's Perfection Cream Sodas

make excellent selling
displays and inevitably
create a steady, continu-
ous demand due to the
high quality and rich
flaky crispness, so
distinct in this brand.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM CALGARY
VANCOUVER, B.C. ST. JOHN'S, NFLD.



OAKEY'S

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

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

THE CANADIAN GROCER

Starlight, 7s 50
 Cut Smoking—Great West
 Pouches, 8s 59
 Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.
 East of Winnipeg.
 Wholesale Retail
 Brown Label, 1-lb. and 1/2-lb. .25 .30
 Green Label, 1-lb. and 1/2-lb. .27 .35
 Blue Label, 1-lb., 1/2-lb., 1/4-lb.
 and 1/8-lb. 30 .40
 Red Label, 1-lb. and 1/2-lb. .36 .50
 Gold Label, 1/2-lb. 44 .60
 Red-Gold Label, 1/2-lb. 55 .80
LUDELLA CEYLON TEA.
 Blue Label, 1/2-lb. 21 .26
 Blue Label, 1-lb. 20 .25
 Orange Label, 1-lb. and 1/2-lb. .23 .30
 Brown Label, 1-lb. and 1/2-lb. .28 .40
 Brown Label, 1/4-lb. 30 .40
 Green Label, 1-lb. and 1/2-lb. .35 .50
 Red Label, 1/2-lb. 40 .60

MELAGAMA TEA.
MINTO BROS.
 45 Front St. East.

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

Wholesale Retail
 Brown Label, 1-lb. or 1/2-lb. .25 .30
 Red Label, 1-lb. or 1/2-lb. .27 .35
 Green Label, 1-lb., 1/2-lb. or 1/4-lb. .30 .40
 Blue Label, 1-lb., 1/2-lb. or 1/4-lb. .35 .50
 Yellow Label, 1-lb., 1/2-lb. or 1/4-lb. .40 .60
 Purple Label, 1/4 only 55 .80
 Gold Label, 1/4 only 70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead
 packages—black or mixed.
 Black Label, 1-lb., retail at
 25c 20
 Black Label, 1/2-lb., retail at
 25c 21
 Blue Label, retail at 30c 24
 Green Label, retail at 40c 30
 Red Label, retail at 50c 35
 Brown Label, retail at 60c 42
 Gold Label, retail at 80c 55

JAMS AND JELLIES.

T. UPTON & Co.
 Compound Jams — Red Rasp-

berry, strawberry, peach, plum,
 red currant, black currant,
 cherry, gooseberry, blueberry,
 apricot, huckleberry, 12-oz. glass
 jars, 2 doz. in case, \$1 per doz.;
 No. 2 tin, 2 doz. in case, \$1.90 per
 doz.; No. 5 tin pails, 9 pails in
 crate, 37 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, 12-oz glass
 jars, 2 doz. in case, \$1.00 per
 doz.; No. 2 tin, 2 doz. in case,
 \$1.90 per doz.; No. 5 tin pails,
 9 pails in centre, 37 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 Guar-

anteed finest quality. 12-oz.
 glass jars, 2 doz. in case, \$1.10
 per doz.; 16-oz. glass jars, 2 doz.
 in case, \$1.50 per doz.; pint seal-
 ers, 1 doz. in case, \$2.25 per doz.;
 No. 2 tins, 2 doz. in case, \$2 per
 doz.; No. 4 tins, 2 doz. in case,
 32c per tin; No. 5 tins, 9 in case,
 40c per tin; No. 7 tins, 12 in
 crate, 56c per tin; No. 7 wood
 pails, 6 in crate, 56c per pail;
 30-lb. wood pails, 7 1/2c per lb.

JELLY POWDERS.

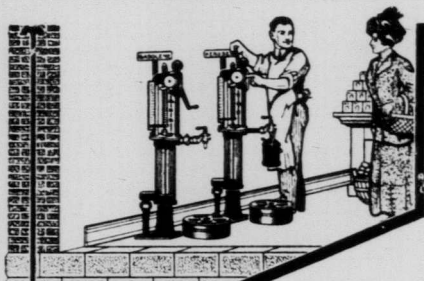
**WHITE SWAN SPICED AND
 CEREALS, LTD.**

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 pack-
 ages 1 15



Larger Profit---A Cleaner Store

Every merchant loses part of his profit if he sells kerosene and gasoline by the faucet tank and tin measure method. No matter how careful you are, some oil will be spilled. That's loss. The floor becomes saturated and invites fire. The foul odors arising from this condition fill the store and contaminate foodstuffs, resulting in wasted goods and dissatisfied customers.

