

CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO, MARCH 10, 1911

No. 10



Robinson's Patent Barley

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

Write for Particulars

MAGOR, SON & CO.,

403 St. Paul
Street,

MONTREAL

Agents for the Dominion of Canada

From Halifax to Vancouver

Grocers, both wholesale and retail, are pushing

“Crown Brand” Corn Syrup

There must be reasons for this special preference. There are reasons—good, strong arguments that must appeal to every grocer—Purity, Quality, Richness, Healthfulness and Profit in selling.

Do these arguments appeal to you?

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

THE CANADIAN GROCER

Fish for Lent

MACONOCHIE'S

- Silvocea Herring, in Tom. Sauce, 1/2 and 1 lb. oval tins
- Silvocea Kippered Herring, 1/2 and 1 lb. oval tins
- Silvocea Fresh Herring, 1 lb. flat round tins
- Silvocea Fresh Herring, 1 lb. tall tins
- Silvocea Fresh Mackerel, 1 lb. flat round tins
- Silvocea Preserved Bloaters, 1 lb. oval tins
- Silvocea Pindon Haddock, 1 lb. oval tins



IF YOU LIKE THE 'FISH'
TRY

Maconochie's Pan Yan Sauce

For Fish, Meats, Game,
Salads, Soups, Etc.

FOR SALE BY ALL FIRST-CLASS JOBBERS

Also Maconochie's Pickles, Peels, Pan Yan Pickles, Jams, Mar-
malade, Worcester Sauce, Bloaters, Paste, Etc.

CANADIAN REPRESENTATIVES

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERY SPECIALTIES

TORONTO AND MONTREAL

If "Time is Money"

Then Why Not Save It?

Lost—one golden moment, on the Road of Endeavor! Lost, because your brain cells worked overtime when you tried to persuade that customer to experiment with those nameless goods you bought, thinking more of the extra profit therein than the dependable quality thereof.

Lost, too, because her time and yours was illy spent. Lost again because of the misplaced confidence that must prevail hereafter 'twixt you and her. "Time is money," gentlemen—why not save it by selling, pushing or recommending only "quality goods"?

Codou's Famous Macaroni

Not within the half-century mark has Macaroni of nameless makers ever been classed the equal of Codou's, and not within the lifetime of that famous producer, P. Codou, did he stop for a moment in his conscientious struggle for perfection in the art.

For delicacy, purity and cleanliness, the "Codou" pastes have acknowledged leadership wherever used.

Thistle Brand Finnan Haddies

Haddies caught, cleaned, cured and packed at the water's edge, under the "Thistle" trade mark, are as true, staunch and loyal to the highest standard of quality as the old Scotch Thistle itself.

Their cleanliness is always proverbial—their flavor is fine—they are genuine Haddies always.

Griffin & Skelley's Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade. The private beds that produce this famous brand are guarded day and night by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents

MONTREAL - TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

| | | |
|--|--|--|
| <p>THE MARSHALL BROKERAGE COMPANY 67 Dundas St., LONDON, ONT. Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.</p> | <p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p> | <p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p> |
| <p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p> | <p>White Beans Can give best quotations.</p> | <p>WE SELL McKay's Bowmanville Celebrated POT AND PEARL BARLEY MARKET ADVANCING. OUR PRICES ARE RIGHT. Lind Brokerage Company 73 Front St. East - - - TORONTO</p> |
| <p>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</p> | <p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p> | <p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE</p> |
| <p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p> | <p>NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p> | <p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p> |
| <p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity. SASKATOON, - - - WESTERN CANADA</p> | <p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p> | <p>WINNIPEG H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p> |
| <p>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</p> | <p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents Established 1885</p> | <p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Merchants, Warehousemen. Track connection with all Railroads.</p> |
| <p>When writing advertisers kindly mention having seen the advertisement in this paper.</p> | <p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29</p> | <p>A. Francois Turcotte COMMISSION MERCHANT Room 16, Morin Block Quebec, - - - Canada One or two more agencies wanted FIRST CLASS CONNECTION</p> |
| | <p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street. Toronto</p> | <p>MOOSE JAW WHITLOCK & MARLATT Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p> |

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There is bound
to be an advance
in the price of

CATSUP CANNED
& BOTTLED

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

Imported Dutch Biscuits

HUDSON CREAM WAFERS
DONSCO ICE WAFERS

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

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



**BAKING
POWDER**

An Absolutely Pure Powder

sold to the consumer at popular
prices and pays you a hand-
some profit.

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

Guaranteed to give perfect satisfaction

It Pays to Push

"Anchor" Brand

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

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.

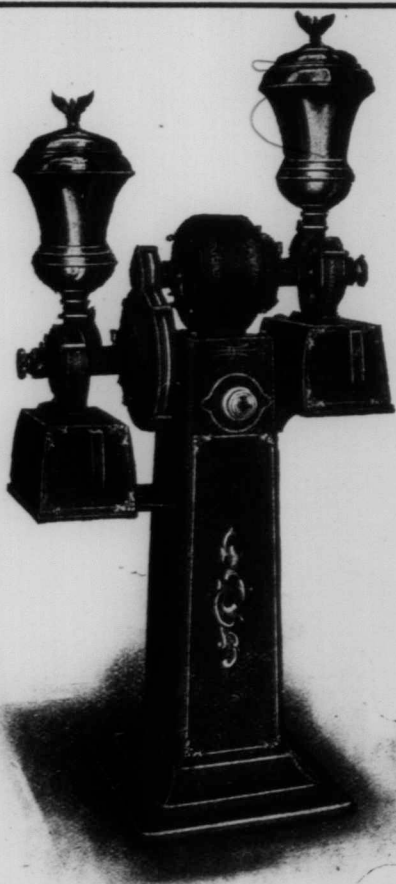
The Richest and Purest milk
from the world's best dairies.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

Established 1857

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



COLES COFFEE MILLS

The pedestal mill illustrated here is the latest and newest design in coffee mills of this description, owing to the fact that it is constructed along the most advanced principle that has yet come into use.

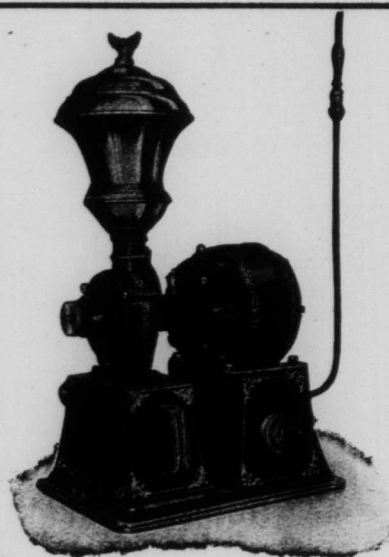
The grinders both run at different speeds, as will be seen by the construction of the mill.

It is an acknowledged fact that: Granulating can be done more efficiently at high speed, while pulverizing can be done with less heating of the coffee at a much lower speed. These are indisputable facts.

Let the judgment of experts guide you, for they all decide unanimously in favor of this type of mill, which is Patent Applied For, and manufactured exclusively by us. Price—\$150.00.

Made also for counter use. Price \$135 00.

Illustrated catalog sent on request.



For Direct Current, \$65.00

For Alternating Current, \$75.00

COLES MANUFACTURING CO.

1625 North 23rd Street,
PHILADELPHIA, PA.

Agents—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Wm Braid, Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

THE SPRING IS COMING FAST AND YOU WILL NEED CLEANING

DON'T FAIL TO ASK FOR

THE CELEBRATED DISINFECTANT

GREENBANK CHLORIDE OF LIME

Put up in sealed tins, 1-4 lb., 1-2 lb., 1 lb. and 25 lbs.

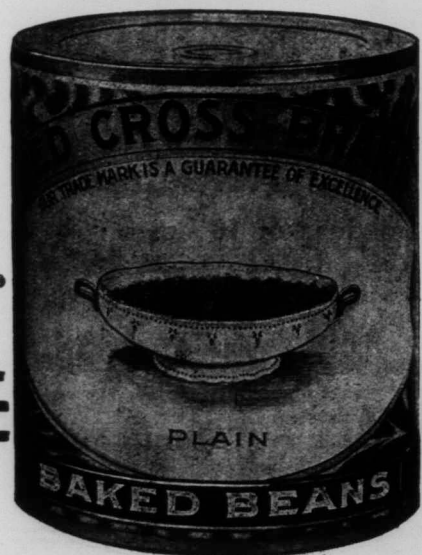
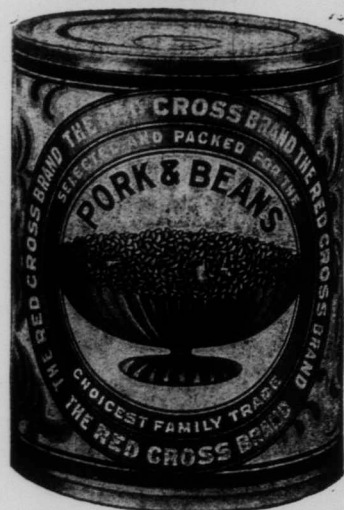
This is the Best Article on the Market without exception

SPECIAL PRICE TO JOBBERS

L. CHAPUT, FILS & CIE.

Distributing Agents

MONTREAL



"Red Cross" BRAND Pork and Beans

Plain or with
Chili Sauce

Clean hand-picked beans; pure, delicately-flavored
sauces, scientifically processed.

A size to suit every demand.

1's, 2's, 3's (Family)
and 3's (Tall)

3's Family are proving splendid sellers. They contain
more Beans than 3's flat and at less price.

Dominion Canners

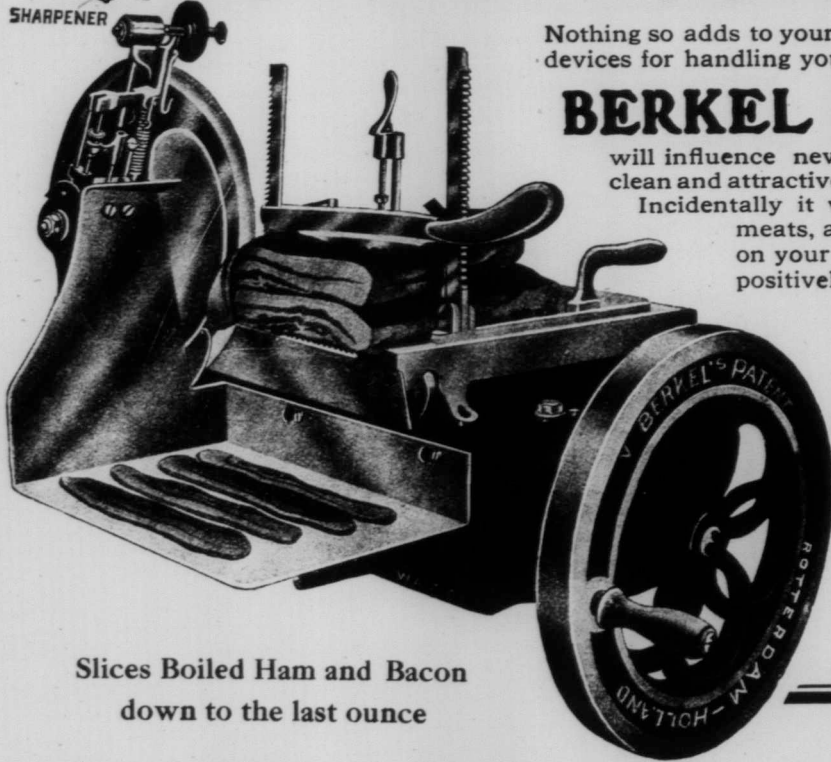
LIMITED

Hamilton,

Canada

Ask your Wholesaler for Prices.

Up-To-Date Equipment Pulls Business!



Nothing so adds to your reputation as the installation of modern devices for handling your goods; and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham.

Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener, and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W.A. FREEMAN CO., Ltd.

Hamilton, Ontario

Slices Boiled Ham and Bacon
down to the last ounce

LION BRAND SARDINES

Are something you can recommend strongly to your customers during Lent.

5 GOOD REASONS WHY

1. THEY ARE PROPERLY SMOKED.
2. " " PACKED IN PURE OLIVE OIL.
3. " " SMALL AND EXCEPTIONALLY TASTY.
4. " " IMPORTED DIRECT FROM NORWAY.
5. " " SUPERIOR TO ANY OTHER BRAND.

\$8.50 Per Case!

How Reasonable!

And the freight prepaid in Ontario and Quebec on orders of 10 cases.

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

The Charles
Cicero
Company LIMITED

Enquiries from
Ontario to our
Toronto office.

SPECIALISTS IN ITALIAN PRODUCTS

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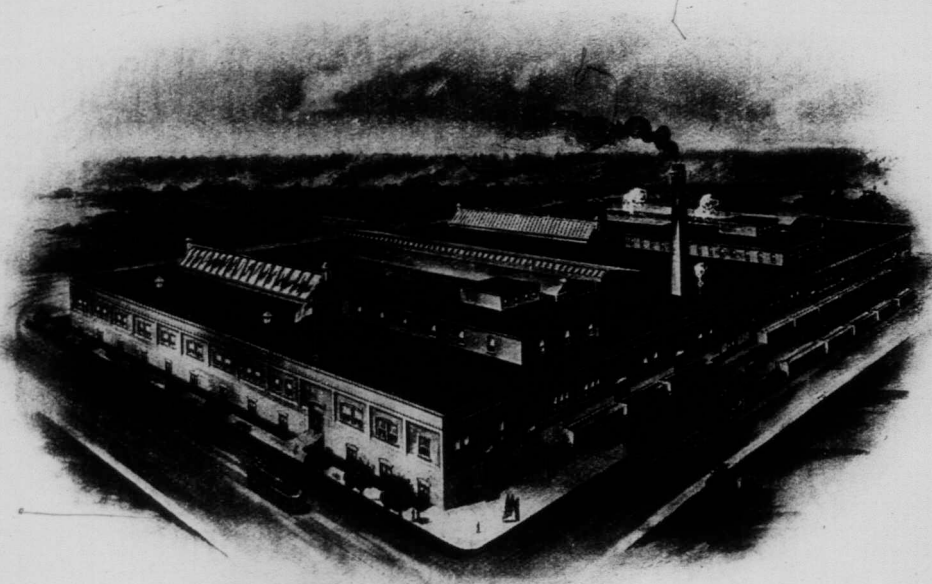
Pure F

THE CANADIAN GROCER

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,
ETC.



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

Below are a few of our lines that we manufacture :

WAGSTAFFE'S PURE MARMALADES.

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

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

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

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

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

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

WAGSTAFFE'S PURE JAMS AND JELLIES.

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

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

WAGSTAFFE Limited

Pure Fruit Preservers.

Hamilton, Canada

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

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



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

THE CANADIAN GROCER

STILL RISING

OUR SALES FOR FEBRUARY, 1911, WERE

\$ 60,000

IN EXCESS OF FEBRUARY, 1910

"GAZELLE"

THE BRAND
OF THE
VERY FINEST
CANNED FRUITS
AND CANNED
VEGETABLES



Tomatoes, Corn,
Peas, Beans.



THREE GRADES OF PEAS:

"English Garden"

"Early June"

"Petits Pois Fins"

"Baked Beans"

Strawberries, Pears, Peaches,
Raspberries, Apples, Etc.

Hudon, Hebert & Co., Limited

MONTREAL

The Most Liberally Managed Firm in Canada

ESTABLISHED A.D. 1839



BUY EGG INSURANCE

Pay yourself the premiums—That is just exactly what you do, Mr. Dealer, when you buy

STAR EGG CARRIERS AND TRAYS

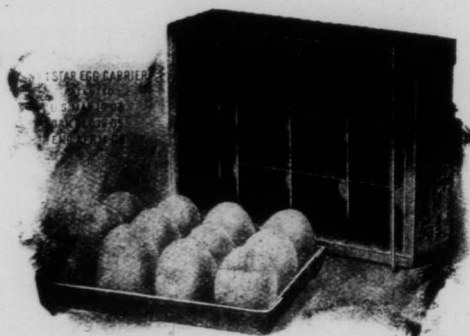
FOR SAFE EGG DELIVERY

Because by saving all egg breakage, all miscounts and 90% of clerks' time, they save you real money on every dozen eggs delivered.

A very few deliveries pay for the outfit, then your STAR EGG CARRIERS (permanent store fixtures) start in paying you an extra profit—You have the Egg Insurance and pay yourself the premium. As a business proposition it's a winner—Find out about it. Ask your jobber, or our specialty Salesmen, and write for our booklet, "No Broken Eggs," which explains the Star Egg Saving System—Get our advertising suggestions for Star Egg Trays.

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

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.



Made in one and two dozen sizes.

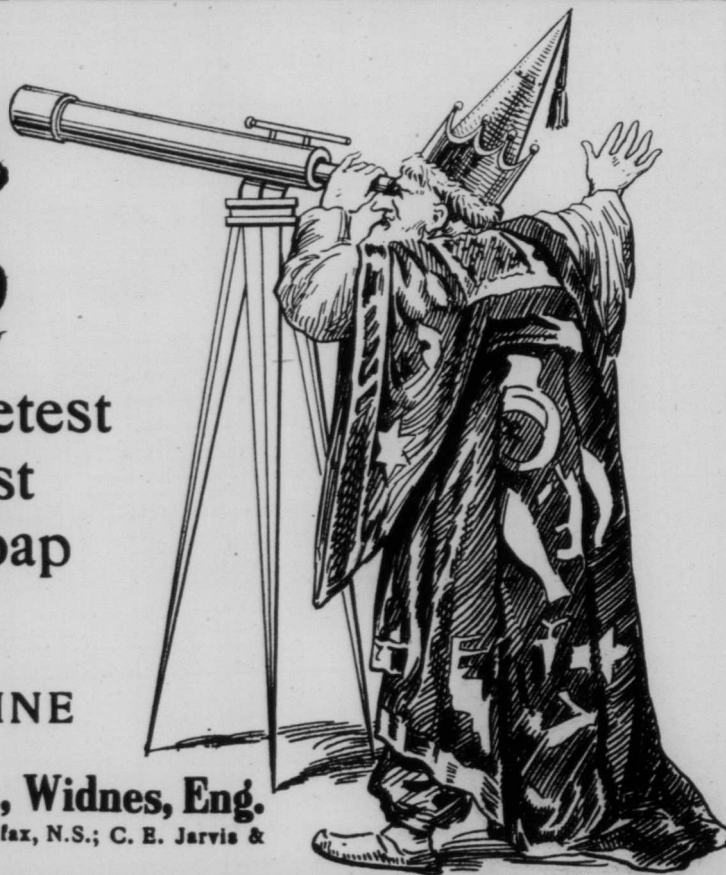
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



THE CANADIAN GROCER

"PRIDE OF CANADA" Maple Syrup and Maple Sugar

"Absolute Purity"



There's a Guarantee of Purity to Pass on to Your Customers—

Ours are brands made in the maple groves, right where the sap runs from the trees—pure, and lots of it. So we use it, *only*. No temptation to adulterate.

Our sap is supplied by members of our Association composed of farmers owning maple groves in the famous Eastern Townships, the finest maple district in Canada. Each member has a personal interest in our packing absolutely pure maple products.

We have a reputation to maintain - we will ever keep that fact before us.

You can always freely recommend, for purity, maple syrup and maple sugar branded

"PRIDE OF CANADA"



Innumerable Government tests have proved our claims. Never has a sample of our brand been found adulterated.

Quality always uniformly good.

The Maple Tree Producers' Association

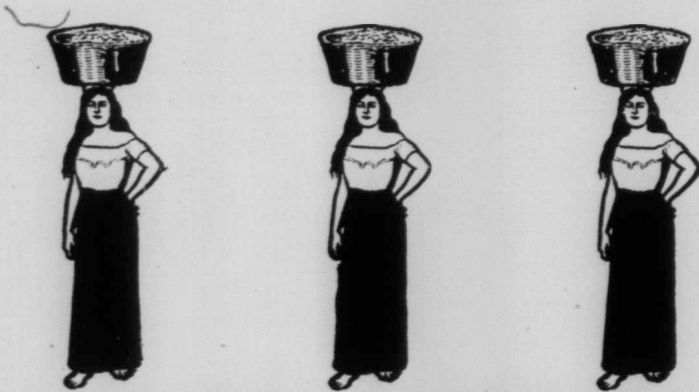
WATERLOO, QUEBEC

LIMITED



Montreal Office: 58 Wellington St.

Toronto Office: 512 Dundas St.



Pictures Show the Mexican Vanilla Bean Gatherer

There are more than ninety

flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Rafafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line—is

Shirriff's TRUE VANILLA

—a *real* vanilla extract of exceptional flavor, bouquet and strength. Shirriff's True Vanilla is a trade builder, because it will give the utmost satisfaction to all you persuade to try it. Your customers will feel under an obligation to you for introducing such an excellent product to them. They will have confidence in your judgment, confidence in your goods. And confidence is the foundation stone of all successful, permanent trade.