BOWSER

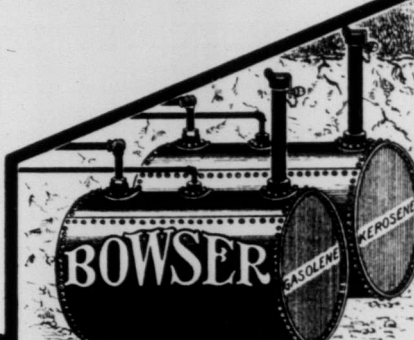
SELF-MEASURING SYSTEMS

remove these objections. The heavy steel tank is evaporation and leak-proof. The self-measuring pump discharges any amount into the customer's can, counts the gallons and computes the charge. The salesman don't touch it and the measurement is guaranteed.

Ask for free book No. 5 illustrating the complete line. It will bring increased profits. Get in line for more money. We'll help you.

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

If you have an old Bowser, and want a new one, write for our Liberal Exchange Offer.



Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Mar Or

First arrival
 and high color
CALIFORNIA
 arriving in bet
VOLUNTE
 are reasonable
CRANBERI
 extra fancy.
GRAPE I
 Jamaica.

Sweet Pota
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25-27 CHURC
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J. J.

TORONTO,

Marmalade Oranges

First arrivals are fine, fully matured and high color.

CALIFORNIA NAVELS are now arriving in better shape.

VOLUNTEER BRAND LEMONS are reasonable.

CRANBERRIES—Late Howes are extra fancy.

GRAPE FRUIT—Florida and Jamaica.

Sweet Potatoes, Fresh Tomatoes, California Cauliflower, Head Lettuce, Endine Hot House Grapes.

McWILLIAM

Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

Buy St. Nicholas

The Lemon you can sell to a profit, and have satisfied customers.

J. J. McCABE

AGENT

TORONTO, : : ONT.

California Cauliflower

The first carload ever imported into
TORONTO will be here Monday.

A Fine Vegetable at a Moderate Price

Just the thing now that local vegetables are done. Packed in ponies and standard crates.

Ponies, \$2.00; Standards, \$3.50 per crate.

WHITE & COMPANY, LIMITED

Fancy Fruits and Vegetables
HAMILTON

Fish and Produce
TORONTO

Marmalade Oranges

Fresh shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy.

NOW IS THE TIME

Grape Fruit Lemons Bananas
Smoked Fish and Oysters

Hothouse Greens fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor. A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist
86-88 Fulton St., - New York

FRESH TOMATOES

OUTDOOR GROWN

Now Arriving in Splendid Condition
PACKED IN FLORIDA STYLE

6 Baskets to Crate

Under the "CROWN BRAND" every Tomato IS CAREFULLY EXAMINED AND ALL GREEN OR POOR TOMATOES ARE REMOVED.

Good Shapes Good Color Clean and Firm

Every Crate Guaranteed

We can quote for Weekly Deliveries. If you try a sample crate we guarantee you will want more.

WEST INDIES FRUIT CO.

30 William Street, Montreal

If Mince Meat ever sold at any time
then it should now.

Pies made from

Wethey's Mince Meat

are particularly appetizing—the Mince
Meat has just that happy blend that
makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6 $\frac{3}{4}$ c. per lb.

WRITE US

J. H. WETHEY, Ltd., St. Catharines

"THE MINCE MEAT PEOPLE"



**ANCHOR
BRAND FLOUR**

"The Flour" that meets every
expectation of the housewife.

Manfd. by
LEITCH BROTHERS FLOUR MILLS
Oak Lake, Man. 15




Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada.

FOR SALE EVERYWHERE

THERE IS A DEMAND
FOR

MAPLEINE

(The Flavor de Luxe)

Housewives need it, and
must have it.

ARE YOU MEETING
THIS DEMAND?

Order from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WASH.



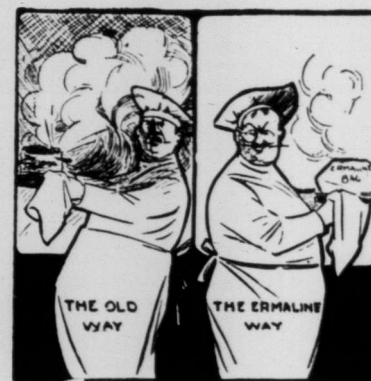
58

Don't Say

NO

when your wholesaler asks you
to put in a stock of paper cook-
ing bags; in fact, don't wait to
be asked, but drop him
a card and have him show you
samples. Cooking the Ermaline
way makes former troubles
pleasures, and big gas bills
trifles.

LOOK!



Doesn't it stand to sense that
there must be something to it?
Even the proverbially cranky
chef begins to wear a smile
when he has a chance to use
the

Ermaline Bag

Let us have your wholesaler's
name and we will send you a
sample set through him.

Edward Lloyd Co.,

LIMITED

MONTREAL

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Sugar, F

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Lemons ar
Brand you
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another.

W. B. S

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

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

QUALITY EXTRA FANCY QUALITY

"Buster Brown"

Lemons are the best ever. To secure this Brand you only need to mention it in your order to the wholesaler. Every box sells another.

W. B. STRINGER,

FLORIDA
CITRUS EXCHANGE

Oranges with this mark are full of juice, sweet, sound, in fact everything that makes it the only and finest **eating** orange to-day. Ask for Florida Oranges.

TORONTO

Sales Agent

MAPLE

Small Standard Maple Leaf Brand price delivered east of Soo, are:—

	To case	Mixture	Pure
Quart bottles.....	12	\$2.40	\$3.40
Pint tins.....	24	2.60	3.90
Quarter gallon.....	24	4.70	7.20
Half gal.on.....	12	4.70	6.35
1 gallon.....	6	4.60	6.55
2 2/3 gallon.....	Imp. 2	4.10	6.45

"HABITANT" Brand

High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered:—

Pints.....	\$2.20	1 Gallons.....	\$4.40
Quarts.....	4.40	1 Gallons.....	4.20
2-2/3 Gallons, Imperial, 2 in case.....	3.89		

We do not sell to Peddlers, Convents, Factories or Departmental Stores, but to Jobbers only from stocks carried at Montreal or Brokers: MacLaren Imperial Cheese Co., Ltd., Toronto; Nicholson & Co., Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Broker Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N. Y.

CANADIAN MAPLE EXCHANGE LIMITED

MONTREAL

RETAIL GROCERS:—

There are trade marks whose worth runs into millions, as they become valuable, for the reasons that fire cannot blot them out and they live successfully through long years of cheap imitations and mushroom competition. The quality of the goods they cover is maintained and value given. From the morass of maple syrup brands that have so deluged the market recently, resulting in a decreased consumption of the product, the MAPLE LEAF BRAND now stands out as the one standard for quality and value the world over. For instance, in February of 1911, Small's Standard Mixture dropped from \$4.70 to \$4.50; but now brings \$4.70, and with reason. Dealers can, without mistake, fight shy of goods offered to the trade at less than jobbers paid, and give a wide berth to brands that were selling last year with low sugar for \$4.85, but are now pushed on to the market at \$4.50 per case for quarts. Something is wrong. That's all.



MR. SMALL speaks briefly on the Maple Syrup situation. Having been a close student of the business for the past 32 years, his remarks, particularly at this juncture, may be appreciated.

FOR—

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

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

When writing advertisers kindly mention this paper.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE
& **COCOA**



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Do You Sell on Credit?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Manufactured by

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH
AND
PROCTOR

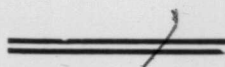
SOLE PACKERS

Halifax, - N.S.

A Toronto Grocer said to One of Our Travellers

"That Ad. of yours in the last 'Grocer' (January 19th), was the best I ever read. It was so practical and sensible. I am going to try the plan and I am sure I can sell a lot of 40c. Tea where I have been selling cheaper tea in the past."