Imperial Extract Co.
TORONTO - CANADA

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW,
SCOTLAND

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

YOU
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“You See”
It is impos
boards to cor
they are fitted
and the face
and can't we
the clothes.
boards last fo

THE CANADIAN GROCER

YOUR TEA SALES

will climb to immense proportions
if you sell

“Melagama”

Tea



Try it yourself and then recom-
mend it to your customers.



Every pound of “MELAGAMA” is honest
value and we guarantee the sale.

MINTO BROS., TORONTO



A PLEASED CUSTOMER BRINGS
Added Trade in Every Line

CANE'S WASHBOARDS and Washday Woodenware

Where reputations are made or marred in neighborhood con-
sultations, if you sell Cane's Specialties to one woman, you
sell her friends and neighbors inevitably, for Cane goods
make good.

Each style has its individual points of excellence.

The “Superior” Solid back Globe
Washboard illustrated is one of a
range, each of which is adapted to a different use or
is made to sell at a different price.

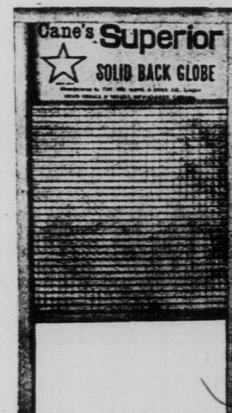
Ask your Jobber for Cane's.

Information on request.

The William Cane & Sons Co., LIMITED

Newmarket,

Ontario



“You See”

It is impossible for the Globe
boards to come apart, because
they are fitted with lock corners
and the face is of solid zinc
and can't wear loose and tear
the clothes. Globe Wash-
boards last for years.



THE COFFEE THAT HAS A
REPUTATION TO BE PROUD OF
WON
SIMPLY ON MERIT
EVERY GROCER WHO HANDLES IT
KNOWS ITS WORTH

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made, it makes your customer's money go farther.

Ask your jobber

ASEPTO MFG. CO.
ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALE A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA

Simple, But Oh, How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine—we advertise in nearly all the good ones—and pasted it on the front of his

window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

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

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

By Royal

NE POW

is a pe ready

N G L

Shoul

G. NE

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J. L. Wa
W. E. Ar
Geo. A. S



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By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

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

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

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



**Modern
Methods
of
Packing
Your
Merchandise!**

No matter what
of kind
article you
have to pack you'll
find a



"H and D" Corrugated Fibre Board BOX

that will pack it better than any
other way. "H. and D." boxes
deliver your products as clean,
fresh and attractive as they left
your warehouse or factory, and
will, moreover, protect your goods
from damp and damage.

May we design an "H. and D."
box to suit your special need?
We'll guarantee that it will save
you freight packer's time and
storage space.

We will be glad to do this for
you; it will cost you nothing—
involve no obligations.

Write to-day, advising what you
have to pack. Ask for free booklet

"How to Pack it."

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONTARIO

"BETTER THAN
DEVONSHIRE CREAM."

For all-round excell-
ence and uniform
purity

FUSSELL'S THICK RICH CREAM

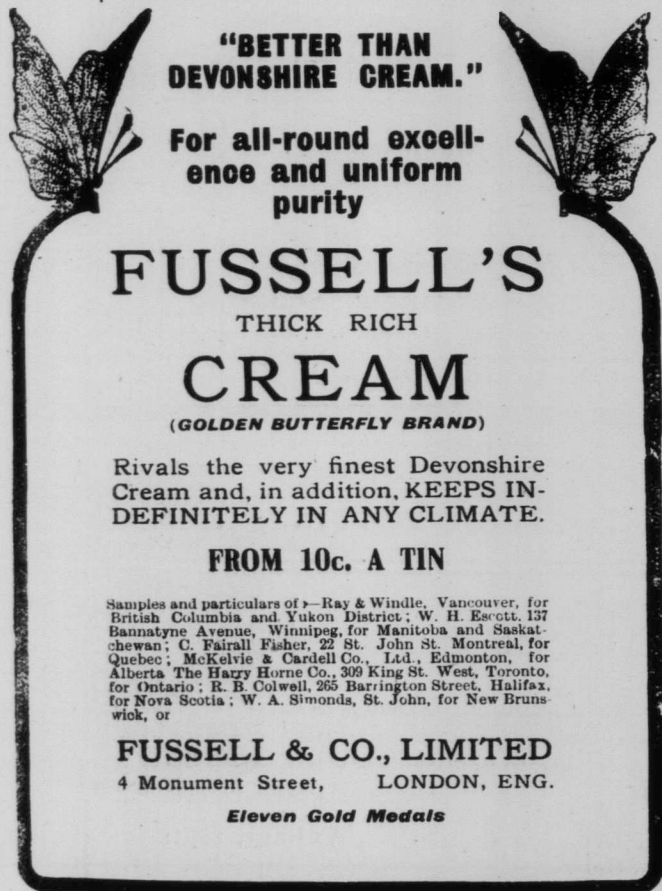
(GOLDEN BUTTERFLY BRAND)

Rivals the very finest Devonshire
Cream and, in addition, KEEPS IN-
DEFINITELY IN ANY CLIMATE.

FROM 10c. A TIN

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

FUSSELL & CO., LIMITED
4 Monument Street, LONDON, ENG.
Eleven Gold Medals



Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is

ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co., St. John, N.B.



The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection
of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

Fresh cows' milk in its most perfect form

For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED MILK

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians

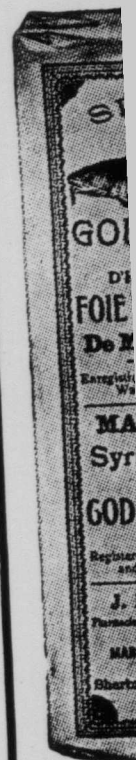
THE AYMER CONDENSED MILK COMPANY, Ltd., - - - Aylmer, Ontario
Head Offices, Hamilton, Ontario



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Foley Bros..

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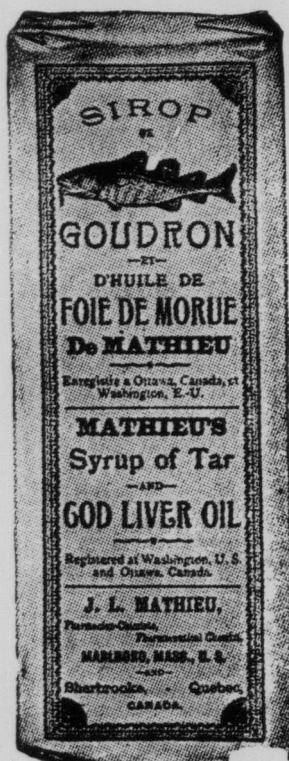
—THERE ARE MANY REASONS—

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

From the quality argument you can get no better sugar, but just now when prices are so low it gives every retailer the opportunity of securing this highest grade sugar at the lowest price and it is as profitable handling as other cheaper grades.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name. It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever. See that you are well supplied with both, as the season of Colds is now on.

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

Distributors for Western Canada:

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

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

First and Best—Canadian Patents 1906

The Only Account Register

THAT

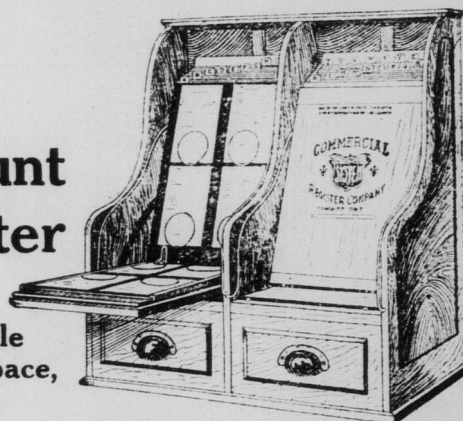
Takes Little Counter Space,
Gives Fire Protection,

Has No Springs to Break and Become Worthless,
Lasts a Business Life Time,
Cuts out Book-keeping,
Does Your Collecting,
Pays for Itself in Few Months.

Hundreds of Canadian Merchants have used for past five years.

Send Us a Postal for Full Information.

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



Sheets lift out and fit any safe

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.



Sweetheart Baking Powder

Pure and Wholesome

Pleases the most exacting. Grocers find good profits in our lines.

I X L Spice & Coffee Co.,
London, Ontario

You Can't Go Wrong

if you are featuring—

**'Banner'
and
'Princess'
Brands
Condensed
Milk**



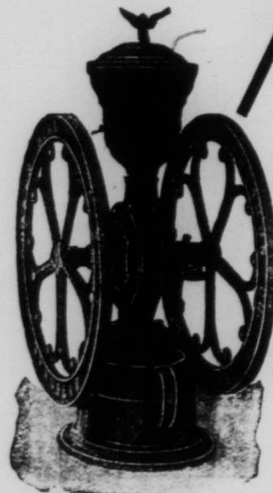
These Brands are prepared solely from the richest country milk, with no addition but that of pure cane sugar. Give them every prominence; they are real business bringers, and profit producers!

In the line of Unsweetened Milk, you should stock and recommend

"ST. GEORGE" EVAPORATED MILK.

GET DETAILS AND PRICES.

J. Malcolm & Son
St. George, Ont.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask any of the following jobbers for our Catalogue:

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- EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

HORSERADISH



HORSERADISH

DON'T FORGET

TO ORDER A SUPPLY OF

"Sterling Brand" Horseradish

A tasty addition to any meat dish, that adds a zest to the poorest appetite. Made from fresh selected roots, treated in a sanitary and up-to-date factory, and prepared with the addition of the purest vinegar only.

Write for details and prices of our complete line of ready sellers

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

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S. T. NISHIMURA & CO.

*Are closing out the
balance of last season's*

JAPAN TEAS

The Reciprocity Agreement

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

Cabinet Maple Syrup



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

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

One who knows says:

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

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

Imperial Syrup Co., Limited
MONTREAL

Peek, Frenan's

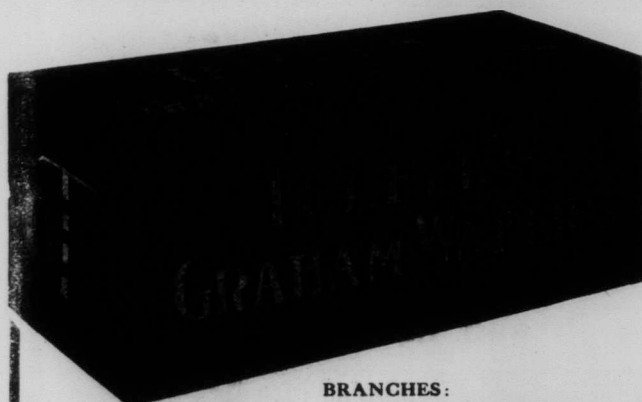
GOLDEN

PUFF

BISCUITS

Write for Sample, also
for List and Album.

PEEK, FREAN & CO.,
LIMITED
LONDON, - ENGLAND



ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., = Collingwood, Ont.

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Tartan BRAND

Our travellers have specials in:

Dried Fruits of all kinds, Currants, Raisins, Peaches, Evaporated Apples, Figs.

200 Kegs Labrador Sea Trout. Very fine red fish.

Fine assortment of TARTAN Brand Canned Fruits and Vegetables.

Mall orders specially looked after.

Phone No. 3595.

Exchange to all departments.

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The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

The Canada Sugar Refining Co.,
Montreal, Can. **Limited**

Established in 1854 by John Redpath



**No Grocer
can afford
to do business
without a**

Eureka Refrigerator

**Goods will keep
longer and in
better condi-
tion than in
anything else.
The Eureka
Patented Sys-
tem is an abso-**

**lute guarantee against Foul and Stagnant
Air.** Write for New Catalogue.

Eureka Refrigerator Co., Ltd.

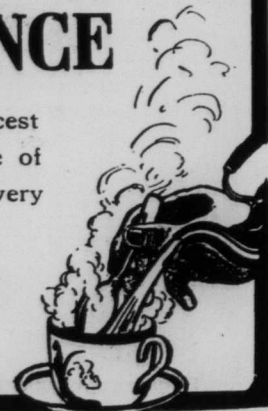
56 Noble Street, Toronto

SYMINGTON'S COFFEE ESSENCE

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

Thos. Symington & Co., Edinburgh and London

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ADVANCE-OR RETIRE?

there's no standing still in business

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

Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. Sauce. Now how about you?

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

A FOOD LUXURY

IS BOUGHT FOR
ITS QUALITY

Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

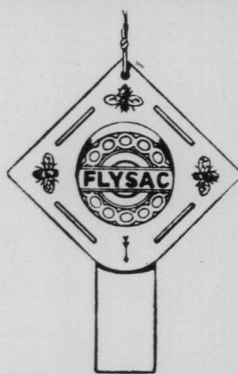
Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

Members of American Association for the
Promotion of Purity in Food Products

70 cents

per
box of
50
pieces



\$12.75
per
1,000
pieces.

THE "Flysac" Flycatcher

has come from England as a boon to the Canadian household. An easy and profitable seller.

5 Good Reasons Why

1. It is hermetically sealed.
2. There is absolutely no leakage.
3. Ribbon is securely packed.
4. Covered evenly with gum.
5. It is a sure catcher.

Almost 100 per cent. profit is assured you on every order. But you cannot afford to delay. If your wholesaler cannot supply you, write direct to

HODGSON, SUMNER CO., LIMITED

345-351 St. Paul Street, Montreal

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



Foster Clark's Cream Custard

The Cream of All Custards

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

FOSTER CLARK Ltd., Maidstone, England.

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

WHITE DOVE COCOANUT

is the best possible!

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

W. P. Downey,
MONTREAL



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

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

Allison Coupon Books

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

HOW THEY WORK



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

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

THE PEOPLE OF JAMAICA

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

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOPS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

SUCHARD'S COCOA

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



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

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

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

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 136 Front Street, NEW YORK

2 in 1

These numbers are easy to remember. They represent the delicious

Club Jelly Powder

which is a rapid seller, because the housewife likes the

2 in 1 Idea

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

There is something unique about the package and its contents.

Send along a trial order.

You won't regret it.

S. H. EWING & SONS

Montreal and Toronto



AFTER

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AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST



"SKIPPER SARDINES"

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

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

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

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

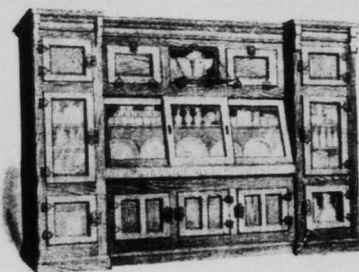
Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal



Aubin's Patent Cabinet Refrigerator

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

Dry Air Ventilating System

Best of insulation. Made in 10 sizes.

C. P. FABIEN, - Montreal, Canada

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

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.

NO KITCHEN COMPLETE WITHOUT

KOKOBUT

PURE COCOANUT BUTTER.

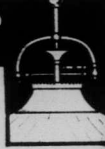
Delicious flavor. Is much more economical to use than animal butter, 12 oz. of "KOKOBUT" being equal to 16 oz. of any other cooking material. Absolutely pure, never becomes rancid, and keeps indefinitely. Highly digestible and nutritious. Unrivalled for frying, cooking and pastry. Every housewife wants "KOKOBUT" and you can do a very profitable business if you will only tell your customers about it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

Sole Manufacturers

COCOA-NUT BUTTERS, Limited

206 Papineau Avenue MONTREAL

THIS LIGHT SAVES YOUR MONEY



MR. GROCER--Can you afford to lose \$240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was \$64 per year. Last year

he used an "R-K" Lighting System costing \$16, saving \$48, and in addition had a much better lighted store. We guarantee the system 5 years--an absolute guarantee that he will save at least \$240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere--- gives a pure white brilliant light--costs less than gas, electricity or acetylene. Costs but little to install--saves your money from the start--thousands in daily use

You need one in your store--let us tell you why. Write TO-DAY for booklet "M"--it's free--a postal brings it.

RICE-KNIGHT LIMITED - TORONTO

Why Our Brands of Olives Excel!

"Club House" Brand SPANISH OLIVES



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

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

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

Why not send along your spring order now?

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



Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening
(J. A. HENDERSON)

Canadian Agents, Hamilton.



This 25 Cent Package is Yours Free

Mr. Grocer, send us a postcard with your name and address.

Just say "Send my sample package of **WONDER-SHINE.**"

Test it.

Make **WONDER-SHINE** prove every claim. Try it on your silverware—note the beautiful lustre, the brilliant lasting effect of new silverware.

Then you know you can recommend it to your customers.

You know it will give absolute satisfaction.

WONDER-SHINE

cleans silver, gold and plated ware without rubbing.

Removes tarnish instantly.

And so easy---simply dip, rinse, and dry with a soft cloth---that's all.

And **WONDER-SHINE** pays you 50% Profit. And our extensive advertising helps you sell it.

Write to-day for sample package, full instructions and our new "Selling Plan."

It means money to you.

Household Convenience Co.

LIMITED

TORONTO, :: :: :: ONTARIO

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Adamson, J.
Allan, Robt.
Allison Coup
American To
Asepto Mfg.
Aymer Cond

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Balfour-Smy
Benedict, F.
Bickle, J. W.
Borden Cond
Brand & Co.
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Burt, F. N.,

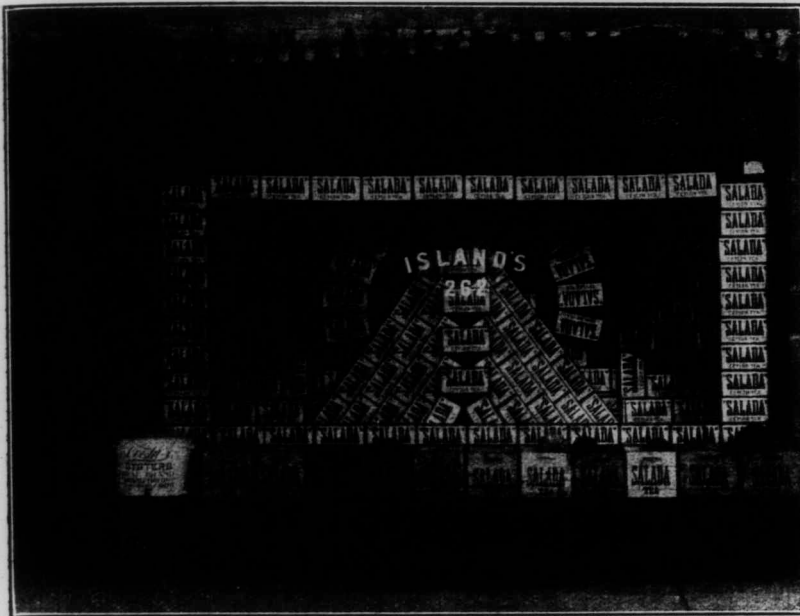
Canada Sug
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Cane & Sons
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Christie, Br
Church & D
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Clark, W...
Clawson &
Cocoa-Nut
Coles Mfg. C
Commercial
Common St
Concord Co
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Crescent M
Crothers Co

Dalley, F. I
Distributor
Dominion C
Dominion I
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Downey, V

Why Blain
Eckardt, H
Edwardsto
Escoff, W.
Estabrook
Eureka Ne
Ewing, S.

Fabien, O.

NEXT---"SHOW THE GOODS"



This shows Mr. J. W. Island's store, Dundas St., Toronto. He knows the business-building value of attractively displayed goods.

Show your goods---place them where they will suggest purchase.

For good goods well displayed are goods half sold.

"SALADA" packages make attractive display possible either on your shelf or counter or in your window.

"SALADA" packages are easily, quickly and profitably handled.

"SALADA" establishes confidence and satisfaction.

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Retailers Discuss Many Reforms

Annual Convention of Ontario Section of Retail Merchants' Association in Guelph—Opposed to the Giving of Extra Inducements in Selling Goods—Inspection of Scales at Public Expense—Mail Order Evil—Organization Debate—The Officers.

(Staff Correspondence.)

Guelph, March 9.—Marked by a small attendance and a keenness of debate, the twelfth annual convention of the provincial board of the Retail Merchant's Association was held in this city on Feb. 28 and March 1st and 2nd last.

All told, including the officers, there were only thirty retailers present at the meeting. These could fairly be called representative, however, for they came from the east, the north and the west. They were all good men,—men with the interests of the association at heart, and from the moment the meeting convened on Tuesday there were none who failed to see that things would be accomplished before the convention closed. And so it proved. Much was done, and it is probable that when the next convention is called to order in Toronto sometime during the second week of February, 1912, the results will be apparent in the reports presented then.

Standing out, clearly defined, as the dominant feature of this convention was the question of organization. Long and earnestly was it debated, and it seems likely, that while no definite plan was laid down, there will be, during the year, a new general plan followed in an attempt to double or treble the membership of the Ontario section of the association. Keen men like G. E. Gibbard, R. W. Dockeray, J. F. Holloway, Dominion President Ziemann, Secretary Trowern and President Kelly, grappled with this small membership problem. It was held up on the one side as a pathetic evidence of failure, and on the other as a simple natural result of a campaign carried on without sufficient funds and without definite objective point.