In case some merchants did not see this Ad. we thought they might like to have their attention called to it and have the opportunity of reading it, so it is here reproduced.



The Way to More Profit on TEA

THE easiest possible way for you to make more profit out of your tea business this year than you did last, is for you to ask your customers to try a package of 40c. Red Rose Tea. We think we can guarantee that at least two out of three of those who try it will order again. They will order it because they will like it better than cheaper teas and because if they use it carefully they will find it will spend farther. They will find it really worth the small difference in price.

If you will use a package first and convince yourself that what we state is a fact you will succeed better with your customers. Worth a good deal to be able to say—"I know it is worth the difference in price because I have tried it."

ISN'T IT WORTH DOING ?

T. H. Estabrooks Co., Limited
7 Front Street East, TORONTO

CANADA: No better Country

MOTT'S: No better Chocolate

MOTT'S DIAMOND CHOCOLATE

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

M^cVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell McVITIE & PRICE'S Biscuits you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St. VANCOUVER

Money In Other People's Coughs

A suggestion, when you hear a cough, that

MATHIEU'S SYRUP

OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

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

Where fever accompanies a cold,

Mathieu's Nervine Powders the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Cie., Montreal, Que.
Foley Bros. & Larson, Winnipeg, Man.



QUAKER BRAND

Baking Powder

Contains

No Alum

If you want an absolutely pure, genuine, and "result getting" Baking Powder, then it's

QUAKER BRAND

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

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Don't Raise a Holler

if you find that your fish supplies are short at a time when you have a steady demand. Just anticipate your wants, Mr. Grocer, and let us keep your stocks in first-class shape. You want to have a supply at all times, more especially as the rush season is pretty close. Haven't you room for some



SALT HERRING?

They are easy to handle and are highly profitable. Display them either inside, or out and you'll find that your customers will be pleased to note their addition.

OCEAN BRAND

The Leader

**HADDIES
KIPPERS
BLOATERS**

OCEAN BRAND

Quality

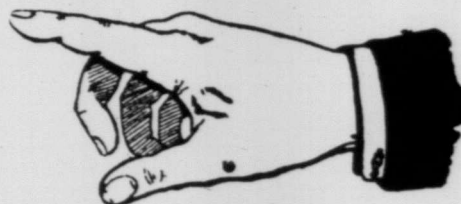
WHAT ABOUT BOUTILIER'S FILLETS? HOW MANY MORE?

The Halifax Cold Storage Co., Limited

47 William St.

Selling Branch

MONTREAL



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, 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.

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



REINDEER BRAND MILK

is the very nearest thing to Mother's Milk, so, of course, it is the best milk for babies. Compared with ordinary milk it corresponds very closely to Mother's Milk in butter fat and other solids, especially in the form in which the fat occurs. Easy to digest, yet most nourishing. Free from all germs.

Your customers will get REINDEER MILK elsewhere if you cannot supply it. Keep REINDEER BRAND in sight. It's the standard for quality everywhere.

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

IS SHE A CUSTOMER OF YOURS ?

No. 3



Mrs. Kant-afford-it—"No I can't afford beef at that price—send me instead two packets of SYMINGTON'S SOUP."

Mr. Businessgetter—"Thank you, madam—they'll never miss meat when SYMINGTON'S SOUPS are served—they are so very nutritious and appetizing and they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK F. ROBSON & CO., 25 Front St. E., Toronto.



Does Its Work With Ease!

Every wife and every husband have at sometime or other use for a hand cleaner. We place in your hands an article of merit in

TIGER HAND CLEANER

Tiger is made by a practical chemist with long experience—the result is a hand cleaner that will remove any and all stains with the same ease that you would wash with a toilet soap.

Be prepared to meet the daily demand by ordering to-day. It is good profit.

The Tiger Mfg. Co., Walkerville, Ont.

OLD CHUM

Everybody Smokes "OLD CHUM"
Because Everybody Likes "OLD CHUM"

"OLD CHUM" leads them all in popularity.
Every Shop in Canada carrying Tobacco has
"OLD CHUM."

It is the big seller of the
trade—the smoking tobacco
that makes money for dealers.

Have you plenty in stock?