Suggestions were made as to the best methods of overcoming the trouble, but, probably owing to the heat of the discussion no one took the precaution to embody the suggested ideas into concrete resolution form. Nevertheless it is hardly likely that the debate shall have been for nothing and results will likely be forthcoming during the ensuing year.

Welcomed by Guelph.

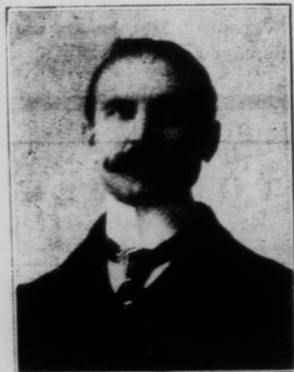
Guelph's welcome to the delegates was most cordial. His Worship Mayor Thorpe in his address of welcome gave to the visitors the keys of the city, and the aldermen of his council vied one with the other in the making of every-one to feel at home.

Several trips were arranged for the edification of the guests, and, although the breaking up of the convention a few hours sooner than was intended, to allow of a few of the delegates getting home on Thursday morning, disorganized things somewhat, a most enjoyable time was spent by all concerned. The members of the Guelph Branch of the R. M. A., also allowed no amount of trouble or expense to stand in the way of the delegates having an enjoyable time, and their arrangements were carried through with a machine-like precision which

spoke volumes for their own organization.

The convention starting on Tuesday, was to have continued until noon of Thursday. So quickly had the business of the meeting been dispatched, however, that late on Wednesday afternoon, it was decided that if the end could be reached by a late session, it would be done. Accordingly the convention really closed at midnight on March the first, at the conclusion of the complimentary banquet given to the delegates by the city and members of the Guelph branch.

There was but little reportable business transacted on Tuesday. The delegates were slow to report for duty and, as a consequence, the address of welcome given by Mayor Thorp, was laid over until Wednesday. Some twenty-six resolutions were however read to the meeting and apportioned off to the several committees for a report. Secretary Trowern and Treasurer Moyer also pre-



A. M. PATTERSON, Brockville,
The Newly-elected President of Ontario Board.

sented their reports. The evening was devoted to committee work.

Those Who Were There.

On Wednesday those who had registered were:—J. D. Wisdom, grocer, Barrie; R. W. Waterhouse, Ingersoll; W. M. Murdock, Chatham; J. Hessenauer, Berlin; C. B. Dunke, Berlin; F. I. Weaver, Berlin; A. Weseloh, Berlin; G. C. Klein, Hamilton; J. A. McIntosh, grocer, Hamilton; H. C. Occomore, Guelph; M. Moyer, Toronto; N. B. Cobbleddick, Toronto; R. W. Dockeray, dairyman, Toronto; George H. Cooper, Toronto; E. C. Matthews, grocer, Toronto; B. McDonald, grocer, Picton; W. H. Fielding, grocer, Guelph; J. F. Holloway, grocer, Toronto; J. C. VanCamp, Toronto; C. W. Kelly, Guelph; B. W. Ziemann, Preston; J. Impey, Toronto; D. Kelly, Toronto; G. E. Gibbard, Toronto; E. A. Hales, Guelph; L. C. Lockett, Kingston; J. A. Beaudry, Montreal; Henry Wise, St. Catharines; John McDiarmid, grocer, Georgetown.

President Kelly Speaks.

On Wednesday morning when the convention came to order President C. W. Kelly (Guelph), gave his belated opening address.

"There seems to me to be no reason why the Retail Merchants' Association should not be a very proficient organization to every member," said Mr. Kelly. "We are as an organization deeply interested in the welfare of each other. Organizations of this kind are becoming more and more necessary every day. We must, as retail merchants, become united as one man; we must be combined from the Atlantic to the Pacific, and then rely upon the perfect organization of the association to protect our interests."

"I am informed," continued President Kelly, "that 50 per cent. of the goods manufactured in this country are manufactured in Ontario. You can realize the importance of the post of the retailer, when he stands between manufacturer and consumer. We must therefore protect the consumer from the unscrupulous manufacturer. We are doing so, and it may well be said that 'the brighter the retail merchants, the brighter the commerce of the country.'"

"Competition, based on vindictiveness, should cease, and competition in excellence reign," continued Mr. Kelly. "There should be one big brotherhood of dealers. I believe this organization is doing excellent work in bringing the members into closer fellowship with one another. It is also enabling the dealers to observe a code of higher ethics in trade, and there is room for lots of improvement in that direction. This," he added, "should be a successful organization of successful business men and then, you will find, we will be a power to be reckoned with."

"I trust your visit to our city will be one of pleasure," said Mr. Kelly in closing, "and that this convention will be the means of uniting our efforts for the good of the retail merchants of Canada."

Address of Mr. Ziemann.

After the applause that followed the remarks of the provincial president had subsided, B. W. Ziemann, of Preston, the Dominion president, rose to speak:—

"The chief aim of the Retail Merchants' Association," said Mr. Ziemann, "is to place the retail trade on a higher plane, to make it harder for the retailer to do wrong and easier to do right. It is not desirable that the retailer should pray for his fellow man, one day of the week and prey upon him for the remaining six. The retail business should be made an honorable, responsible business."

"Nine-tenths of the consumers of the country have to depend on the retailer for their supplies," continued Mr. Ziemann, "we have men in the retail business getting as much from the consumer as they possibly can with poorest service. We want to eliminate those deal-

ers and have retail trade true. For ins men and pa continue in too much of i from competi result is very man honest? business beca them to the those who t not caring wh stand it or n some of our Kingston.

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"As busines tinued, "we s spread as wit and objects o accomplished an organizati ant in Ontari his annual me again as a re to him from almost inclin "that it was the merchant: proper, and t stepped in an that legislati ciated it mor Stamp Act. orts of thi saved the r

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THE CANADIAN GROCER

ers and have men to remember that the retail trade is honest, upright, and true. For instance we cannot be honest men and pay our honest debts if we continue in price-cutting. I have seen too much of it, attempting to get trade from competitors in this way—and the result is very often bankruptcy. Is that man honest? There are men who fail in business because circumstances force them to the wall. But such men, as those who undersell their competitor, not caring whether he was able to withstand it or no, should be sent to join some of our bankers in the city of Kingston.

Association Advantages.

"As business men," Mr. Ziemann continued, "we should do our utmost to spread as widely as possible the aims and objects of our association. We have accomplished a great many things, as an organization. There is not a merchant in Ontario who has not been saved his annual membership fee over and over again as a result of the savings coming to him from the Assessment Act. I am almost inclined to be sorry," said he, "that it was obtained as it was. Had the merchants been soaked, good and proper, and the association, afterwards stepped in and secured an amendment to that legislation they would have appreciated it more. Then, take the Trading Stamp Act. It was abolished by the efforts of this association, and it has saved the merchants of the country

thousands and thousands of dollars. A great many men appreciate that.

"But there is a somewhat similar evil abroad in the province at the present time," continued the president impressively. "They have it here in Guelph, and they have had it in Berlin and Galt. I refer to this free library scheme. Now as I read the criminal code it seems to me that 'Trading stamps and similar devices' are offences under the law. I maintain that this free library business is a similar device to trading stamps. It takes from \$500 to \$600 to have a free library of 175 volumes. I have been talking to men in the book business who would gladly furnish the whole outfit for \$100, including the case. What does the dealer get out of it? One man has told me it was the biggest nuisance he ever had in his store.

The Library Competition in Preston.

"When the solicitor came to me in Preston, we talked the matter over," continued Mr. Ziemann. "I thought it was illegal and said so. He answered that a prominent legal firm in Toronto had looked into the matter and had declared it to be legal. I said it was not a square deal to the merchant across the street if the proposition would bring all the business to me he declared it would. The solicitor dubbed me an idealist and prophesied that I would not, holding those views, continue long in business. For 20 years, gentlemen, I have felt bound to consider my competitor in business, just as much as I con-

sidered myself. That was the right thing to do and could not be evaded. It was the higher law."

"Now we had this thing broken up in Preston," went on Mr. Ziemann. "We managed in this way. When we found out the promoter was determined to push it I candidly told him that if it was legal, and he got 12 men in Preston to subscribe \$25 apiece, I would guarantee that every other merchant would subscribe \$5 apiece, and get something a lot better. The result was that solicitor left town. Two weeks ago another man came. He was fortunate enough to strike a few merchants who had not been talking to me on the subject. But, finally, they put it up to him to get me, before they would go into the arrangement. He tried to get on without me, but could not. Last Friday he came and literally begged me to go in, or, if not that, to keep quiet. I told him he was wasting time in Preston, and might as well go home. Finally he offered to buy me, not in out and out terms, but by indirectly asking what I wanted. I assured him that if my own brother were pushing his scheme I would oppose it as much as possible.

"We were successful in Preston, and there is no free library there. I advise you, if they come to your town, to fight. Get all the merchants to go in on some other arrangement. If we cannot get people to come into our stores without such inducements let us go to the wall. But I believe we can carry on business without clap trap of that kind.



ATTRACTIVE INTERIOR OF WINNIPEG STORE.

The foregoing is an interior view of H. E. Weldon's grocery store, Winnipeg. It can readily be seen that the propriet-

or appreciates the possibilities of his display space. Note the biscuit display case in the foreground and also the at-

tractive arrangement of the two silent salesmen. The clean white coats of the clerks fairly breathe out purity.

Sending Out Travelers.

"There are some other matters I want to talk about," continued the Dominion president, "and one of them is the policy of the wholesale houses in sending out their travelers. A well-known hardware man told me recently that the wholesaler sends first a man to canvass the hardware merchant of a town, and, later sends another man to approach the contractor. That man gives the contractor an opportunity to buy his supplies by wholesale at reduced rates. I don't believe it is right, and if a wholesaler treated me as some hardwaremen are said to be treated, I would not buy from him five cents worth of goods. If a wholesaler would induce me to stock up with goods, and then go and supply the contractor so that that gentleman would need only a few lines I would declare it to be unfair. And that is the impression given to me by two members at least of the Hardware Association.

Same With Grocers.

"I believe the grocers are up against it in the same way. A traveler will go to a town and canvass the dealer and will then go to the hotels and boarding houses. It may be all right, but I don't think it's a fair deal that the grocer should be used as a convenience by the hotelman when they run out and find it impossible to get their supplies from the wholesaler.

"There is no use talking, we retailers are dubs used as a convenience by the public," declared Mr. Ziemann. "In the country the women will send their money to the mail order houses. They pore over the catalogues and endeavor to discover some item upon which they can save money. They send for it. When in a hurry they will send to the retailer around the corner. It isn't fair to us. We stock up, and when the people can't get what they want from the mail order house they come to us. We should adopt some kind of an educational campaign. We should take the people into our confidence. You know the average public believes the retailers are 'shysters,' who are always out to soak the public. Of course, we, as retailers, are responsible to a large extent. I remember a grocer in our town (Preston), who sold raisins at a price lower than they could be bought by carload lots. When a woman, after that went in to buy raisins from other dealers and could not obtain the same quantity they denounced the poor retailers as extorting an enormous profit, instancing the price at which the low-rate grocer was selling raisins. That's always the way it works out for the other man when one retailer sells at cost or less.

Question of Cost.

"How many of you here have gone into the question of the cost of an article to you before it reaches the consumer? You have to take into consideration your rent, light, and heat. How much does it cost you to sell goods? The lowest figure that is given is 17 per cent. That is the profit you must add to the cost price of the goods going on your shelves. I am told a certain mail order house in Toronto adds 25 per cent. to the cost price of all the clothing handled in that store, and the man who told me was the manager of the clothing department.

"Now when we buy goods—say at \$12 a dozen don't let us say they cost us \$1

each. They cost \$1.17 each. That's what we want to do. Let us see if we cannot make a decent honorable living. We want to start a campaign and get some of the thinking public to believe we retailers are not as black as we are painted," concluded Mr. Ziemann.

Dominion Treasurer Speaks.

J. A. Beaudry, of Montreal, Que., Dominion treasurer, who followed Mr. Ziemann, conveyed to the meeting the greetings and best wishes of the association of the Province of Quebec. He was pleased to hear the Ontario president say that the competition of the future would be along the lines of excellence and quality. The merchants of his province, he said, would be glad to meet such a warfare. Now, instead of wasting time on reviewing the past they should make plans for the future—try to find out in what ways they could benefit the retail trade. Optimism was the faith to be developed. The men who achieved great things were all optimists, and he believed that there were enough men of that faith in the R. M. A. to make it a success."

Address of Welcome.

Mr. Beaudry was followed by Mayor G. J. Thorp, of Guelph, who, in a few well chosen remarks, presented the visitors with the freedom of the city. In the exuberance of his welcome, his worship assured the delegates, one and all, that even the jail key would be given to any one who felt it might be needed. But he was sure that the key would not be needed because he was acting police magistrate in the absence of the regular official.

Mr. George Gibbard, druggist, Toronto, and secretary of the Toronto branch, responded on behalf of the delegates.

First of Resolutions.

"Rome was not built in a day," declared Mr. Ziemann, of Preston, when the regular business resumed with the reporting of the committee. "And," he added, "we will have these resolutions kept before you in the hope that something may be built from them or upon them later on.

Mr. Ziemann was chairman of Committee "B" which had to deal with all resolutions concerning Dominion affairs. His first resolution was:—"That this Convention again desires to express the opinion that it is strongly opposed to special privileges being granted by the Dominion Parliament aiming to facilitate the formation of Co-operative Societies."

He turned the above over to President Kelly with the comment that the committee was in hearty accord with its spirit.

Opposed to Free Deals.

"Your committee believes that good principles should rule in a grocery business," continued the Dominion president, as he tabled the second resolution which dealt with the giving of bribes and read:—"That this convention is strongly opposed to the system of bribes or gifts for the purchase of goods or any other scheme or device which may be considered as an enticement for the public to buy goods, and that copies of this resolution be sent to the Dominion Dominion Board requesting the said to forward a copy of the same to all manufacturers and merchants who have adopted this system." This was carried.

The next resolution which Mr. Ziemann presented to the attention of the convention with the concurrence of his committee, was No. 8. It dealt with the organization of a department of trade, and was carried. It read:—"That this Convention wishes to renew its request to the Dominion Parliament, to the effect of organizing a department of trade on the same basis as that organized by the Railway Commission."

Inspection of Scales.

There was some discussion over the next, which was worded as follows:—"That this convention places itself again on record and believes that it is unjust that the retail merchants should pay for the inspection of weights and measures, as such inspection is made in order to protect the public. That the Dominion Board be requested to take the necessary steps to have the law amended, so that the inspection of weights and measures be made the expense of the public treasury."

"Your committee is in thorough accord with this," said Mr. Ziemann. "As I said before Rome was not built in a day so this one will have to be awaited with patience. The public is getting the benefit and so should pay for the inspection."

J. C. Van Camp, undertaker, Toronto, ventured the suggestion that it might be fair for the public to pay half and the retailers half, of the expense incurred by inspection. But this was not agreed to. J. F. Holloway, grocer, Toronto, thought the public should pay the whole. B. McDonald, grocer, Picton, opined that the inspection as they had it was not the slightest use. A scale could go wrong ten minutes after the inspector left the store. He welcomed inspection—thought it was a good thing—but he was of the opinion that the inspector should be able to drop in unexpectedly and inflict a penalty if the scale were wrong.

D. Kelly, flour and feed, Toronto, agreed with Mr. McDonald. The present system was of no use. In his place, he said, an outside scale got out of order, and it was sent out to be repaired. Following that it had been used by him for a year without any inspection. He also thought a system was wrong whereby a dealer was compelled to pay for inspection, even if the scale should prove to be right. He was in favor of more inspection and the public paying for it.

Secretary Trowern and Treasurer Moyer took a stand then in favor of the resolution, and Mr. Ziemann provoked a good deal of merriment by telling of a brass yard stick in his tailor shop in Preston, which was so covered with the stamps of the inspector of weights and measures, that it was difficult to see the graduations. "I've always wondered if that inspector thought that brass yard was prone to shrinkage," laughed Mr. Ziemann.

The resolution was carried on motion of George Cooper, plumber, Toronto.

Civil Servants to Pay.

Resolution 14 was the next and the last on Mr. Ziemann's list. It was as follows:—"That this convention desires to express the opinion that the Dominion Government employes should be forced to pay their creditors, in the same way as the public in general, and that their salary be seizable, according to the common law."

(Continued on page 34.)

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LENT AND OPPORTUNITIES.

One of the grocer's times of opportunity—times when the judicious and energetic use of originality always bring golden returns—is with us in this Lenten season.

As in the glad Christmastide, one thinks of high grade fancy goods, when Lent is in the mind. Unlike Christmas, however, there is no superabundance of fresh meats to make glad the heart of the epicure. And therein lies the grocer's opportunity.

What one of you can estimate to a nicety the value of a tastefully arranged display of fancy groceries at this time of the year? Who can tell exactly just what thoughts are surging in the mind of the jaded housewife as she glances aside at a well-planned window while hurrying home to provide a new meal from old material? She should be in a humor to clutch at a new suggestion, as the proverbial drowning man at the straw.

It is up to the grocers of the land to take advantage of this, her state of mind. Let him throw out his Lenten suggestions in his windows; let him talk them over his counters. Let biscuits, cheese, canned goods, marmalades, honey, olives, and such like be brought up into the forefront of his fighting stock and be made to make their mute appeals to the passerby.

The opportunity is his for the grocer to embrace.

HOW ADVERTISING IS PAID.

An authority on publicity recently made the statement that the men who do not advertise pay the bills of those who do.

This is a little different position from any previously taken on the question and, at first glance it seems a little

daring, but he seems to have some reason and force in his arguments, when that declaration is probed.

The men who are best known in every community are the men who advertise and, generally speaking, they get the bulk of the trade.

Now, the merchants who do a big volume of business decrease their selling cost by reason of that volume. The merchants who do not secure that volume of trade have to dispose of their goods at a greater selling cost.

It has been said that dealers who advertise operate, often, on a selling cost of from 20 to 26 per cent., while the same cost to the merchants who do not go in for publicity runs in excess of 30 per cent., and sometimes reaches even the dizzy height of 50 per cent. In the former case the advertising costs were included, with rent, heat, light, insurance, and all necessary and fixed charges.

So it would seem that after all, the man who does not advertise pays the bills for the man who does.

CAUGHT BY SUGAR ADVANCES.

A traveler of a wholesale grocery establishment relates an interesting story about a Canadian retail dealer who wouldn't read *The Canadian Grocer* because he considered he was a closer student of markets than this paper.

"What is going to happen in the sugar market?" suggested the traveler, to determine just what the dealer did know.

By the way, the incident occurred before the two recent advances.

"Why," replied he, "it's as plain as A, B, C, that sugar is going down again and that in a very short time; I have been following up the newspaper reports and there is no question that it will decline."

The very next day sugar advanced as had been intimated in the market columns of *The Grocer* of that week. The following Wednesday up it went again making a total advance of 20 cents per hundred pounds.

Had this dealer been more familiar about the sugar market it is quite possible he would have secured sugar at the price existing a few weeks ago. He might even have saved enough money to pay for a subscription to his trade paper for ten years; but evidently he was relying upon unauthoritative mediums for his information and lost the opportunity.

C. W. Kelly, Past President of the Retail Merchants' Association, says he is not a good, nor a wise man, who prays for his fellow citizen, one day in the week and preys upon him during the other six. Surely Mr. Kelly was not alluding to the delegate for the plumb-

OLD-LINE GROCER—TRADE PAPER.

A grocery clerk unwittingly pointed a fine moral only the other day.

While on a business trip from Montreal a profession man "dropped in" to a grocery store in a well-known country town in the east. He was a keen chap, this business man, and a great believer in the value of reading up what other men in the world are doing. Incidentally he had friends interested in the publication of trade papers, and of the relative value of these he often spoke as he journeyed about the country.

Now this particular store was run by an old-line groceryman, with opinions as hard, and as fast set, as the Rock of Gibraltar; and it was run in an autocratic style. There was included in its equipment none of those contrivances that now are looked for in the modern grocery store. Needless to say "The Grocer" was not a visitor there.

During the inevitable conversation, the "Old Line" dealer informed the visitor he did not take *The Grocer*, and could not see the need of anyone taking it, or any paper, to keep abreast of the times. The professional man was up in arms in a moment, in defence of his favorite theory, and quite an argument followed.

Here entered the grocery clerk. He was an interested auditor of the battle between the two, but the "Old Man" allowed no lagging, and he went on with his work, weighing and parcelling goods. Finally he left the show room.

But the eyes of the Montreal man had been following his every movement, and after the door had closed behind him, to the proprietor he exclaimed "Why, you need to take trade papers to instruct your clerk in the weighing of goods if for nothing else; that parcel on the counter is heavier than it should be."

The proprietor pounced upon the parcel like a hawk, and threw it on the scale. Sure enough the boy had given overweight. Vanquished, the "Old Man's" face hardened, but gradually the hard lines softened as the point of the other's argument came to him. "Send around some of your trade paper friends, sir, and we may be able to make a deal," said he, as the city man took his leave.

The point which the proprietor of that store saw and which induced his changing his whole idea of business, was that but a few such parcellings by his clerk, would pay for a trade paper, and that the taking of the journal, would be of educative value sufficient to mean to him a great saving in a year. There is not A SINGLE MAN who does not MAKE FAR MORE out of *The Grocer*, than it costs him. It's worth remembering.

Figure Always From the Selling End

Illustrating Comparison of Advantages of Systems—Instances and Examples Showing Savings From Figuring From Selling Price—The Method of Doing it, and How Great Merchant was Saved by Accountant From Heavy Loss.

By Henry Johnson, Jr.

In course of a recent conversation I got a new light on this question of the folly of adding profit to cost as compared to the wisdom of figuring always from the selling end. The man with whom I was talking was a dry goods merchant, wholesale, who had traveled around a good deal. He said he had often seen merchants figure a profit of 25 per cent. on certain items and then, later, close them out at a discount of 25 per cent., believing they were realizing cost, whereas, they were not getting cost back.

Try it, and see. You pay 80 cents for an article. Add 25 per cent. of cost and your selling price will be \$1. Now, at the end of the season, if you conclude to close out, deduct 25 per cent. and what you have left will be 75 cents—5 cents less than actual cost to you. Had it been your rule to figure always from the selling end, you would have figured a profit of 20 per cent. on the sale at \$1 and when you closed out you would have deducted 20 p.c., and then you would still have your original 80 cents—actual, original cost.

This particular problem is one which grocers are seldom called upon to solve, for they very seldom give "closing out" sales at any given reduction. But it will not be without value to all of us to study all sides of this question.

Lightning Calculation in Business.

What I have determined to talk about this week, however, is an article in the Workers' Magazine supplement of Sunday's Chicago Tribune entitled: "Lightning Calculation Art Immense Aid in Business," by J. M. Stewart. And the reason I reproduce so much of Mr. Stewart's article is because he so completely follows out the reasoning I have expounded in these columns.

"Perhaps a majority of the American people think those who can figure quickly 'in their heads' must be gifted with some kind of special talent in that direction.

"This is a mistake. Any one can become an expert in this science if he will give it attention. Much less study is required than in any other branch of commercial learning, the rules being few and simple, and, once mastered, a little practice will put the student in possession of something that will be of the greatest value to him."

And then he gets down to things which so long have interested us:

Curious Tricks of Arithmetic.

"There are a great many curious and valuable things connected with ordinary every day arithmetic and used by all of us who are engaged in any kind of business, which can be easily learned. If engaged in clerical work you will find much to aid you. If you are a young man entering on a business career, you can better your prospects. If you are a business man you can also profit; for a knowledge of the correct application of figures is a necessary adjunct to busi-

ness, and you will be able to learn things through this medium that are never taught in schools, but only in the course of business, most of them being purely inventions of the counting room and all exceedingly important.

"Take the figuring of profits, for instance. The text books used in our schools certainly were never written by successful men of business. If they were they would never contain such examples as the following: 'A man buys a horse for \$50 and sells him for \$75, what percentage of profit does he make? Answer 50 per cent.' You will find in every arithmetic such examples. No more fatal and misleading ones were ever penned. They lead the student to think of the percentage of profit in an entirely false manner and cause many business men to think they are making much larger profits than they really are. This makes them prodigal of expense and often leads to a failure which with a better knowledge of percentage could have been avoided."

Right Way to Figure.

"Suppose a man to have in contemplation the sale of a horse on the basis of the above transaction. A broker approaches him and offers to conduct the negotiation. He asks a commission of 33 1-3 per cent.

"Now, the owner of the horse, having a profit of 50 per cent. in sight, agrees to this, and the broker, having completed the transaction, renders a bill as follows:

| | |
|-----------------------------------|---------|
| Sold one horse at | \$75.00 |
| Commission, 33 1-3 per cent. | 25.00 |
| Due seller | \$50.00 |

"The seller's books would show a profit of 50 per cent. entirely eaten up by a commission of 33 1-3 per cent. Not good figuring, is it? Still that is the way nine-tenths of our smaller merchants figure, which fact often accounts for their being small.

"Now, there is only one way to figure a merchandise profit, and that is on the sale, not the purchase. Find out what percentage of the sale is profit; govern yourself accordingly, and you will not go astray. Had the seller of the horse followed this rule, he would have found his profit to be 33 1-3 per cent., and would not have made the mistake of giving it all to the broker.

"There is a great mistake made in ever considering the profit as made on the investment or on the cost of an article. Some teachers dispute this statement, but let them ask any successful wholesale merchant what he thinks, and see that he will say. Most of them hold that figuring that way precludes success.

Figure Profit on the Sale.

"Always figure your profit on the sale. Then you will be on the safe side. To obtain the correct percentage of profit on any transaction subtract the cost from the selling price, add two ciphers

to the difference, and divide by the selling price.

Example No. 1.

"An article costs \$5 and sells for \$6. What is the percentage of profit. Answer, 16 2-3 per cent.

"PROCESS—Six dollars minus \$5 leaves \$1, the profit. One dollar divided by \$6, decimally, gives the correct answer—16 2-3 per cent.

"This operation is simple, and a knowledge of it being vital to any one engaged in, or intending at any time to engage in business, it should be carefully committed to memory and constantly borne in mind.

"Never figure a profit on the cost, but always on the selling price. Should you not know the latter, but wish to mark your goods at a certain per cent. profit, subtract the per cent. of profit you wish to obtain from 100. This will give you the relation the cost bears to the selling price.

Example No. 2.

"An article cost \$3.75. What must it sell for to show a profit of 25 per cent? Answer, \$5.

"PROCESS—Deduct 25 from 100. This will give you a remainder of 75, the percentage of the cost. If \$3.75 is 75 percent. 1 per cent. would be 5 cents and 100 per cent., \$5. Now, if you marked your goods, as too many do, by adding 25 per cent. to the cost, you would obtain a selling price of about \$4.69, or 31 cents less than by the former method. Which is right?

"When you take 25 per cent. off the selling price, figured according to the first rule, you still have your cost intact. Take 25 per cent. from the second sum, and see if the cost remains.

"Suppose two men engage in business and both essay making 25 per cent. gross profit. One figures his profit according to the rule laid down in this lesson, and the other adds 25 per cent. to the cost of his goods. Could they both show a gross profit of 25 per cent. at the end of the year?

Great Merchant Shows Ignorance.

"A large department store changed hands. The goods in stock, to cover freight and other charges, were marked up 10 per cent. They were sold at actual cost, but for convenience sake were invoiced as marked. The inventory having been completed, nothing remained to be done but take off the 10 per cent. that had been added.

"The parties to the sale accordingly approached the accountant having the matter in charge with a request that this be done. The man of figures set about making an elaborate calculation with this object in view, when he was questioned by the seller as to what he was doing.

"Reducing the goods to cost,' he answered.

"Nonsense! Just take off 10 per cent.' said the seller.

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"Do you want it done that way?" asked the accountant.

"Why not?" said the merchant.
 "Well just add 10 per cent. to a dollar and from the amount thus obtained deduct 10 per cent. and see if you have your original dollar left."

"The merchant saw the point at once and said no more to the man of figures, who was saving him more than \$3,000, which he would have lost and the buyer gained, without either of them knowing anything about it, and all on account of a little lack of knowledge of percentage."

I am not going to apologize for inserting this article almost entire for it is the right kind of stuff. Of course, all that "process" in example No. 2 is given merely to show clearly just how things should and must be figured. The live merchant will not go far in correct figuring before he will know enough to get these things together at a glance. But, as I have said before, go down deeply into this thing, taking all needful time, until it all becomes mechanical to you. You can invest time to no better advantage.

to have enrolled in the club they formed which is called the Housewives' Weights and Measures Protective Club, and over which Dr. Amelia R. Keeler, is president. The members are pledged to weigh everything and when even a shortage of a fraction of an ounce is found, a vigorous prosecution is to be waged by the organization.

RETAIL MERCHANTS AT HALIFAX

Annual Meeting of R. M. A. of Nova Scotia Urges Reforms.

Halifax, N.S., March 8.—At the annual meeting of the Retail Merchants' Association of Nova Scotia, A. S. Burgess, of Canning, was appointed president for the ensuing year, and Edwin Hubley, of Halifax, vice-president. The association recommended reform in taxation, so that the burden shall not unduly rest upon the merchant, as it is considered to do at present. This they would reform by changing the Assessment Act and placing a heavy license on peddlers. They recommend that the time limit for long-distance messages by telephone be extended from three to five minutes for any continuous conversation on a business phone. It was decided to join forces with the other provinces in opposing the parcel post bill. A credit reporting department for the retail merchant will be inaugurated at an early date, while the association are formulating a system which will make a cash business more general. The association, which was only formed in 1909, is making rapid progress.

Newspaper Talks and Window Displays

How Davy Jones of Round Corners Neglected His Window Space and Failed to Develop His Business—Folly of Merchant Running Same Advertisement Week After Week in Newspaper—Selling Comparisons.

"Out at Round Corners," said a well-known traveler the other day, "is a general store that for the past twenty-three years has been presided over by Davy Jones. It possesses two excellent show windows, open to the view of everyone that passes, and which could be made effective selling agents by most merchants.

"I do not think they have increased sales very much for Davy, for, when I came upon his place last week I was not at all tempted to buy. He no doubt felt those windows had to be filled up with something, and to impress customers with the magnitude of his stock he had nearly every article he carried represented in the display. It looked also as if it had not been changed for a mighty long time.

Business Was Dull.

"When we had shaken hands and got started to talk, Dave refused to buy anything because business was dull. I said to him, 'Why don't you advertise?'"

"Well," remarked Dave, moving farther back on the counter which he always used as a seat, 'I can't advertise, because we have no paper in Round Corners.'

"Say," I replied, 'you have fourteen feet of splendid advertising space right up to the front of the store, and you are deriving practically no revenue from it. How can you expect to, when you never change your advertising copy.'

"Davy sat still on the counter and looked extremely puzzled, so I explained to him that his windows were two of the best advertising mediums he could have.

Kept Windows Filled.

"Yes," he answered, again quite calm, 'I know those windows are good places to show goods so I always keep them well filled up.' That was all.

"Now Davy's idea of window display does not meet with the approval of the up-to-date merchant, who does more than merely keep his window well filled up. In the first place, the window, in order to create business, must not contain a mixture of everything in the store. A display must first attract attention, and this it will not do if it consists of but a pile of different articles.

"Window advertising and newspaper advertising are somewhat similar. Keep the same old advertisement in the paper, week after week, and people will soon quit reading it, just because they have read all of it before, many times. It is the same, to my mind, with window display. When customers have seen it a few times, their interest in it ceases, and soon they pass it without even giving a glance.

Have Displays Interesting.

"That is why all the big stores frequently change the display in their show windows. They recognize, that if they intend to attract customers to their windows, they must have something new and interesting all the time. It is for the same reason that advertisers in the daily papers change their copy often, having something new to tell the public every day, and that is why their advertisements are read and why the progressive merchant's window is carefully watched." So talked the knight of the grip.

The window dresser knows well that a window filled with many articles, bearing no relation to one another, attracts little business. While an attractive appearance may be gained by the use of an assortment, and while it may even attract attention, still it will not have the selling power that is possessed by a display where the mind becomes concentrated upon one or two articles. The window that draws the customer's attention to one particular article and does so in such a manner, as to put the customer in a mood for buying it, is the valuable one.

The merchant should, therefore, change his window display often, having something new and interesting every time. He should make his windows a selling power. This can be done only by limiting a display to one line, each time. The importance of price cards in helping to make sales should also be kept in mind by the window dresser.

WOMEN FIGHT SHORT WEIGHTS.

It is reported from Indianapolis, Indiana, that the women of that city have organized to fight the short weight abuse. Several hundred women are said

TORONTO DEALERS TO R.M.A.

According to a Toronto member of the R.M.A. it is the intention of some of the members of the general executive, at its next meeting to go earnestly and carefully into the matters of jurisdiction. It is proposed to draw up, at this meeting a comprehensive and definite scheme providing for independent offices and an organization also separate, in great measure from provincial control.

To accomplish what they desire, the Toronto men say, it will be necessary to effect several rather radical changes in the constitution. The question, therefore, will not be decided hastily. But when the decision is arrived at it is understood that it will be submitted to the Dominion Board as in the nature of an ultimatum.

The alternative for the non-acceptance of the proposition by the Dominion Board, The Grocer was informed, is the withdrawal of those interested from the R.M.A. and the formation of a new organization. The meeting will probably be held next week.

When the Swing of the Scale Spells Loss

Grocery Broker Relates What He Sees in Stores Throughout the Country—Indifference of Clerks to Employer's Business Welfare—Things That Should be Considered in Handling of Bulk Goods.

"When in a store," said a grocery broker the other day, "I always take particular notice of the movements of the clerk and I would venture to say that five out of six clerks do not weigh correctly, and that in nearly every case the customer gets the benefit. The aim of most grocery clerks seems to rest in completing the process of weighing, and not in attempting to safeguard their employer's profits by giving correct weight and no more."

"If you watch a clerk weighing goods you will find, that, in most cases, they are waiting for the scale to go down. They seem to think that as long as they give the customer good weight it is all right. They do not think that they are robbing the merchant. Therein lies the source of a great deal of loss. It may be only the matter of one ounce which in itself does not seem very much, but with 100 weighs, think of what it amounts to.

Lack of Proper Training.

"This comes from carelessness and lack of proper training in correct principles connected with the grocery business. Very few grocery clerks can even correctly tie up a parcel because they have never been taught to do it correctly. This all goes to show that every clerk should have to serve an apprenticeship as they do in the Old Country. There they are taught all the essential details that go into the making of a competent clerk."

"There are, also," the broker continued, "a good many grocery merchants in this country who are poorly schooled in the principles of their business and who display the fact quite prominently in many of their methods.

"Take for instance the way many merchants figure the cost of bulk articles, taking into consideration the invoice cost without the addition of other extras, and the quantity that is supposed to be in the bulk container, but which in many cases is not. Now a keg of grapes is supposed to contain 60 lbs., but does not do so in many cases, the weight, quite often, falling considerably below that figure. Still, those merchants who do not take the trouble to find out correctly, will figure the cost according to that weight. When the spoiled fruit and the cost of parcelling is deducted, it will result in most cases in a loss to the merchant."

Depreciation in Fish.

"Another article in which the retailer rarely knows the exact cost is salt fish. They know the amount that is supposed to be in the barrel, but never take the trouble to find out the quantity they sell, or whether they are selling at a price that will pay a profit.

"There are few bulk articles in the grocery store that do not dry out to a certain extent and this should be considered in figuring cost. Nor can you take 100 lbs. of any article and weigh it out into different parcels and get 100 lbs. at the close of the operation. Even sugar, no matter how carefully weighed, will not give 100 lbs. to a bag. I won-

der how many grocers know the number of pounds, they get out of an eighty pound cheese? I wager there are very few. If they buy cheese, say at 10 cents and sell it at 11½ cents, they figure that they have made a profit of 1½ cents or \$1.20 on an eighty pound cheese while very likely they have sold it at a loss. If they would keep an account of the amount sold from one cheese, they would after that be able to form a more correct estimate of the price at which it should be sold in order to give them a profit."

Percentage of Water was Much too High

Investigation of Sale of Cheap Butter in Montreal Stores by Pure Food Department Reveals Strange State of Affairs—The Fight Over Hankow Eggs—Grocer Goes to Court Over Loss of Fish.

(Staff Correspondence.)

Montreal, March 9.—In a number of smaller grocery stores in this city, butter recently sold for 22 cents a pound, a figure much below the market price. Suspicions were aroused and upon investigation by officers of the Pure Food department the butter was found to contain too great a percentage of water. The government standard is 16 per cent., whereas the butter in question registered as high as 44 per cent. water. The grocers involved were for the most part trading with a foreign element. In their defence they pleaded ignorant of the fact that the butter had contained too much water, accepting it without question from the manufacturers. The latter, two in number, were each fined \$50 and costs. It is understood that the butter was "fixed up" by the manufacturers presumably after it was secured by the real makers. It was then "worked up" with water. This sponge-like property of butter was being used to a financial advantage until one of the inspectors asked for a sample for test purposes.

The Hankow Eggs.

The canned eggs case drags on from week to week with nothing yet accomplished. The two parties have entrenched themselves as strongly as possible—the Pure Food department with expert evidence to show that the eggs are not fit for food purposes, and the owners of the eggs with just as expert evidence to show that the eggs are in good condition. The nine thousand, five-gallon cans, are still in the cold storage warehouse in which they were discovered some time ago by one of the food inspectors. Owing to the notoriety which numerous seizures by health authorities in different parts of the United States had given canned eggs, attention was immediately centred upon these, and an examination of them was duly made with the result that they were ordered to be destroyed. It has been explained that the canned variety is simply the whites and yolks mixed together, poured in five gallon tins, and then frozen.

"The other day I asked a grocer why he did not handle a certain article in package and referred him to a certain brand that paid a good profit. He replied that he was making a better profit on the bulk article. I did not agree with him, for he had not taken into consideration the paper bag, the twine or the time employed in weighing. He also had not remembered that he could not weigh 100 pounds, out of a 100 pound bag, especially in this article, which is seldom sold in quantities larger than 5 cents worth at a time, and which requires about fifty weighings to the 100 pounds.

"I have seen that article weighed and the clerk in nearly every case gives overweight, believing he can afford to because it gives a good profit. Which all goes to show," he concluded, "that merchants have to take many things into consideration in figuring their profits."

Naturally they remain in this state until required for use. Under ideal conditions it is claimed that these eggs should be fit for food.

Courts are Costly.

The average grocer believes in the futility of appealing to law for redress in many matters in which they are concerned. The individual believes this from his own experience. A police court case recently illustrates the point. A small grocer paid \$4.86, the regular costs, for swearing out a warrant against a man who had stolen from the store a fish worth about ten cents. In court the prisoner admitted his guilt and asked for leniency from the judge stating that he had been under the influence of liquor and took the fish more in fun than from a desire to steal. He was allowed to go on suspended sentence, but the \$4.86 was spent in vain even though the prisoner had caused a disturbance in the store. It is instances of this kind that have taught the grocer not to depend upon the courts and as a result he simply says "What's the use?"

HINTS FOR MERCHANTS.

The merchant should not be afraid to ask a fair profit on his goods. If you try to meet every cut in price on every line, you will soon run your business on the rocks of disaster.

The merchant who is looking for investments that pay big dividends, should remember that a book or trade journal that will increase the energy of the clerks or the proprietor, pay a very large percentage on the amount invested.

Arguing with a customer is rarely a good thing. The only results it is likely to bring is the loss of a customer.

Advertising does not mean merely filling up the allotted space in the paper. You must tell the public something that will interest them in a manner that will lead them to buy.

You may think you use lots of show cards, but there are a dozen places around the store where another one might mean more sales.

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PROFESSOR SMOOTHLY AND LIGHTNING OIL

How the Guileful Patent Medicine Vendor Aroused Cupidity of New Proprietor by Creating a False Demand, and How it Needed an Accident to Remove Goods From Shelves, Once Purchase Had Been Made.

It was the new proprietor's first day in the corner grocery, and, as he dusted his goods and rearranged his shelves, he was dreaming of the big business he would build up in the old store. Enter the market medicine vendor, Professor Smoothly, in his rusty Prince Albert, greasy curls, and high silk hat.

He swung his grip on the counter and without seeming to notice the change, he inquired "Well how many to-day? two gross or three gross?"

"What are you selling?" asked the new proprietor.

"Oh! I see, a new man, ah!" exclaimed the professor, for the first time letting his sharp grey eyes rest on the young man.

For the next five minutes he expounded on the virtues of the wonderful Lightning Oil and how the people would have nothing else. "Why I bet you haven't a bottle on your shelves now. They will be after it but don't buy if you don't want to. The man round on the Avenue will be able to supply them."

That afternoon two old ladies each wanted a bottle of Lightning oil and one of the first customers in the morning was a little girl with three shining quarters wrapped in a note, "for three bottles of Lightning oil and please send no other." Then a colored man was so disappointed when his quarter was handed back with, "Sorry but I have no Lightning oil but will have some to-morrow if you will call again."

It was hard for the new man to miss the sale of those six bottles and the good profit it would have brought him, besides disappointing the people who must be the nucleus of the big business.

How lucky! there goes the Professor on the other side of the street with never a look at the corner store. But a sharp whistle and a friendly call soon brings him over and not many minutes had elapsed before one gross of Lightning oil was shining on the shelves and the professor had departed with his \$24 less 5 per cent. off for cash.