IMPERIAL TOBACCO CO. OF CANADA
Limited
MONTREAL, - CANADA



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Are You A Salesman ?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

The Rock City Tobacco Co.

Quebec Winnipeg

BANNER ^{GOLD BLAST} LANTERN



Notice to Dealers

Every purchaser of a
Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon
found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT

BRANCHES: MONTREAL AND WINNIPEG

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

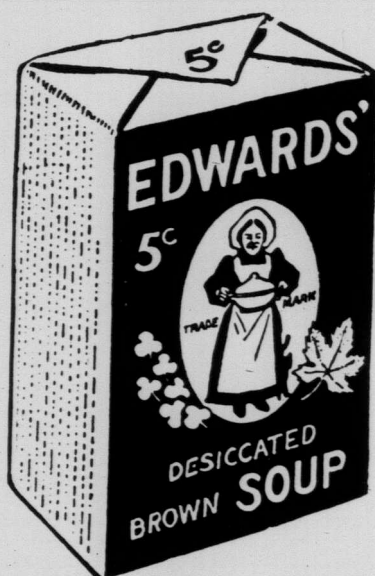
Hamilton,

Ont.

Campbell's SOUPS

**Change
in
Price**

Owing to the very short crop of tomatoes and the consequent high cost of same, we have been compelled to advance the price on Tomato Soup 5c per dozen, effective January 1, 1912. The price remains unchanged on the other 20 kinds and it is not intended that the advance on Tomato Soup shall continue beyond this year's pack unless recurring conditions make same necessary.



EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retail at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisement—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

DISTRIBUTORS

WM. H. DUNN, 396 St. Paul St.,	- - -	Montreal
W. G. PATRICK & CO.,	- - -	Toronto
W. H. ESCOTT & CO.,	- - -	Winnipeg

"GOLDEN RAY" CLEANER

A NEW DISCOVERY

of great value to the housewife. CLEANING is its function. Cleans all kinds of stains from the finest fabrics to carpets, clothes, felt goods, canvas shoes.

AN UNEQUALLED HAND CLEANER

Removes the most ingrained stain, leaving the hands soft and clean.

You Want This Wonderful Cleaner.
Try It Yourself At Our Expense.

- Mail This Coupon -

Send me sample tin of your Cleaner at your expense.

Name.....

Address.....

WAITE & FULLER, 143 McGill St., Montreal

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of **Canada First Evaporated Milk**

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

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ADVERTISING 100% Cheaper

Here is a machine, Mr. Grocer, which will stamp your name and address on every piece of wrapping paper or bag that leaves your store. It needs little or no attention.

Just pull paper off roller in ordinary way,

THE MACHINE WORKS ITSELF

Just the thing for announcing cheap sales, etc.

Price Wonderfully Low

Write

UTILITIES LIMITED
MONTREAL

We have territory for a few more Agents.

Take Note and Profit

We will soon have on hand 500 cases of the famous and popular

Bertolotto and Ercole Tomato Extract

Quality superlative. Price right.

CHEESE

Also coming
100 Boxes Gorgonzola & Parmesan.

OLIVE OIL

How are your supplies? Have you tried the

Bertolli and Inviches Brands?

If not, write immediately
for quotations.

H. E. VIPOND & CO.
MONTREAL

Butter, Eggs

AND

Dried Apples

We invite
enquiry

Prompt attention and first-class
service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

EVERY ONE A GOOD ONE

Increase your business by carrying
and pushing the sale of

Dominion Silent Matches

Every stem made of straight grained
wood. A seller all the time.

THE

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

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



King (Brand) Jam

Big Profits

are sure to come your way if you get in touch with us and decide to stock our high-class jam. We are not afraid to send you along a sample jar and let you compare it with other makes. We know we have the right goods.

King Jam is Quality

We guarantee it. Get it and employ a little selling talk. You will find it a steady seller after first trial.

Prices on Application

Labrecque & Pellerin

111 St. Timothee St., MONTREAL, QUE.

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS CHANCES

GOOD GOING GROCERY BUSINESS; TURN-OVER average \$400 weekly; excellent locality, West Toronto. Apply Box 410, Canadian Grocer, Toronto.