That was ten years ago. There is still in stock one hundred and thirty-four bottles. The other ten met with an accident. Lightning oil is a sore topic with the little grocer but the experience in salesmanship and buying was worth something.

CHANGES OF THE WEEK.

New Stores Opening up, Others Changing Owners, and Assignments.

Ontario.—W. J. Fleming, grocer, Shelburne, has sold to J. Jackson.

Wm. Schwitzer, grocer, Ottawa, Ont., deceased.

Miss Rose McMullen, grocer, Brockville, Ont., deceased.

Sauve & Sauve, grocers, Ottawa, have sold to G. Wevesque.

Fred E. Kline, general merchant, Lakefield, Ont., has assigned.

Mr. Nelson Bver will open a grocery store in Stouffville, Ont.

John Dagenais, grocer, Ottawa, is succeeded by E. St. George.

Alex. D. McDonell, general merchant, Lancaster, Ont., has assigned.

W. Mills, grocer, Fort William, Ont., has sold to H. A. P. Wenger.

Duncan Elwood, grocer, St. Thomas, Ont., has sold to Aldrich & Co.

Z. R. Hunter, grocer, Mount Albert, Ont., has sold to R. C. Rose.

Wm. J. Fleming, grocer, Shelburne, Ont., has sold to Robert Jackson.

Mrs. Mary George, general dealer, North Cobalt, Ont., has assigned.

S. Agige, general merchant, Fort William, Ont., has offered to compromise.

The general store of J. S. Romson, New Dublin, Ont., destroyed by fire.

H. V. Landry, general merchant, Casselman, Ont., succeeded by S. Perrier.

J. A. Cruickshank, general merchant, Hepworth, Ont., sold to J. A. Rourke.

R. Stirrett Co., Petrolia, Ont., have taken over the general business of Mann & Co.

J. A. Rourke, general merchant, Shallow Lake, Ont., has sold to Wm. Rourke.

John Wilson, grocery and provision dealer, Orillia, Ont., has sold to T. B. Cramp.

D. Rountree & Sons, general merchants, Weston, Ont., are succeeded by Rowntree Bros.

Brickell & Van Syckle, grocers and butchers, St. Thomas, Ont., have dissolved, M. Van Syckle continuing.

Quebec.—Albert Berard, grocer, Montreal, has assigned.

Frs. X. Rousseau, grocer, Levis, Que., has assigned.

J. G. Fournier, grocer, Montmagny, Que., deceased.

F. N. Gauthier, grocer, St. Bastile, Que., deceased.

Legault & Frere, grocers, Montreal, succeeded by J. O. Paiement.

L. Levesque & Co., general merchant, Lake Megantic, Que., has assigned.

Maritime Provinces.—G. F. Farmer, grocer, Halifax, N.S., deceased.

N. Faubert has opened a grocery store at Montmatre, Sask.

Mrs. E. Morice, grocer, Victoria, B. C., has sold to A. Honour.

M. McDougall, grocer, Vancouver, B. C., has sold to J. Gillies.

E. E. Pepper, grocer, Regina, Sask., has sold to S. B. Yerxa.

E. W. Hibbard, grocer, Redvers, Sask., suffered loss by fire.

Andrew Z. Megarity, grocer, St. John's, N.B., has assigned.

Mrs. Rose Corbin, general merchant, Stanstead, Que., has assigned.

W. A. Wilkinson, grocer, Vancouver, B.C., has sold to L. B. McClane.

J. E. Evans, general merchant, Davis, Sask., has sold to W. L. Chapman.

J. Moussette, general merchant, Coteau Station, Que., has assigned.

Peter M. Friesen's general store at Rush Lake, Sask., was destroyed by fire.

Arthur Weller has purchased the general store of D. Liem & Co., Shevlin, Man.

J. H. Richards, general merchant, St. Timothe de Champlain, Que., has assigned.

McKenzie & Trueman, grocers, Campbellton, N.B., have sold to Young & Keays.

Joshua Dykeman, general merchant, Jemseg, N.B., has sold to C. D. Dykeman.

Western Canada.—The J. Henri Bonin Co., grocery dealers, St. Boniface, Man. have assigned.

E. E. Pepper, grocer, Regina, Sask., has assigned.

J. E. Brown, general dealer, Khedive, Sask., has assigned.

Masson & Adams, general merchants, McTaggart, Sask., dissolved.

J. W. Broatch, general dealer, Fairlight, Sask., succeeded by A. P. Cook.

Norman Wasserman, general merchant, Aylsburg, Sask., is selling to J. R. Scott.

People's Supply Co., general dealers, Lumsden, Sask., are opening a branch at Disley.

The Battleford Trading Co., North Battleford, Sask., has sold its general store to Bravender & Cruickshanks, of Toronto.

Farmers Demand The Best Grades of Seed Always

The seed merchant who wishes to build up a trade can do so, only by handling the highest grades of seed. The farmer is yearly becoming more exacting in the quality of the seed he uses, and if you wish a continuance of trade, you must give him only the best. The desirability of working up the confidence of your customers, so that they will depend on you for pure seed is shown by the following item from a farmer's magazine in regard to the seed question:

Buy Only Good Seeds.

"People have learned a lot about seeds in recent years. A few years ago every kind of seed was thought good enough to sow on the land, and when good crops did not materialize, the land or the weather was blamed for it all. We have fallen upon better days. The farmer, though there are some who still cling to the old way, is not looking to see how cheaply he can buy seed, but how good seed he can buy. There is a big difference, bigger indeed than the difference in price between good and poor seed. Most farmers know good seed of the coarse grain kind when they see it, or they ought to know. It is not so easy, however, to distinguish between good and bad in small seeds such as clovers and grasses. Most farmers have to buy these every year. They are, therefore, more dependant upon the man who sells seed in buying clovers, etc., than in any other kind. For this reason the reliability of the seedsman will count for much. It is better to pay 50 per cent. more for seed to a merchant who can be relied upon than to one whose reliability cannot be vouched for. The Seed Control Act protects the buyer in a large measure. But even this cannot at all times hold in check the unscrupulous seedsman when he gets out after business. The farmer must select the seed merchant as well as the seed he buys."

RETAILERS DISCUSS MANY REFORMS.

(Continued from page 28.)

There wasn't much discussion on this resolution for the reason that the delegates were firmly of the opinion that the civil servants at Ottawa should be made to pay their honest debts as had everybody else, and Mr. Ziemann's motion that it be carried, was seconded by George Cooper, Toronto.

For Individual Effort.

The work of Committee "C" which had been entrusted with all resolutions which affected general retail interests came next, with G. Cooper, Toronto, reporting. His first resolution was No. 3, which read:—"That this convention desires to express the opinion that it is strongly opposed to all schemes or methods the object of which is to destroy individual effort in trade, acknowledging the principle that the distribution of goods is made more economically by the medium of the individual merchant, and that this system gives more security to the public than any other way of distribution."

Centralization Better.

This resolution had met with the general approval of the committee. In the discussion before its adoption, however, G. Gibbard, Toronto, ventured to insist that the system of individual distribution was not the best, but, economically all wrong. It cost more to transfer a can of meat for instance, from a grocer's shelves to the consumer, than it did to take the beef on the hoof from Texas or Kansas. He made a plea for centralization—say four or five grocers combining with one delivery—as the better system and urged that it was the duty of the convention to arrive at some method whereby the cost of final delivery would be cut down, to the benefit of the dealer. But the resolution carried, the delegates not being ready to proceed on such a revolutionary scheme.

Publicity to Deceive.

Resolution No. 5, asking—"That this convention is strongly opposed to any system of publicity, the nature of which is to deceive the public, either on the quantity, the quality, or the value of the goods, or their make, or any system whose object it is to have the public expect an advantage which is not existing, and this convention requests the Dominion Board to take the necessary steps in order that the provisions of the criminal code on the subject be respected," came next. It was carried without discussion.

A Card Index System.

But there was discussion on the next one which dealt with the establishment of a card index system for retailers by means of which information in connection of prospective clerks could be obtained. It was as follows:—"That this Convention recommends the establishment of a service of information, the object of which would be to supply the members of the association with information on the morality and the ability of the clerks and employes."

Mr. Holloway, grocer, Toronto, was opposed to this; taking the position that it was entirely a matter for the individual retailer. We have allowed the system of recommendation which prevails in the Old Land, to fall flat here,

and we hire a clerk largely by his face. Mr. Holloway urged an amendment that the last employer, the only man who could give accurate information, be called up by telephone.

Mr. Ziemann rose and urged as Mr. Holloway had done, that it was altogether a matter for the individual retailer, while, if passed, it would entail a great amount of work on the provincial secretary.

All About Jones on Card.

It looked as if the resolution would be lost when E. C. Matthews, grocer, Toronto, called on Mr. Cooper to explain his resolution. "Some years ago," said the plumbers' delegate, "we had a card index system in our business. It worked this way: Suppose a man,—call him Jones,—came to me for work. I would put him off until the afternoon. In the meantime I would call up our secretary and ask 'Got Jones on the list? Is he of sober disposition? Is he punctual?' I get those answers right away," said Mr. Cooper, smiling, "and I know at once just what may be expected from Jones. It was my idea that the grocers and other merchants might be able to use the idea to advantage. I had no intention of saddling additional work upon the provincial secretary. My thought was to leave it to local branch secretaries."

Mr. Ziemann, convinced by the terse explanation, rose and signified his belief in the efficiency of the innovation, and the motion carried.

Mail Order Competition.

Next came resolution No. 9, reading:—"That this Convention wishes to express the opinion that the retail trade in general has much to suffer from unfair competition from some stores doing business by mail, and we think the best means to cut out that competition would be to undertake a campaign of education amongst the public, and that in order to attain the object more economically and more surely, the Dominion Officers be requested to get out a pamphlet mentioning the facts and arguments on the subject, and which could be bought by the merchants in the different cities and towns, and distributed by them at the net cost of producing the same. This was carried.

The next resolution setting forth the favor of the convention of the subvention granted by the Dominion Parliament to the Canadian Press, was passed without argument.

Committees to Confer.

Resolutions 12 and 13, calling for the appointment of a committee, representative of the R.M.A., to confer with committees of the manufacturers and wholesalers, that better trade relations might ensue, were also carried. Then, with the hands of the clock pressing hard on one o'clock, the Convention adjourned for lunch, to meet again an hour later.

Afternoon Session.

When the Convention resumed in the afternoon, the first thing which came up was the consideration of Secretary Trowern's report. This, presented on the first day of the Convention, had not been detailed off to any committee, and when George Cooper, Toronto, moved,

and E. C. Matthews, Toronto, seconded, it was taken up in open convention for discussion. Accordingly, Mr. Trowern, for the second time during the meeting, read his report, and President Kelly declared the discussion open to all.

"To the Officers and Members of the Ontario Provincial Convention Assembled:

"It is with great pleasure that I meet you here again on this, the Twelfth Annual Convention of the Ontario Provincial Board of our Association.

"To look forward twelve years, it seems a long time, but to look backwards it seems but a short time when we first decided to form an Association that would take care of and pronounce to the public that there was such a class in the community as Retail Merchants.

Shield of Retailers.

"Since the formation of our Association it is needless to dwell on the fact that it has been the shield and protector to all retail men, whether they were in our ranks or not, and those of us who have been in the forefront, bearing the heat and burden of the day, have been continually on the Watch Tower to see that no unfair legislation, either Provincial or Dominion, was placed upon us, and I need not add that the name of our Association is now familiar to all of our legislators, whether they are in the Queen's Park in Toronto, or on Parliament Hill at Ottawa.

"While, however, our progress in some respects has been encouraging and a great many excellent legislative enactments stand to our credit and the name of our Association can be found in a great many important public reports and records throughout the provinces of Canada, as well as on the Government files at Ottawa, we must feel that with all the good work that we have done that we are only on the threshold of our work.

Organization is Needed.

"It is this one thought that I would like to impress upon those who attend this Convention to-day. And with this thought in our minds and with the knowledge that we are a necessary and important class in the community and that our organization is needed and required so as to direct in an organized way the best thought of the best men and keep ever before the public mind "that if they want the retail trade of Canada to be placed upon the high level that it should occupy to give them the best and most intelligent services, that this can only be done by making it so attractive and so free from tricks and schemes that the best and most upright men will be attracted to it and can find pleasure as well as profit in their occupation."

"This is, therefore, an educational work and all educational work is necessarily slow to advance, so we must not be discouraged with our progress, if it does not seem to advance as rapidly as some would wish.

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Fi "In e same Be time, alc er, Mr. J defeat tl the two before order to of petiti over Can the Hou every m to every Premier of letter and ans ceived a there is call you comes fr by all e acquaint and who a retail R. P. Ro my letter the Co- wer was

"The period over which this report will cover is a trifle over six months, owing to the change in the date of the fiscal year and the date fixed by the Constitution for the holding of this convention, so in making comparisons between what we have done at other periods of a year and during the past six months I trust that you will not overlook this fact.

Amending the Constitution.

"Since our last convention held in Kingston in June, 1910, my time has been fully taken up in an endeavor to carry out the various measures that were determined upon at that time. Perhaps the most important resolution as far as the future of our Association is concerned was the one requesting the Dominion Board to amend the constitution so that it would be operative under the Dominion Charter. With the other members of the Ontario Provincial Board, I attended the Dominion Convention held in Montreal on the 21st and 22nd of July, and with the advice of the Solicitor of the Board, the matter received very careful and thoughtful consideration and the recommendation of the resolution was properly carried out. When this was completed, the Board then ordered copies to be printed and distributed, both in English as well as in French, and this required considerable time as they decided to secure sufficient advertising to cover the cost of the same, and I am pleased to say that this was done, leaving a surplus which will be carried forward to the credit of the Printing Account. While this work, as well as the carrying out of some of the other resolutions, comes practically under the work in connection with the Dominion Board, I feel that I must refer to it so that you will understand something of what has been accomplished.

Fighting Co-operative Bills.

"In connection with the work of the same Board, I have given considerable time, along with our Dominion Treasurer, Mr. J. A. Beaudry, in an endeavor to defeat the purposes of the promoters of the two Co-operative Society Bills now before the Dominion Parliament. In order to do this we have sent out a host of petitions, letters and pamphlets all over Canada, and to every member of the House of Commons, as well as to every member of the Senate, and also to every Lieut.-Governor and to the Premier of every Province. Hundreds of letters have been received in reply and answered, and while we have received a great many promising support, there is one letter that I would like to call your particular attention to as it comes from a Premier who is respected by all commercial classes for his wide acquaintance with commercial matters and who secured this knowledge behind a retail dry goods counter, the Hon. R. P. Roblin, of Winnipeg. In reply to my letter asking him to protest against the Co-operative Society Bills, his answer was as follows:—

"Province of Manitoba,
Premier's Office,
February 20, 1911.

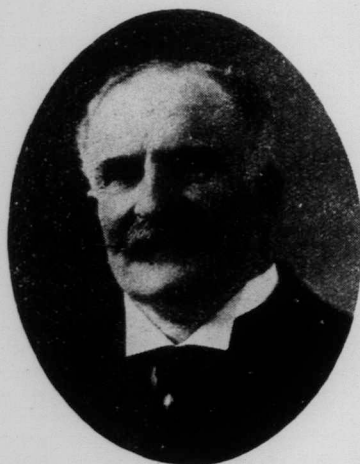
"E. M. Trowern, Esq.,
21 Richmond Street West,
Toronto, Ontario.

Dear Sir;—

"I have your letter of the 17th instant. The matter to which you refer is one of considerable importance, and while I have not given the question very much consideration yet, but I have no doubt that it deserves more attention than some other matters which receive more consideration and are of less importance. I am not sure whether the Province can be represented as you request or not, but will meet your views if it be possible."

Your respectfully
(Signed) R. P. Roblin."

"Other letters are equally as important, and I refer to this merely to show that it requires very little argument to



C. W. KELLY, Guelph,

The Retiring President, Who Presided at the Meeting.

convince a Retailer on Retail problems.

"Further Amendments to the Gold and Silver Marking Act, to the Act governing the Weight of a bag of Potatoes, to a connecting clause in the Criminal Law between the old Act and the new are now in progress and they have received all the time and attention necessary.

"The defeating of the Co-operative Bills, if we succeed and I am hopeful that we will, and the securing of the other measures in the Dominion House must have a beneficial effect on our Provincial work.

District Organization Troubles.

"Coming back to our provincial work, perhaps the most difficult task that I have undertaken is that of endeavoring to carry out the resolution to organize the Province in Districts. This work should be the work of one man, who should give his whole time and thought to it and who has nothing else to do, but knowing that it is a difficult thing to secure that man unless he is guaran-

teed a good salary and his expenses, and even then the right man is hard to find. However, it is an old saying that those who have most to do, do the most and, as I was anxious to give the resolution a good personal test, I took the Western part of the Province as an experimental ground. I started with three divisions, Essex, Kent, and Lambton, as one division. I went to Chatham and after addressing a meeting there and looking over the ground very fully, an organizer was secured and recommended by the local officers. The Association, not having any funds to lose or take chances on, I engaged him on commission, advancing him \$15.00 per week, which would be deducted from his commission at the end of the month. I addressed a meeting for him in Wallaceburg and posted him thoroughly in what he had to do, giving him both fully written and verbal instructions. He was certainly a good organizer and a good talker, but the demon, drink, was his enemy and after collecting \$75.00, he fell prey to the temptation and the officers of the Chatham Branch, with the able assistance of Mr. Westman, prevailed upon his family to make good the loss after he had been threatened with jail proceedings.

Another Man Secured.

"This was the first experience, but nothing venture, nothing win, and the Chatham officers secured another organizer and I fully posted him and went to Sarnia twice to address meetings and he certainly did all he could to interest the merchants and endeavor to create interest. He succeeded as well as he could, but it was by no means a profitable venture either for him or for myself, but he is still on the work and seems to know no such thing as "defeat."

"I then formed another district, consisting of Wentworth, Brant, Waterloo and Halton. I made Hamilton the first place of attack, and I secured out of a number of applicants, a man who had just sold out his retail business. I posted him thoroughly and addressed several meetings for him, both in Hamilton and Brantford. He was fairly successful and a very genial fellow but ceased because he said that a man who could do that work successfully, could obtain any position in the gift of the people and get, at least, twenty thousand dollars a year, as he would have to be living dynamo and a walking encyclopedia.

Pushing Farther Afield.

"I secured another man for the same district but he stopped when he found that he was not going to receive \$15.00 a week and 25 per cent. commission besides. I then tried Middlesex, Huron, Oxford and Elgin. I engaged an organizer and he called meetings in Woodstock, St. Thomas, Aylmer and Tillsonburg. I went to Woodstock to address his first meeting and I found him so enthusiastic about the probable attendance that, instead of securing the Council Chamber which he could have secured for nothing or for a small recognition to the caretaker, he engaged the Town

Hall, which would hold about four hundred people, and much to his astonishment and my amusement, he found himself with the caretaker and two other merchants in a brilliantly lighted and heated building, which cost me eight dollars (\$8.00) cash down, plus my expenses both ways, as well as an advance to him so that he could pass on to another field.

"He then went to St. Thomas and I attended that meeting. The attendance was larger but they placed a handicap of fifteen members before any one would pay their fee. The handicap still remains, and after several other attempts I was fully convinced that the plan must be changed. It is to this proposed change that I hope every delegate will give his best thought while at this Convention, and as time and space will not allow me to explain my plan here, I hope I will have an opportunity of doing so before the Convention closes. Because one plan does not work is no reason why they should all fail—'and only patience and perseverance laid the cable.'

Transient Traders' Licenses.

"Coming back to Provincial Legislation, it will be remembered that our old time honored friend 'Peddlers and Transient Traders' Licenses' is always with us and at the last Convention a resolution was again passed to hasten it along. I have given that a good deal of time and its importance merits it. I am pleased to say that at the present time it is progressing as fast as possible. I have had the whole Act with all its amendments drafted out and at the early part of next week I hope to have them introduced, and when this is done I shall forward a copy to all the members and ask them to help as far as possible by pointing out to their local members its importance.

The Embalmers Bill.

"The Embalmers and Opticians Bills which received the unanimous endorsement of this Convention last year, I am pleased to say are progressing splendidly and I hope that our Association may be able to take its share in the credit of having secured for the Embalmers a Bill that will be a credit to the profession and especially after they have been striving as a single line Association for twenty-four years to have it become law and with our organization at its back, and their able generals in our ranks, we are able to secure it in one.

"All the other resolutions which were of a minor character have received due consideration and I have addressed many meetings and held many section conventions which have been very successful.

"Our executive officers, I am pleased to say are all working together in the best harmony and they have shown a great interest in the work of the Association.

"Our honored President has always taken his place when the Executive Meetings have been held and he has given the work of the Association his best thought and attention and I desire to thank him as well as the other officers

for the great assistance and the kind and considerate attention they have given me.

Association Liabilities.

"Before closing, I must not neglect to refer to one of the most important matters in all meetings of business men, and that is our finances and our liabilities. As you are aware, for some years we have been doing our Association business and selling the results of our labor below cost, and the result is, as it must be in all businesses, an accumulation of liabilities. We have been doing too much for too little and, while we have an excellent asset, the Association has also a liability which has been accumulating for some time. For some years this liability found a resting place with the 'Toronto Branch' and while it really belonged to every Branch and Board of the Association, it seemed to receive more attention by the Toronto members than by any others and naturally it was looked upon as their property. I had hopes that when the Treasurer, Mr. Moyer, and myself handed over our duties of office in the local Branch, that our predecessor would have been able along with the Executive to have carried out their intentions and removed a portion, at least, of this troublesome enemy, but as this was not done, after some consideration our Executive took it over, subject to your approval, with the intention of making a strenuous effort to remove it altogether. This will come before you for your consideration.

"In closing, I must apologize for the length of this report, but long and all as it is, it would be impossible to go into all the details of what has transpired during the past half year, but I think sufficient has been stated to show that the best interests of the Association have been looked after and that under the circumstances nothing has been neglected.

"Of course it must be remembered that the work is greatly handicapped owing to insufficient funds to carry it along as it should be and if we had more money, I could employ more help, which is very necessary, and far better results could be obtained."

Membership Outside Toronto.

As Secretary Trowern concluded his reading, Mr. Holloway, Toronto, rose and said: "We have seen by this report how several endeavors have been made to organize the R.M.A. in Western Ontario. I should like to know the paid-up membership outside of Toronto.

Mr. Trowern—In six months of this year, 206 have paid up.

Mr. Holloway—"Why is it that the business men of these bright western towns have not been alive to the benefits to be gathered from being connected with this Association?"

B. McDonald, Picton—"What is the Toronto membership?"

Toronto Secretary, G. E. Gibbard—"We have in Toronto 389 members paid-up between March 29th and December 31st of 1910. I have not the statistics for the year prior to March 29,

but I would say there were 200 more. It would be right to say we have 589 members, or thereabouts, in Toronto."

Mr. Trowern: "You will have to add to the outside provincial membership, all those who paid from January 1st, 1909, to June, when the last report was made."

Mr. Holloway: "My idea in asking these questions is that this has been dragging on for a long time. If we in this association cannot secure these live business men in outside towns, let us get an organization that can."

Approach Question Fairly.

Mr. Trowern: "Let us have an open mind in this matter and approach the situation fairly, with no wish to cast reflection on any individual. To-day we have no organization force, save myself and a stenographer. I'm not satisfied that the membership should be only 200, and I have, in my report, called for suggestions as to the best method of securing members. Last year it was decided to divide the province into districts. Now let's approach the thing on facts. I tell you that system will not work out. None of us have come upon a plan that can be considered infallible. I've been working at this for a great many years and I have not, at least. An organizer, to do the work properly would have to be so equipped that he could go into the Hardware Man, the Undertaker, the Grocer, and the Boot and Shoe Man and tell in each case all the reasons why he should join this organization. There's no man in the room who can do it, so how do you expect an organizer can?"

Divide Trade into Groups.

"My suggestion," continued Mr. Trowern, "would be to divide the trade into groups. Couple, say, the lumber dealers, builders' suppliers, and the coal men. These run together. One man well posted in this one division could get hundreds where otherwise none would come in. But we've got to remember this is no proposition to ask a man to work without remuneration."

Mr. Gibbard: "This subject has been introduced and it appears to me this convention might just as well face it."

"First of all, I never did like the name," continued the Toronto secretary. "There's something about the words, 'Retail Merchants' Association' that does not carry conviction. How is it the Boards of Trade are extending all over the country, and absorbing all the leading business men? Why can we not enlist the best men in our organization? True we have a history, but no association can live on history. A great deal has already been done, legislation enacted in the wiping out of the trading stamp evil, and that of the Assessment Act. I know this and give credit for it, but, sir, we can't live on these things alone. The system is wrong, and if we haven't the courage to eliminate some things we never will get the confidence of Ontario."

Pres. Kelly: "While you state that the system is wrong what suggestions have you to make for improvement? There's no use finding fault with a system unless you have something better to offer."

Suggested Improvements.

Mr. Gibbard: "I was coming to that. The system of this organization is centralization. There is too much of that and not enough local autonomy. The Provincial and Dominion officers are

bothered too. Local autonomous governments of this system. Also, finance committee of the association.

Mr. Ziema valuable throughout the province. He is worth, do in which we out heads to let us do so.

Mr. Trowern this association was doing remuneration must be handled provincial branch suits."

Mr. Trowern the financial had been several years.

R. W. Doc opinion it value the Toronto order that function could be. The discussion then closed business results.

The

Mr. Moyer presented his. In moving said: "How to-day? We of which a said that. We have a trading star the merchants no less than Assessment will be saved. Now what been an old over our he how we can in some paragraphs canvassed for a good man villages who from work (have never port. If the in the proposition merchants the indebted "But," p don't want explanation ed by all with the association municipal institution and as this voluntary according to them." Then submit Moyer, he e all the experience unanimously.

Th

"Since the merchants' Assessment Ontario, heavy burden the member; he paid; he be made to to voluntary contribution to the

bothered too much about local matters. Local autonomy is recognized in all good governments to-day. I repeat, the error of this system is too much centralization. Also, there should be a permanent finance committee to regulate the funds of the association."

Mr. Ziemann: "The secretary has done valuable work which every retailer throughout the country should thank him for. His work has been worth and is worth, dollars and dollars every year in which we are in business. Let us get our heads together and find some way to help him. Anyone can criticize, but let us do something."

Mr. Trowern: "I've always stayed by this association because I believed I was doing good work, even if my remuneration has not been large. There must be harmony between local and provincial branches to obtain the best results."

Mr. Trowern explained in detail all of the financial and organization work that had been done covering a period of several years.

R. W. Dockeray considered that in his opinion it would be advisable to separate the Toronto and Provincial offices in order that the most successful organization could be worked out.

The discussion on organization was then closed by Pres. Kelly and regular business resumed.

The Treasurer's Opinion.

Mr. Moyer, treasurer, Toronto, then presented his report to the meeting.

In moving its adoption Mr. Moyer said: "How does the association stand to-day? We have a charter in speaking of which a member of parliament has said that its worth a million dollars. We have saved \$90,000 a year by the trading stamp legislation. We have saved the merchants throughout the country no less than \$1,000,000 a year by the Assessment Act, and who can say what will be saved in the Co-operative Bills. Now what is troubling us? There has been an old debt—some \$1,000, hanging over our head. I think I can tell you how we can pay off that. The country, in some parts at least, has not been canvassed for 3 or 4 years. There are a good many merchants in a good many villages who have been deriving benefits from work done by this association, who have never given a dollar in its support. If this situation were explained in the proper way to the province the merchants would respond, and pay off the indebtedness.

"But," proceeded Mr. Moyer, "we don't want to send out those letters of explanation until they have been endorsed by all who have the best interests of the association at heart. Then take municipalities according to their population and assessment, and rate them in this voluntary contribution scheme—according to the benefits accruing to them." The following resolution was then submitted to the meeting by Mr. Moyer, he explaining that he would bear all the expense himself, and was carried unanimously:

The Debt Resolution.

"Since the old debt of the Retail Merchants' Association of the Province of Ontario, has been for some time a heavy burden to the Association, and the members are anxious that it should be paid; be it resolved, that a request be made to every town in the Province to voluntarily pay a contribution in addition to their membership, and that a

statement of the affairs of the association be sent to every village and town and the proceeds placed in the bank, less 25 p.c. for collecting, until the Provincial Board direct it to be paid in full, or, as far as it will reach to pay, on the old indebtedness and that this matter will be placed in the hands of Mr. Moyer the treasurer and that the papers or letters he may require to send out shall be over the signature of all the officers of the Board, the letter however to be submitted to them for their approval."

After A. Weseloh of Berlin, had passed a few remarks along the line of what the good results would be if an organizer were to go round and explain all the benefits to be derived by merchants from connection with the R.M.A., the convention again settled down to business.

More Resolutions.

Mr. Cooper, Toronto, had been apportioned a few additional resolutions and these were considered in committee as a whole.

The first extended the thanks of the convention to the Minister of Agriculture, for his making provision for the taking in the census of 1911, a census of the retail merchants of Canada, covering the value of their real estate. This was carried, motion of Mr. Trowern, seconded by B. McDonald.

Another resolution expressed the approval and appreciation of the association with the proposed amendment to the Criminal Law, now being asked for by the Dominion Board, whereby all those combines charged with conspiracy and agreeing, will be dealt with under the new act. This was carried.

It was resolved to elect two representatives, to come from outside Toronto, to the Toronto Industrial Exhibition Board, in addition to the two already sitting for that city.

Uniform Half-holiday.

Another resolution to come up was one dealing with the proposals that are being made by some public bodies to secure a uniform half holiday, and a uniform civic holiday throughout Ontario.

E. C. Matthews opposed this as unworkable. He said it would be physically impossible to have all the grocers close on Saturday afternoon, which now was the recognized half holiday in the mechanical trades. Accordingly, the resolution was amended so that the manufacturers would draw up a schedule of the holidays in the different towns and cities and give these cards to their travelers.

A resolution dealing with the formation of a Board of Arbitration for the association was passed on to the Dominion Board, on motion of Mr. Ziemann.

Another resolution read: "That this convention consider the advisability of adopting a sign or trade mark suitable for placing over the store doors of all members of the association and that leading papers calling public attention to the fact that the merchants over the doors of which these signs appear are endeavoring to conduct trade on a fair and square basis, and report the same to the board." This was carried unanimously.

In the matter of putting the collection of bad accounts into the hands of a collecting agency it was decided that the Provincial secretary should first be called upon to rule upon the advisability of using any firm that might be selected for the purpose.

Trade marks and the maintenance of prices was the keynote of the next resolution, which read as follows:

"That this convention wishes to express the opinion that it is in favor of the maintenance of prices on any article bearing a trade mark, and recommends that all retail merchants make a special effort to help the manufacturers who adopt this system." This was carried.

The resolution calling for the establishment by the Dominion Board, of a service of information to supply the names and addresses of all the customers, who make a practice of not paying dealers, was lost because it came into conflict with the constitution.

The convention endorsed on motion of J. C. Van Camp, undertaker, Toronto, the Embalmers and Opticians legislation now before the Provincial Legislature.

Health By-laws.

President Kelly as chairman of committee "A" then moved a resolution presented by G. Cooper, plumber, Toronto, providing for the framing of a bill by the Provincial Board, to compel the passage of by-laws in all municipalities where none exist at the present time, so that the quality of the plumbing done and the weight of the material used must be passed on by an inspector.

Mr. Cooper, in explaining his resolution, said that in many towns the plumbing was a vertible death trap. Mr. Trowern expressed his entire sympathy with the resolution and assured the mover he would do everything in his power to see that it became a law.

A series of resolutions calling for amendments to the constitution followed, but these were sent on to the Dominion Board.

Election of Officers.

The election of officers was then in order. N. B. Cobbletick, undertaker, Toronto, at once moved that C. W. Kelly be re-elected unanimously for a second term as president. This was done with a vim, but President Kelly informed the meeting that time would not allow of his taking up the reins of office for another year. Considerable pressure was brought to bear upon him, but Mr. Kelly was firm in his resolve. Then it was moved by Mr. Cobbletick, and seconded by E. C. Matthews that A. M. Patterson, of Brockville, be elected President. This was done. E. T. Steacy, of Kingston, was then moved up a step to First Vice-President, and A. Weseloh, of Berlin, was selected second Vice-President. E. M. Trowern was re-elected secretary, and M. Moyer, treasurer.

It was decided on motion of Mr. Van Camp, seconded by E. C. Matthews, that the members of the executive committee should represent the Provincial association on the Dominion Boards.

Dominion President Ziemann, of Preston, and Past-President Kelly, of Guelph, were then elected representatives for the province on the Exhibition Board.

This was the last order of business, but before the convention adjourned, Mr. Van Camp rose to express a few words of appreciation for the work of the Provincial Secretary. He was followed by Messrs. Cobbletick, Impy and Moyer, and by President Kelly, who spoke in similar vein.

Mr. Cooper then moved a vote of thanks to the Guelph City Council and

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| | | |
|------------------------------|------|------|
| Spanish, No. 1..... | 0 13 | 0 12 |
| Virginia, No. 1..... | 0 13 | 0 15 |
| Pecans, 3 crown, per lb..... | 0 17 | 0 18 |
| Pistachios, per lb..... | 0 76 | 0 76 |
| Walnuts— | | |
| Bordeaux halves..... | 0 37 | 0 38 |
| Broken..... | 0 30 | 0 32 |
| Grenobles..... | 0 17 | 0 17 |

Rice and Tapioca—Business is steady at the new figures and prospects are for better business during the next month or six weeks. Tapioca is enjoying a steady demand.

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

Tea—The market is firm and prices are high. According to some advices Ceylon greens are no longer quoted under 25 cents, but for that matter, both India and Ceylon teas are high. So with Japans. The market is almost uniformly firm with an undercurrent of opinion that high prices seem to be coming to stay. This, however, remains to be seen.

| | | |
|---|------|------|
| Choicest..... | 0 40 | 0 50 |
| Choice..... | 0 35 | 0 37 |
| Japans—Fine..... | 0 30 | 0 35 |
| Medium..... | 0 25 | 0 28 |
| Good common..... | 0 21 | 0 23 |
| Common..... | 0 19 | 0 21 |
| Ceylon—Broken Orange Pekoe..... | 0 21 | 0 40 |
| Pekoes..... | 0 20 | 0 22 |
| Pekoe Souchongs..... | 0 20 | 0 22 |
| India—Pekoe Souchongs..... | 0 19 | 0 22 |
| Ceylon greens—Young Hysons..... | 0 25 | 0 25 |
| Hyson..... | 0 25 | 0 25 |
| Gunpowders..... | 0 19 | 0 35 |
| China greens—Pingsney gunpowder, low grade..... | 0 14 | 0 18 |
| " " " pea leaf..... | 0 20 | 0 30 |
| " " " pinhead..... | 0 30 | 0 50 |

Coffee—The market shows no change during the week. Even in the primary market there is no material change. Business is moving along well beaten paths with a normal trade at good prices.

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

Beans and Peas—Steadiness in the trade in beans is a feature of this market. Prices are steady and before a good demand, the bulk of business is encouraging.

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

ONTARIO MARKETS

POINTERS—

- Sugar—Shows strength.
- Brazil Nuts—Scarce and dearer.
- Best Quality Beans—Firmer.
- Evaps—Scarce.

Toronto, March 9.—Wholesalers report a slight improvement in the grocery trade during the week. The increase is, however, confined mostly to the country districts, and city trade is about marking time. They report that collections are fair.

The two advances in sugar last week brought the price in Toronto up to \$4.50 and even at the advanced figure, sugar sales have been large. The raw market, after declining slightly at the first of the week, shows some new strength. The market will be governed

according to conditions as they arise from day to day. It seems to have resolved itself into a battle between holders and refiners, and prices depend a great deal on which one is forced to comply with the terms of the other.

Brazil nuts on this market are extremely scarce and higher prices are asked. New crop is beginning to arrive in New York but no important additions to the supply are expected for a time.

There seems to be a plentiful supply of beans of low quality, which find little sale on this market, but the best quality beans are none too plentiful and some dealers are asking higher prices.

Evaporated apples continue in small supply with prunes and other dried fruits maintaining their firm position.

Sugar—With the second advance in sugar noted in last week's issue, the price in Toronto is now \$4.50 or 20c above the lowest point reached this year. The demand has kept up well since the last advance, some dealers evidently expecting prices to go higher. The market is steady at the present time and shows considerable strength but whether this will become marked enough to cause a further advance is a moot question. The movement of the market will be governed by reports as they arrive from day to day. The market seems to resolve itself into a question of whether the grower will be able to continue to control the raw crop. There was some decline in raws at the first of the week, but the market has again stiffened up with European beet at 9s 10 1/2d. or equivalent to 4.07 duty paid New York. Some dealers point to the large production of raws this year which must eventually be marketed, and which may have some effect on future prices.

| | |
|---|------|
| Extra granulated, bags..... | 4 50 |
| " " " 20 lb. bags..... | 4 60 |
| Imperial granulated..... | 4 35 |
| Beaver granulated..... | 4 35 |
| Yellow, bags..... | 4 10 |
| Barrels of granulated and yellow will be furnished at 5 cents above bag prices. | |
| Extra ground, brls..... | 4 90 |
| " " " 50-lb. boxes..... | 5 10 |
| " " " 25-lb. boxes..... | 5 20 |
| Powdered, brls..... | 4 70 |
| " " " 50-lb. boxes..... | 4 70 |
| " " " 25-lb. boxes..... | 5 10 |
| Red Seal, cwt..... | 7 10 |
| St. Lawrence Crystal Diamonds..... | 7 50 |
| Paris lumps, in 100-lb. boxes..... | 5 40 |
| " " " in 50-lb. "..... | 5 50 |
| " " " in 25-lb. "..... | 5 70 |

Syrups and Molasses—Although a firmness is noted in molasses in the primary market, no changes have taken place here. There is very little demand for this line while syrup trade continues about the same.

| | | | |
|----------------------------|----------|-------------------------|-----------|
| Syrups— | Per case | Maple Syrup— | |
| 1 lb. tins, 2 doz..... | 2 25 | Gallons, 6 to case..... | 4 80 |
| in case..... | 2 25 | " " " 12 "..... | 4 40 |
| 5 lb. tins, 1 doz..... | 2 60 | Quarts, 24 "..... | 5 40 |
| in case..... | 2 60 | Pints, 24 "..... | 3 00 |
| 10 lb. tins, 1 doz..... | 2 50 | Molasses— | |
| in case..... | 2 50 | New Orleans..... | |
| 30 lb. tins, 1 doz..... | 2 45 | medium..... | 0 30 0 35 |
| in case..... | 2 45 | New Orleans..... | |
| Barrels, per lb..... | 0 03 1/2 | bbla..... | 0 28 0 32 |
| Half barrels, lb..... | 0 03 1/2 | Barbadoes, extra..... | |
| Quarter "..... | 0 03 1/2 | fancy..... | 0 45 |
| Falls, 36 1/2 lbs. ea..... | 1 70 | Porto Rico..... | 0 45 0 52 |
| " " " 25 "..... | 1 20 | Muscovado..... | 0 30 |

Dried Fruits—No changes have taken place in dried fruits this week, and conditions remain about the same. Currants continue firm as the shortage in

crops in all parts of the world becomes more apparent. Primary market advances have been mostly in common fruit which will no doubt turn attention to the better grades which have not moved in sympathy. Prunes continue scarce and high in price. Conditions of sale are more favorable now since both retailers and consumers have become convinced that shortage of stocks warrant the present high prices. One wholesaler stated that if he had to purchase supplies at the present time he would have to pay higher prices, in some cases, than he is now charging retailers. Trade is not overly brisk.

| | | |
|---|----------|----------|
| Prunes— | | |
| 30 to 40, in 25-lb. boxes..... | 0 13 1/2 | 0 13 1/2 |
| 40 to 50 " "..... | 0 12 1/2 | 0 13 |
| 50 to 60 " "..... | 0 12 | 0 12 |
| 60 to 70 " "..... | 0 11 1/2 | 0 11 1/2 |
| 70 to 80 " "..... | 0 11 | 0 11 |
| 80 to 90 " "..... | 0 09 1/2 | 0 10 |
| 90 to 100 " "..... | 0 09 | 0 09 1/2 |
| Same fruit in 50-lb. boxes 1/2 cent less. | | |

| | | |
|--------------------------|------|----------|
| Apricots— | | |
| Standard..... | 0 16 | 0 16 1/2 |
| Choice, 25 lb boxes..... | 0 16 | 0 17 |
| Fancy..... | 0 19 | 0 25 |

| | | |
|----------------|------|----------|
| Candied Peels— | | |
| Lemon..... | 0 09 | 0 11 |
| Orange..... | 0 10 | 0 12 1/2 |
| Citron..... | 0 15 | 0 17 |

| | | |
|----------------------|----------|-------------------|
| Figs— | | |
| Element, per lb..... | 2 1/2 | 0 11 1/2 0 12 1/2 |
| 1 1/2 inches..... | 0 08 | 0 10 |
| 2 "..... | 0 08 1/2 | 0 10 1/2 |
| 2 1/2 "..... | 0 09 1/2 | 0 12 |
| Umbrella boxes..... | 0 12 | 0 14 |

| | | |
|-------------------------|----------|----------|
| Taprets, "..... | 0 04 | 0 04 1/2 |
| Bag Eggs..... | 0 04 | 0 05 |
| Dried peaches..... | 0 10 | 0 10 1/2 |
| Dried apples..... | 0 08 | 0 09 1/2 |
| Currants— | | |
| Fine Filiatras..... | 0 07 1/2 | 0 08 |
| Vostizzas..... | 0 10 | 0 12 |
| Patras..... | 0 08 | 0 08 1/2 |
| Uncleaned 1/2 cent less | | |

| | | |
|----------------------------------|----------|----------|
| Raisins— | | |
| Sultana..... | 0 10 | 0 12 |
| " fancy..... | 0 11 | 0 13 |
| extra fancy..... | 0 14 | 0 15 |
| Valencias selected..... | 0 08 | 0 08 1/2 |
| Seeded, 1 lb packets, fancy..... | 0 08 1/2 | 0 09 |
| " " 15 oz packets, choice..... | 0 07 1/2 | 0 08 |
| " " 12 oz. "..... | 0 07 | 0 07 1/2 |

| | | |
|---------------------|----------|----------|
| Dates— | | |
| Hallowees— | | |
| Full boxes..... | 0 05 | 0 05 1/2 |
| Sairs..... | 0 04 | 0 04 1/2 |
| Package dates..... | 0 06 1/2 | 0 06 1/2 |
| per 1 lb..... | 0 10 | 0 10 |
| Fards choicest..... | 0 10 | 0 10 |

Tea—The firmness seems to be well maintained in tea and especially is this noticeable in Ceylon greens, as the total Ceylon crop in 1910 was less than the previous year by eight millions. It is too early to estimate this year's output from Ceylon with any certainty. Whatever increase there may be, however, cannot materially reduce the present high level of prices, for enquiries for Ceylon tea are increasing in all parts of the world. On the other hand, should there be no increase on last year's total, prices are likely to become still firmer.