FOR SALE—GOOD GROCERY, MUSKOKA district; stock and fixtures about \$3,000; turn-over \$18,000; safe trade. Box 408 Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chic Co., Limited, London, Canada.

FACTORY FOREMAN WANTED

WANTED—FOR A WESTERN FRUIT CAN- nery, a factory foreman with experience covering mechanical operations, preparation of products, processing, etc. Able to take charge of a running concern. Apply stating age, experience, salary, with references, to C. C. P., care Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—A THOROUGH EXPERIENCED grocery salesman. Must be able to accept position between Feb. 15 and March 1, 1912. Apply, stating experience and salary expected, to The Good Company, Lethbridge, Alta.

SITUATION WANTED

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

STORAGE

STORAGE, VANCOUVER, B.C.—STORAGE of space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET- ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

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

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

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

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

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

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

725,000 MERCHANTS USE NATIONAL CASH Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge street, Toronto.

Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—

- The Selling Profession.
- Education and Training.
- Before the Interview.
- Getting Interviews.
- The Approach.
- Selling Talk.
- Answering Objections.
- Selling Tactics.
- Closing Sales.
- Cash with Order.
- Samples.
- Getting the Price.
- Credits and Terms.
- Cancelled Orders.
- Territory.
- Long vs. Short Trips.
- Finding New Customers.
- Salesmen's Relation to House.
- Salesmen and Advertising.
- Expense Accounts.
- Promotions.
- Bribes.
- Conduct Toward Customer.
- Special Tactics.
- Character and Conduct.
- 183 pages, 5¾ x 8¾ inches.

PRICE \$2.00

TECHNICAL BOOKS.

143-149 University Ave.
TORONTO

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Sterling I

COMMERCIAL
STARCH



"Another
Package of

"Chinese Starch"

is the verdict of every customer who has tried a first packet, and the best proof that it is the starch which meets the needs of the most particular buyers. Stock it and build up your starch trade.

AGENTS

Standard Brokerage Co., Vancouver, B.C.; W. H. Escott Co., Winnipeg, Man.; Green & Co., Toronto, Ont.; Norman & McPhee, Hamilton, Ont. The Lawrence Nfld Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, M. quelin; Scott, Hoyd & Co., Port of Spain, Trinidad B.W.I.; Desmarais & Grogore, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

O. Lefebvre, Prop. OCEAN MILLS MONTREAL

**ROYAL SALAD
DRESSING**

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON - GATO MFG. CO.
WINDSOR, - CANADA



MINCEMEAT
FLAVORING EXTRACTS
MARMALADE
JAMS
JELLIES
LIME JUICE
MIXED PICKLES
SAUCES
CATSUP
RELISHES
ETC.

A few of the big long reliable line that should predominate on your early Spring orders.

THE T. A. LYTTLE CO.

Limited

Sterling Road, Toronto



**Three Lines You Should Know
and Introduce to Your
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.35
Princess Condensed Milk, 4 doz. in case, \$3.90
Banner Condensed Milk, 4 doz. in case, - \$4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.



High Grade Biscuits

These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handle these splendid lines.

ABBOTT, GRANT & CO.

LIMITED

BROCKVILLE ONTARIO

WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

Pre-Inventory Sale

Opportunity's Last Knock

Last week we placed before your notice a long list of goods amounting to 100,000 dollars in value. While we were quite sanguine that they would receive ready attention from dealers at points near and far, yet we never expected that such a hole would be made in the stock in such a short time. There are about 50% of the under-mentioned lines still to be sold at remarkably LOW FIGURES, and as orders will be filled in rotation as received you had better let us hear from you right away.

ALL UNIVERSALLY IN DEMAND

- 2,500 cases RED, PINK and WHITE Salmon.
- 1,200 " SARDINES—Golden Rule, Queen Alexandra, Light House, White Bear, Victoria, Le Pilote.
- 1,500 cases CALIFORNIA PRUNES and OREGON PRUNES (25 lbs.)
- 800 cases IMPORTED MACARONI and VERMICELLI, Blanc et Fils, Valence sur Rhone, France.

PRICES LOW QUALITY HIGH

Don't waste any time, but let us know how much we can send you. There is only one time in the year that you are able to get goods of such a high standard at such prices. You know what "Extra Profit" means.