Coffee—Trade in coffee, locally, seems to be keeping at a fair average. For the past two months the consuming markets have held off in purchasing, evidently in the hope that something would force the market downward. It may, of course, be due to the pending sales by the Government. Willet's & Gray's Journal says of the coffee situation: "All the facts of the situation in coffee point so strongly to an invulnerable statistical position for the balance of the season and next season, that nothing is conceivable to interfere with coffee maintaining its value, and probably advance further. Coffee has advanced because of small crops and increasing consumption. Coffee must hold its value unless crops overreach con-

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sumption or consumption falls below production.

| | | | | | |
|----------------------|------|------|---------------------|------|------|
| Rice, roasted..... | 0 18 | 0 20 | Mocha, roasted..... | 0 25 | 0 28 |
| Green Rice..... | 0 15 | 0 16 | Java, roasted..... | 0 27 | 0 33 |
| Santos, roasted..... | 0 22 | 0 22 | Mexican..... | 0 25 | 0 25 |
| Maricao, | 0 20 | 0 22 | Guatemala..... | 0 18 | 0 22 |
| Bogotas..... | 0 22 | 0 25 | Jamaica..... | 0 20 | 0 22 |

Spices—Dealers agree that trade might be brisker in spices than it is at the present time. Prices remain unchanged. Cloves are firm and reports give the receipts of cloves at Zanzibar during the first half of February as 5,200 bales, against 11,000 last year, 9,500 in 1909 and 3,500 in 1908.

| | Bbls. | Pails or Boxes | Tins | 1/2 lb. pgs. dr. | 1/2 lb. 1/2 doz. |
|------------------------------------|-------|----------------|-------|------------------|------------------|
| Allspice..... | 0 14 | 0 15 | 0 17 | 0 75 | 0 80 |
| Cinnamon..... | 0 24 | 0 25 | 0 27 | 0 90 | 0 90 |
| Cayenne pepper..... | 0 23 | 0 24 | 0 26 | 0 90 | 0 90 |
| Cloves..... | 0 24 | 0 25 | 0 27 | 0 90 | 0 90 |
| Cream tartar..... | 0 25 | 0 26 | 0 28 | 0 90 | 0 90 |
| Curry powder..... | | | | | |
| Ginger..... | 0 22 | 0 24 | 0 26 | 0 80 | 0 90 |
| Mace..... | | | | | |
| Nutmegs..... | | | | | |
| Pepper, black..... | 0 15 | 0 16 | 0 17 | 0 75 | 0 80 |
| Pepper, white..... | 0 24 | 0 25 | 0 26 | 1 00 | 1 10 |
| Pastry spice..... | 0 23 | 0 24 | 0 25 | 0 80 | 0 90 |
| Pickling spice..... | 0 15 | 0 16 | 0 17 | 0 75 | 0 75 |
| Turmeric..... | | | | | |
| Mustard seed, per lb. in bulk..... | | | | | 0 12 |
| Celery seed, per lb. in bulk..... | | | | | 90 |

Rice and Tapioca—A normal trade is passing in rice at unchanged prices but there is little business being done in sago and tapioca.

| | |
|--|----------|
| Standard B. from mills, 500 lbs. or over, f.o.b. Montreal..... | 3 00 |
| Rice, stand B..... | 0 03 1/2 |
| Rangoon..... | 0 03 1/2 |
| Patna..... | 0 05 1/2 |
| Japan..... | 0 04 1/2 |
| Java..... | 0 06 |
| Carolina..... | 0 10 |
| Sago, medium brown..... | 0 05 1/2 |
| Tapioca—Bullet, double goat..... | 0 08 |
| Medium pearl..... | 0 05 1/2 |
| Flake..... | 0 08 |
| Seed..... | 0 05 1/2 |

Nuts—Even with the high prices, the trade in shelled almonds and walnuts through the grocer seems to be keeping up well, although the consumption on the whole shows some decrease. Confectioners are using smaller amounts and substituting other nuts as much as possible in the manufacture of lines that contain nuts. Brazil nuts are scarce on this market and as high as 17c per pound is being asked by some dealers.

| | | |
|--------------------------|----------|----------|
| Almonds, Formigetta..... | 0 15 | 0 15 1/2 |
| " Tarragona..... | 0 16 | 0 16 |
| " shelled..... | 0 25 | 0 28 |
| Walnuts, Grenoble..... | 0 16 1/2 | 0 16 |
| " Bordeaux..... | 0 14 | 0 14 |
| " Marbled..... | 0 39 | 0 40 |
| Filberts..... | 0 12 1/2 | 0 13 |
| Peanuts..... | 0 18 | 0 20 |
| Brazil..... | 0 15 1/2 | 0 17 |
| Peanuts, roasted..... | 0 09 1/2 | 0 12 1/2 |

Evaporated Apples—Scarcity is the key note of the "evaps" market as for some time past, and stocks are about confined to what wholesalers have on hand at the present time.

| | | |
|--|------|----------|
| Evaporated apples..... | 0 12 | 0 12 1/2 |
| Beans—The market in beans shows little change from last week. Some dealers are asking more than present quotations for first quality beans in which there is a slight scarcity noted with plenty of the lower grade. | | |
| Prime beans, per bushel..... | 1 90 | 2 00 |
| Hand picked beans, per bushel..... | 2 05 | 2 15 |

CANNED GOODS

MONTREAL.—While there have been a number of changes in the canned goods' situation during the past week

some of them pertain to only particular houses. It might be once more mentioned that the feeling among the trade is of the utmost security for the reason that they state that canners are stripped of their stocks and whatever goods are to be had are now in the warehouses of the wholesale trade. One house reports a reduction in early June peas and the extra sifted. The former have been quoted and sold at \$1.35 but this house now offers them at \$1.15 and the extra sifted at \$1.90. The reason for this is that peas are one of the first vegetables in Spring's offering and as the middle of March is now here it is not considered desirable to be caught with this high priced stock unsold. A representative of this house states they have more early June than they consider wise to carry, hence the low price now quoted.

Canned lobster are higher in sympathy with the high prices of live lobsters due to the present scarcity.

Gallon apples are also prominent. One wholesaler stated that he had refused \$3.25 as a quotation on western order for 500 cases. Another jobber reported a sale of 600 cases to a Winnipeg firm at a price but slightly lower than this. All of which indicates the esteem in which the gallon apples are held by the trade.

Tomatoes 3's are moving out well and are firm at that price. It is reported that canned fish trade shows an improvement this week in spite of the opposition of fresh frozen fish. There is a feeling that tomatoes will not likely endure the demand through the summer to the time the new crop will find its way to the market. This feeling is rather pronounced.

| | | |
|---|----------|--------|
| Apples, gal..... | 3 20 | \$3 50 |
| Peas, standard, dozen..... | 1 30 | |
| Peas, early June, dozen..... | 1 15 | |
| Peas, sweet wrinkled, dozen..... | 1 25 | |
| Peas, extra sifted, dozen..... | 1 98 | |
| Pumpkins—3 lb., 95c.; gallon, \$5.00..... | 1 00 | |
| Beans, dozen..... | 1 00 | |
| Tomatoes, dozen (Ontario and Quebec)..... | 1 45 | |
| Strawberries, dozen..... | 1 90 | |
| Raspberries, 2's, dozen..... | 1 77 1/2 | |
| Peaches, 2's, dozen..... | 1 90 | |
| Peaches, 3's, dozen..... | 1 90 | |
| Pears, 2's, dozen..... | 2 40 | |
| Pears, 3's, dozen..... | 1 57 1/2 | |
| Plums, Greenage, dozen..... | 1 00 | |
| Plums, Lombard, dozen..... | 1 00 | |
| Lawtonberries, 2's, dozen..... | 1 60 | |
| Clover Leaf and Horsehoe brands salmon— | | |
| 1-lb. talls, per dozen..... | 2 07 1/2 | |
| 1-lb. flats, per dozen..... | 1 32 1/2 | |
| 1-lb. flats, per dozen..... | 2 25 | |
| Other salmon— | | |
| Humpbacks, dozen..... | 1 40 | |
| Cohoos, dozen..... | 1 60 | |
| Red Spring, dozen..... | 1 90 | |
| Red Sockeye, dozen..... | 2 10 | |
| Lobster— | | |
| 1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.50..... | 2 07 1/2 | |
| 1-lb. flats, dozen, \$5.00..... | 1 32 1/2 | |
| Compressed corned beef, 1s..... | 3 00 | |
| Compressed corned beef, 2s..... | 3 85 | |
| English brown, 2s..... | 3 15 | |
| Boneless pig's feet, 3s..... | 3 10 | |
| Ready lunch veal loaf 1s..... | 1 50 | |
| Ready lunch veal loaf 2s..... | 2 60 | |
| Roast beef, 1s..... | 3 90 | |
| Roast beef, 2s..... | 3 35 | |
| Stewed or tall, 1s..... | 1 60 | |
| Stewed kidney, 1s..... | 1 50 | |
| Stewed kidney, 2s..... | 3 65 | |
| Mincod collops, 1s..... | 1 60 | |
| Mincod collops, 2s..... | 3 50 | |
| Corned beef hash, 1s..... | 1 60 | |
| Corned beef hash, 2s..... | 3 80 | |
| Jellied hocks, 2s..... | 3 80 | |
| Jellied hocks, 6s..... | 13 00 | |
| Paragon ox tongue, 1lb..... | 7 50 | |
| Paragon ox tongue, 2lb..... | 8 50 | |
| Paragon ox tongue, 3lb..... | 9 50 | |
| Paragon lunch tongue, 1s..... | 4 00 | |
| Tongue lunch, 1s..... | 3 50 | |
| Sliced smoked beef, 1s..... | 1 50 | |
| Sliced smoked beef, 2s..... | 3 50 | |

TORONTO.—There is no special feature to the canned goods market, and a normal trade in the same channels is passing. Some dealers report an im-

provement in the sales of canned fish, which should become greater as the Lenten season advances, as retailers will likely turn to canned fish when the handling of frozen fish becomes more difficult. However, up to the present, their efforts seem to have been confined to frozen fish, they evidently taking advantage of the colder weather while it lasts.

| VEGETABLES | Per doz. | Group B | Group A |
|---|----------|----------|---------|
| Asparagus tips, 2's, talls..... | 2 52 1/2 | 2 55 | |
| Beans, Golden Wax, 2's..... | 0 97 1/2 | 1 00 | |
| " " Midgets, 2's..... | 1 37 1/2 | 1 40 | |
| " " Refugee or Valentine (Green) 2's..... | 0 97 1/2 | 1 00 | |
| " " Refugee Midgets 2's..... | 1 37 1/2 | 1 40 | |
| Beets, sliced, blood red, 2's..... | 0 97 1/2 | 1 00 | |
| " whole, blood red, 2's..... | 0 97 1/2 | 1 00 | |
| " sliced, blood red, 3's..... | 1 32 1/2 | 1 35 | |
| " whole, blood red, 3's..... | 1 37 1/2 | 1 40 | |
| " whole, Rosebud, 2's..... | 0 97 1/2 | 1 00 | |
| " " 3's..... | 1 55 | 1 55 | |
| Cabbage, 3's..... | 0 97 1/2 | 1 00 | |
| Carrots, 2's..... | 0 97 1/2 | 1 00 | |
| Corn, 2's..... | 0 85 | 1 07 1/2 | |
| " fancy, 2's..... | 1 05 | 1 07 1/2 | |
| " on cob, gal..... | 4 77 1/2 | 4 77 1/2 | |
| Peas, Standard, size 4, 2's..... | 1 35 | 1 40 | |
| " Early June, size 3, 2's..... | 1 50 | 1 50 | |
| " Sweet Wrinkle, size 2, 2's..... | 1 50 | 1 50 | |
| " Extra fine sifted, size 1, 2's..... | 1 87 1/2 | 1 87 1/2 | |
| Pumpkin, 3's..... | 0 97 1/2 | 1 00 | |
| gal..... | 3 02 1/2 | 3 06 | |
| Spinach, table, 2's..... | 1 27 1/2 | 1 30 | |
| " " 3's..... | 1 75 | 1 30 | |
| " " gal..... | 5 02 1/2 | 5 08 | |
| Tomatoes, 2's..... | 1 05 | 1 07 1/2 | |
| " 3's..... | 1 40 | 1 50 | |
| " gala..... | 3 75 | 4 02 1/2 | |
| Turnips, 3's..... | 1 12 1/2 | 1 15 | |

| FRUITS | Per doz. |
|--|----------|
| Apples, standard, 3's..... | 1 20 |
| " " gal..... | 3 59 |
| Blueberries, standard, 2's..... | 1 27 1/2 |
| " " gal..... | 5 27 1/2 |
| Cherries, black, not pitted, heavy syrup, 2's..... | 1 52 1/2 |
| " black pitted, heavy syrup, 2's..... | 1 92 1/2 |
| " red, not pitted, heavy syrup, 2's..... | 1 52 1/2 |
| " red pitted, heavy syrup, 2's..... | 2 17 1/2 |
| " white, not pitted, heavy syrup, 2's..... | 1 63 1/2 |
| " white pitted, heavy syrup, 2's..... | 2 02 1/2 |
| " red pitted, gal..... | 8 52 1/2 |
| Gooseberries, 2's, heavy syrup..... | 1 77 1/2 |
| Lawtonberries, 2's, heavy syrup..... | 1 77 1/2 |
| Peaches, 2's, white, heavy syrup..... | 1 87 1/2 |
| " 2's, yellow, heavy syrup..... | 1 87 1/2 |
| Raspberries, black, heavy syrup, 2's..... | 1 77 1/2 |
| " black standard, gal..... | 7 02 1/2 |
| " red, heavy syrup, 2's..... | 1 77 1/2 |
| " red, standard gal..... | 7 02 1/2 |
| " red, solid pack, gal..... | 9 27 1/2 |
| Rhubarb, preserved, 2's..... | 1 52 1/2 |
| " " 3's..... | 2 27 1/2 |
| " standard, gal..... | 3 50 |
| Strawberries, heavy syrup, 2's..... | 1 77 1/2 |
| Clover Leaf and Horsehoe brands salmon: | |
| 1-lb. talls, dozen 2 05 3 07 1/2..... | 1 77 1/2 |
| 1-lb. flats, dozen 1 30 1 32 1/2..... | 1 87 1/2 |
| 1-lb. flats, dozen 2 22 1/2 2 25..... | |
| Other salmon prices: | |
| Lobsters, halves, per dozen..... | 3 65 |
| Lobsters, quarters, per dozen..... | 1 60 |
| Northern River Sockeye..... | 1 95 |
| Chicken..... | 4 00 |
| Turkey..... | 4 00 |
| Ducks..... | 4 00 |
| Soup, 2's..... | 1 90 |
| Soup, 1's..... | 1 40 |

NOVA SCOTIA MARKETS.

Halifax, Mar. 9.—An advance of 10c per 100 lbs. in all grades of sugars is the principal change in the grocery markets. This is the first time that the price of sugar has been put up for many months.

Eggs are easier and from now on the tendency of the price should be downward. New laid stock can be purchased for 27c, while dealers are asking 26c for case eggs. Butter is in fairly good supply, but the price holds firm, creamery prints being quoted at 29c and dairy in small tubs at 24c.

Potatoes are beginning to soar, and this week there was a sharp advance. Nova Scotia stock is selling at \$2.25 per barrel, and Prince Edward Island tubers in three-bushel bags are quoted at \$2.50.

Prices in most other lines are fairly steady. The local supply of poultry has

W new ling some that store class

F now crop

H Cor

QUAKER BRAND

WE are now taking orders for the well-known Quaker Brand of Canned Fruits and Vegetables for delivery when the new goods are packed. To those dealers who have been handling these goods it is not necessary to say anything, but to some who are not acquainted with them we can say positively that they are business getters of the finest calibre and your store will look the better and be the better for having this high class line.

FIGS

FIGS are truly the only low price line of Dried Fruits in the market to-day, and to emphasize this statement we now offer Comadre Figs, packed four taps to the seron, 1910 crop, quality fine but somewhat sugared, at

3 1/2c.

YOUR ORDERS ARE SOLICITED.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets

TORONTO

HOLBROOKS

ENGLISH

Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar
in bulk or bottle

Holbrooks Pure Pickles
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand
Norwegian Smoked Sardines

Olaf the Great
Norwegian Smoked Sardines

The "Swan" Brand
Pure Pickles in Mixed and Chow
20 oz. tall square bottle
patent stopper
and

HOLBROOKS

GENUINE

Worcestershire SAUCE

CANADIAN OFFICES:
43 Scott St., Toronto

Manager. H. Gilbert Nobbs.
Head Office and Factories:
Birmingham and Stourport, Worcestershire,
England
Business founded 1798.

LOCAL AGENTS
Quebec: J. R. Renaud & Co

Montreal: F. L. Benedict & Co.

Winnipeg: Richards & Brown.

Regina: Campbell, Wilson & Smith.

Calgary and Lethbridge: Campbell, Wilson
& Horne.

Vancouver: Kelly, Douglas & Co

Victoria: Wilson Bros.

Halifax: Bauld Bros.

St. John, N.B.: G. F. Barbour & Co.

Fredericton, N.B.: Randolph & Son.

Charlottetown, P.E.I.: Carvell Bros.

been cleaned up and the dealers are im-
porting storage stock from Ontario.

There is a fairly good demand for fruit
and prices are high. Business generally
is a little slack, and collections are only
fair.

| | | | |
|----------------------------|--|--------------------------------|--|
| Apples, bbl. | | Fruits— | |
| Winter stock, 4 50 5 50 | | Lemons, Messina 3 00 4 75 | |
| Butter— | | Oranges— | |
| Creamery prints | | Jamaica oranges, 5 50 | |
| per lb. 0 29 | | Cal navels, 3 00 3 50 | |
| Creamery solids | | Rolled oats, bbl. 4 50 4 90 | |
| per lb. 0 26 1/2 0 97 | | Pork, American | |
| Dairy, tubs, lb. 0 23 0 24 | | per bbl. 26 50 | |
| Bacon, 0 21 0 22 | | Pork, clear bbl. 28 00 | |
| Bananas, 2 00 2 50 | | Hams smoked 0 20 0 21 | |
| Beans, per bus 1 95 2 40 | | Lard, 0 17 | |
| Cornmeal, bag, 1 60 1 65 | | Molasses, fancy | |
| Cream of tartar 0 30 0 32 | | Barbados, bbl. 0 29 0 32 | |
| Canned goods— | | Potatoes, bbl. 2 00 | |
| Beans, 1 00 | | Onions, Spanish | |
| Corn, 0 97 1/2 | | per lb. 0 02 1/2 0 02 1/2 | |
| Tomatoes, 1 15 1 35 | | Onions, Can., 75 | |
| Peas, std., 1 20 | | lb. bag, 1 40 | |
| Peas, early June, 1 25 | | Raisins, Val., 0 08 1/2 | |
| Corn beef, 1 1/2 2 00 | | Sugars— | |
| Corn beef, 7/8, 3 35 | | Extra Standard, | |
| Cocoanuts, 100, 5 70 | | granulated, 4 50 | |
| Eggs, case eggs, 0 26 | | Austrian granu- | |
| Eggs, new laid, 0 27 | | lated, 4 40 | |
| Flour h. wheat | | United Empire, 4 40 | |
| per bbl. 6 80 | | No. 1 yellow, 4 00 | |
| Flour, Ontario | | | |
| blends, bbl., 5 20 5 50 | | | |

NEW BRUNSWICK MARKETS.