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568 ST. PAUL STREET, MONTREAL

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American Comp. Co.
Ayrmer Condensed

Baker, Walter, & Co.
Balfour-Smye & Co.
Benedict, F. L.
Bickle, J. W., & Co.
Borden Condensed
Borwick Baking Po.
Bovril, Ltd.
Bowser, S. F.
Bran & Co.
Brown Mfg. Co.

Campbell Bros. & V.
Campbell Co., Jos.
Canada Br. Kerage
Canada Maple Exch.
Canadian Oboonut
Canadian Produce
Canadian Salt Co.
Cattell, C. H.
Chaput, Fils & Co.
Che Francaise de P.
Clark, W.
Clawson & Co.
Clements Co., Ltd.
Coles Mfg. Co.
Commons Bros.
Cowan Co.
Crescent Mfg. Co.

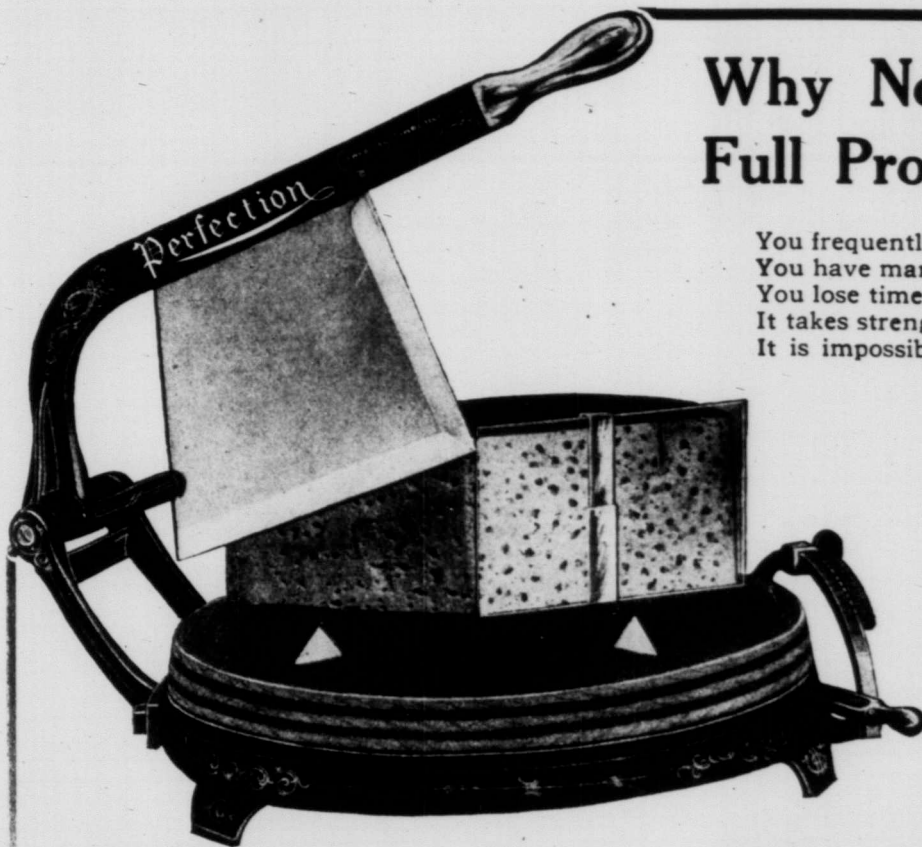
Dalley, F. F. Co.
Distributors, Ltd.
Dominion Cannery
Dominion Coconut
Dominion Match Co.
Downey, W. P.

Eby-Blain, Limited
Eckardt, H. P.
Edwardburg Sabori
Eweez, W. H. Co.
Estabrooks, T. H.
Eureka Refrigerator
Ewing & Sons, S. H.

Fairbank Co., N. K.
Farrow & Co., Jos.

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Over nine hundred thousand housewives now use FIVE ROSES—Because it has the *Selling Ability*. The same difference that exists between a counter attendant and a *good* salesman.

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Twenty-three years ago there were—all told—only 800 barrels of FIVE ROSES flour sold in the world.

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Write our nearest office—perhaps we can come together.

Write NOW.

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Vol. XXVI

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