St. John, March 9.—The markets were quite active during the last week and a number of changes are recorded. All grades of sugar advanced again and the quotations now are: Standard granulated, \$4.55 to \$4.65; Austrian, \$4.45 to \$4.55; bright yellow, \$4.35 to \$4.45, and No. 1 yellow, \$4.05 to \$4.15. Paris lumps are: \$5.50 to \$5.60. Flour, oatmeal and cornmeal are cheaper, the ruling prices being: Manitoba flour, \$6.35 to \$6.45; Ontario flour, \$5.15 to \$5.40, roller oatmeal \$4.85 to \$4.90; cornmeal, \$2.75 to \$2.80. Oranges are quoted low just now and nearly all the dealers are featuring them in their window displays. California navels are selling at \$2.75 to \$3 per box; Valencia's are quoted at \$3.75 to \$4.50, and Messina lemons are \$3 to \$3.25. In the vegetable line, potatoes are now held at \$1.90 to \$2.

| | | | |
|-----------------------------------|--|-----------------------------------|--|
| Beans, hand | | Cal. raisins, seed- | |
| picked, bus, 2 15 2 10 | | ed, 0 08 1/2 0 09 | |
| Beans, yellow | | Prunes, lb, 0 05 1/2 0 09 | |
| eye, bus, 2 50 2 65 | | Molasses, fcy, | |
| Cheese, new, lb 0 13 1/2 0 13 1/2 | | Barbados, gl, | |
| Currants, lb, 0 06 1/2 0 08 1/2 | | Butter, dairy, | |
| Canned goods— | | lb, 0 22 0 24 | |
| Peas, No. 4, 1 20 | | Butter, cream- | |
| " No. 3, 1 97 1/2 | | ery, lb, 0 24 0 26 | |
| " No. 2, 1 32 1/2 | | Eggs, new laid, 0 30 | |
| " No. 1, 1 80 | | Eggs, case, 0 27 | |
| Peaches, 2's, | | Ham, 0 16 0 18 | |
| dozen, 1 95 2 00 | | Potatoes, new, | |
| Peaches, 3's, | | bbl, 1 90 2 00 | |
| dozen, 3 00 3 06 | | Rice, lb, 0 03 1/2 0 03 1/2 | |
| Raspberries, | | Lard, compound | |
| dozen, 1 85 1 99 | | lb, 0 12 0 12 1/2 | |
| Tomatoes, 1 31 1 40 | | Lard, pure, lb, 0 13 1/2 0 13 1/2 | |
| Strawberries, 1 85 1 90 | | Bacon, 0 16 0 20 | |
| Flour, Manitoba 6 35 6 45 | | Pork, domestic | |
| " Ontario, 5 15 5 40 | | mess., 23 50 24 50 | |
| Fish— | | Pork, American | |
| Cod, dry, 4 30 5 50 | | clear, 22 75 24 15 | |
| Herring, salt, | | Salmon, case— | |
| bbls, 5 25 | | Red spring, 7 01 7 50 | |
| Bloaters, box, 0 85 0 90 | | Cohoos, 6 50 6 75 | |
| Cornmeal, gran, 4 65 4 75 | | Baked beans, | |
| Cornmeal, bags, 1 40 1 45 | | dozen, 1 20 1 30 | |
| " bbls, 2 75 2 80 | | Lemons, Messina, | |
| Oatmeal, bbls, 4 85 4 90 | | per box, 3 00 3 25 | |
| Std. oatmeal, 5 60 5 70 | | Sugar— | |
| Rolled oatmeal 5 10 5 20 | | Standard gran, 4 55 4 65 | |
| Buckwheat, | | Austrian, 4 45 4 55 | |
| west. grey, bag 2 90 3 00 | | Bright yellow, 4 35 4 45 | |
| | | No. 1 yellow, 4 05 4 15 | |
| | | Paris lumps, 5 50 5 60 | |

SLOW PAYS IN B. C.

Vancouver, March 9.—It is doubtful if the demand of the wholesaler that accounts must be settled by the 10th of the month will work out well for the retailer. There is no way of hurrying up the customer with his payment, despite the fact that one per cent. discount is

offered. Unless a dealer has more capital to put into his business he must pay closer and stock less. Even at that it will mean loss of interest, for the money is not always on hand, and application for overdraft has to be made to the bank in instances. This rule was decided upon by the wholesalers to catch those who are very slow in paying, but it hits all the others. They have the power to force payment from the retailer, but the latter cannot force his customer, however much he may need the money.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

An error was made in reference to the cost of Clark's small-sized pork and beans in this column last week. It should have been stated that the price was reduced from 60 to 50 cents per dozen instead of from 50 to 45 cents.

Before long Montreal will have another large flour mill in operation. The St. Lawrence Milling Co. have erected a six-storey steel and concrete building on the banks of the Lacline canal. The situation is a good one, as wheat can be brought straight from Fort William to the premises without breaking bulk. It is anticipated that there will be a daily output of at least 2,500 barrels, while the storage capacity of the elevator is 350,000 bushels. Manitoba hard wheat only will be ground, and there will be no blending done. The managing director of the company is Col. A. E. Labelle, who is well acquainted with eastern flour conditions, having been former local manager of a large company in Montreal, while the vice-president, T. Williamson, is by no means unknown in milling circles, as he was an executive officer of the same firm, having been local manager and secretary. The directors include: G. A. Grier, president; Rodolphe Forget, C. J. Fleet, K.C., and Geo. Kent.

Donnelly, Watson & Brown, agents and jobbers, Calgary, Alta., and Vancouver, B.C., have opened a branch in Edmonton, Alta., under the name of Donnelly, Watson & Brown, of Edmonton, Ltd. The company will carry in the new branch their complete range of stock.

Dr. Rutherford, chief live stock commissioner for Canada, in addressing the Retail Grocer's Association at Ottawa, last week, said it might be a good thing to have meetings of purchasers and retailers so that a better understanding as to what was wanted might result. Dr. Rutherford astonished his audience in relating how unsanitary were conditions in the meat and vegetable packing industries before inspection was begun, and showed how different were conditions now. A. G. Johnston presided.

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Practical Methods in Retail Stores

New Brunswick Dealer Interests Customers in New Lines by Giving Recipes—Show Cards and Price Tickets Praised—A Salmon Ad. Which Brought Results — How Toronto Grocer Sells Goods Over and Above Actual Demand.

Gives Recipes for Foods.

St. John, N.B., March 9.—Supplying his customers with recipes of new ways to prepare dishes of certain foods, has been proved to be a profitable method of extending business in new lines by a dealer of this city. He has several of the best cook books obtainable, in his store and from them he takes recipes for different dishes which he uses to good advantage in his sales. In the store he has several signs such as: "Get our recipes for preparing food"; "We will give you a new method of preparing that food"; "Our cook books are at your service," and others. The grocer claims this method brings good results as it appeals directly to the housewives whom he wishes to interest.

Show Cards and Price Tickets.

Regina, Sask., March 9.—A local grocer is firmly convinced of the value of price tickets and show cards as a selling agent, and his store amply demonstrates this fact. In speaking of them he said: "At one time I did not realize the importance of price tickets, but the trade paper spoke so highly of their value that I determined to test their selling power. I put in my main window a display of canned tomatoes, which I allowed to remain for five days, but sales in that line showed very little increase. I took the tomatoes out, cleaned the window, and put the same display back again. This time I added a show card with the words: "Taste as if they were just off the vines—10c per can." That note in regard to the taste seemed to attract the customer and the price seemed to make the sale almost as if it had been talked up by a clerk and as a result during the next five days the sales in that line greatly increased. Since then I have been an advocate of price and show cards and believe that the time taken in their preparation is well spent. I made it a point to change them often, as customers like to see something different on each visit to the store."

Sells Goods Above Actual Demand.

Toronto, March 9.—When a customer phones in her order to R. H. Stewart, 599 Sherbourne St., he or one of his clerks aims to sell her something other than the articles she mentions. If he has a stock of fresh fruits or vegetables or any new line of foodstuff, which he is anxious to introduce, he has them on his tongue's end and they are suggested.

Since his trade is practically all of the better class, his customers are keen to take advantage of his suggestions and he finds that on many days he sells as much as \$50 worth of goods over the telephone which were not in the first place asked for. His customers have confidence in his judgment to select goods and so he is in a position to sell the brands in which he is interested the

most, profit and quality of course, always being considered.

Introduction to an Ad.

Landon, Ont., March 9.—In a recent advertisement, John Diprose introduced something "a little different," which he maintains, was the means of attracting considerable attention. The ad. is here reproduced and special attention is directed to the introduction: "It cost a broker fifteen cents in stamps," which while not relating in anyway to what follows about salmon, yet it had the tendency to make the ad read and it is undoubtedly a convincing advertisement.

Mr. Diprose believes in some catch phrase of this nature to first attract

**It Cost a Broker
Fifteen Cents in
Stamps**

to send us by mail a tin of Golden Link Salmon.

But that salmon was so good that we at once ordered 100 dozen. Now we want you to try this

GOLDEN LINK SALMON.

and we are sure you will agree with us that it is the nicest red salmon ever sold in London.

And another good point.
We can sell Golden Link Salmon per tin, 18 cents; 2 for 35 cents.

No other store has this brand.

John Diprose

THREE POPULAR STORES.
Dundas and Ridout Sts. Phone 386
Dundas and Wellington. Phone 2261.
Richmond and Hyman. Phone 1291.

the interest of the reader, feeling confident that what he says later will hold that interest to the extent of causing the reader to buy; this is the ultimate result that every advertiser should strive to obtain.

Believes in Display.

Campbellford, Ont., Mar. 9.—A Hammond, a local grocer, believes thoroughly in display as a method of promoting sales. Goods in his store are placed in such a manner that they are open to the view of customers. Along the front of one counter, just under the ledge, he has numerous hooks placed, on which can be suspended pails of lard, syrups, jams, etc., thus increasing the amount of display.

Window Dressing Contest.

Winnipeg, Mar. 9.—A local grocer who realizes the importance of window display, is constantly attempting to produce something better in this line. He has several clerks and he gives them all a chance at window dressing to see which one can produce the best results. To those who show any adaptability for

the work, he gives every encouragement, so that they may put forth their best efforts. Recently he stirred up a great deal of interest in this work among his clerks by offering a small prize to the one who dressed the best window. Each clerk was given plenty of time in which to make the display and in each case some good windows were turned out. A committee of three nearby business men acted as judges in the contest. As a result of the contest, a great deal of enthusiasm was stirred up, and just now there are two clerks for each window, constantly planning out some way in which they may present a better window than the two in charge of the other windows. This is, no doubt, greatly beneficial to the grocer.

A Piano Contest.

Vegreville, Alta., March 9.—Clements, Ltd., of this town for the past six months have been running a piano contest in which the local public school was successful. Votes were given on purchases and during the contest fully 5,250,000 votes were issued to customers. The two principal contestants were the Public School and the Roman Catholic Hospital, the former winning with 2,411,476 votes, while the hospital secured 1,674,000 votes, and to it was presented a cash prize of \$100. The company reports that the competition in every way was a success, their expectations being fully realized.

A Green Tag Sale.

Innisfail, Alta., March 9.—J. F. Fumerton, proprietor of the cash store here, conducted a green tag sale from February 8 to 18. During the sale, special displays of certain lines bearing a green tag were made, each day, and another feature was half hour sales. In addition to the reduction in prices, duplicate tickets were issued with every purchase.

Customers Do Own Discounting.

Kindersley, Sask., March 8.—A simple but unique method was employed by Robins & Reid, general merchants of this town, in a special sale which they recently conducted. The discount allowed during the sale was 25 per cent. or in other words one quarter off the price. Everything was marked in plain figures and customers were asked to figure their own discounts. The instructions issued by the firm read: "Take one-fourth off the market price; pay us the balance and the goods are yours."

The 25 per cent. reduction was given on all lines except groceries and feed.

Cash Prices for Two Weeks.

Innisfail, Alta., March 8.—G. W. West of this town, recently announced cash prices to be in force for two weeks and provided the increase in business warranted it, they would be continued for a greater length of time. Many substantial reductions were made in staple lines and the sale was such a success that it was conducted two weeks longer than at first announced.

Pleading guilty to holding up and assaulting John Hickey, a Kingston, Ont., grocer, Patrick Burns was last week sentenced by Judge Price to one year in the Central Prison. This is the maximum penalty for a crime of that calibre.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade
Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

TRY A

Condensed Ad.

IN

Canadian Grocer

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

The Condensed Ad. in this
Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

5%
TO
10%
SAVED

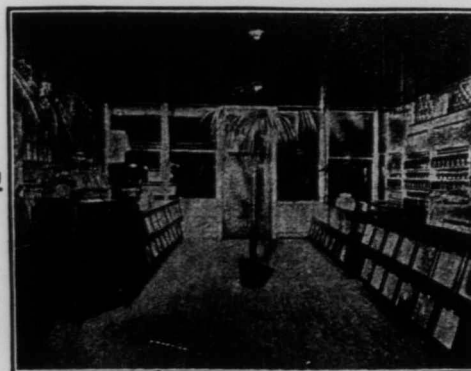
GROGERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate
profits? Our customers all agree they can save
the above percentage by avoiding unnecessary
freights! WHY NOT YOU?

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

Our goods are at your door and our prices
are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the
Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:-
Manitoba: Watson & Truedale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes,
Regina, Sask.
Montreal: W. S. Silcock 33 St. Nicholas Street
Berlin, Ontario

BEHIND

LAWRASON'S SNOWFLAKE AMMONIA

\$500 GUARANTEE
that it is fully equal in
cleansing power to any
similar compound selling for

double the

SNOWFLAKE

price, which is

5c.

FOR A GIANT PACKAGE



It is easy to sell a washing compound that is backed by so strong a guarantee and a performance that warrants us in taking this risk.

If you want to give your customer a real surprise and begin a profitable line of trade, ask them to try the first Package of **Snowflake Ammonia**. The result will please you.

S. F. LAWRASON & CO.

LONDON

ONTARIO

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want advertisement Page of **THE CANADIAN GROCER**.



THE KING OF ALL SEEDS

Steele,
Briggs'

"LION" RED CLOVER

SUREST - PUREST - BEST

ALSO

Steele,
Briggs'

"ERMINE" TIMOTHY

These two brands represent the best values produced in seeds. Ask your merchant for these brands. He'll have them. If he hasn't, send to us direct.

STEELE, BRIGGS SEED CO.

TORONTO, HAMILTON AND WINNIPEG

LIMITED

Put Black and White Cat in Cereal Display

How City Dealer Unwittingly Frightened Customers by Allowing Feline to Sprawl in Midst of Tempting Display of Rolled Oats and Wheat—Value of Absolute Cleanliness in Every Department of the Store.

As the average man turns with repugnance, at the table, from a dish in which he has come suddenly upon a dead fly or strand of human hair, so does the average woman become disgusted with a retailer who does not always consider as of first importance the absolute cleanliness of the goods he deals in.

There never was a time in the history of merchandising when precautions in this connection were not demanded: today, with competition spreading out rapidly, the dealer who neglects to make his care absolute is taking the first step to the deep gully of lost prestige, from which it is difficult to climb. It is always harder to get up a height than to go down. And where the retailer should exercise the greatest care of all is in his display window.

Cat Sprawled in Oat Window.

In a grocery window in one of the large cities recently, there was arranged an exhibit of rolled oats and rolled wheat. They were displayed loosely. The idea and general construction of the window were both good. But in the centre, basking in the sun was sprawled a large black and white cat. The feline was not of the cleanest, but there it was, making itself "to home," blinking up sleepily at such of the passersby who were attracted by the unusual feature.

Now it is quite probable that display did excite the interest of many who gazed in the window. But it is also quite probable that the interest which many felt was by way of making a mental note for the purpose of overlooking that store when next purchasing cereals.

Where Dealers Would Lose.

That dealer was undoubtedly bound to be a loser in the cereal end of his business. And not there alone. For where customers went by the door to purchase breakfast food, they also would hurry by when buying other food lines. No doubt the dealer secured, after a fashion, considerable free advertising but that could hardly compensate him for the assured loss of custom and prestige.

The time has arrived when all such things should not exist in the grocery store. While the rolled oats and wheat which went into the making of the display in the window were probably thrown out when it was broken up still that cat would leave a bad impression on customers and would lead them to think that the same conditions were allowed in other departments of the business.

People are very particular about how their food is handled before they receive it, and grocers must take every precaution to lead the customers to believe that the goods are handled in a strictly clean and sanitary manner.

Cleanliness in display adds considerably to the selling value of the window.

Take the word of a retired grocer who made a great success in his business where he says: "Cultivate cleanliness; keep it always in mind, whether the goods you are handling demand it or no. And above all, see that no particle of anything gets into goods when you display them with the object of developing sales."

With characteristic enterprise Calgary, Alta., has compiled a folder which draws attention to its advantageous position for the handling of business of Southern Alberta, now that the irrigation project of a railway company there, is well under way. There is a splendid map giving a birdseye view of the country roundabout, and a mass of stat-

WINDSOR SALT

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

GEORGE & BRANDAY

Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.
KINGSTON, JAMA

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered
U. S. Pat. Off.

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., Ltd.

Established 1780

DORCHESTER, MASS.

istics speaking volumes for the growth of the city during the last few years.

Fire, which broke out in their four storey building on Notre Dame street, did damage estimated at \$75,000 to D. C. Brosseau & Company, wholesale grocers, in Montreal. An investigation was held by Commissioner Ritchie but no cause was discovered.

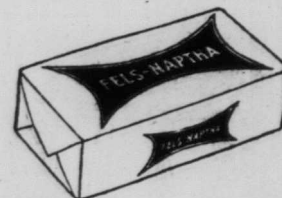
Advices from Seville state that the stock of Manzanilla olives there is exhausted. Queens are reported to be in small supply, and at the present rate of consumption are likely to be exhausted before the beginning of August, according to some authorities.

There is

a regular and certain way for grocers to obtain steady profits and give consumers satisfaction.

It is by recommending and selling standard goods.

In laundry soaps
Fels-Naptha
always.



Manufacturers and Shippers

... in ...

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Saskatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

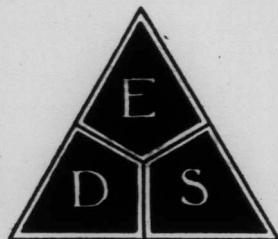
The Catsup with the different flavour!

There is a delicacy of flavor and appetising richness to every bottle of



"E.D.S."

Brand



Tomato

Catsup

that has won for it a lot of friends among particular Canadians.

The difference lies in the fact that only the choicest ripe tomatoes are used in its preparation, and the goodness of the fruit is *pressed out* by a special process of our own. The fruit is not overcooked, no apples are added (as is so often the case) and all peelings are carefully excluded.

Compares favorably with the very best Catsups made in the States or any other country.

It will pay you to feature this splendid line!

"E.D.S." Brand jams and jellies (a very wide range) are real profit-producers and trade-winners.

E. D. SMITH

Made only by
at his own fruit farms

Winona, Ont.

"Simply Delicious"

Is the opinion expressed by the
Epicurean Critic who has
tasted

GUNNS MAPLE LEAF Breakfast Bacon

Made under Government inspection
in

THE HOUSE OF QUALITY

GUNNS Limited

Pork and Beef Packers,
West Toronto, :: Ontario

-L-A-R-D-

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

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

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

F. W. Fearman Co.
HAMILTON LIMITED



Talking
Points

For Grocers and Clerks!

Have you told your customers—
That Jersey Cream is wholesome, fine-flavored, rich and
always uniform in quality—always reliable:

That, being sterilized, Jersey Cream is absolutely free
from the germ life common to raw milk, and is a
nourishing food for children:

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

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



TRURO-CONDENSED
MILK CO LIMITED
FACTORIES
TRURO N.S.
HUNTINGDON P.Q.



Breakfast Bacon

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

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

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Slightly Firmer Feeling in Butter

Arrivals Have Not Been Large—Good Demand, Especially for Best Quality—Provision Market is Unsettled—United States Prices Have Become Steadier—Egg Prices are Unchanged—Arrivals Fairly Large—Demand is Brisk.

The provision trade is fairly active for this time of the year, but it must be remembered that the Lenten season has some effect in curtailing the demand for pork products. Prices are lower than a year ago, which makes conditions for sales more favorable. One retailer recently said that on account of high prices last year, the trade turned to fish and similar lines, but that this year with the reasonable prices, it had again been switched back to its usual channels.

The market, however, is somewhat unsettled, and similar conditions exist on United States markets. While, last week, the market leaned slightly downward, the arrival of hogs in the Western States did not come up to expectations and as a result prices across the line have become steadier. There has been a bearish feeling regarding the course of the future market, but the movement of hogs, of late, has not been so much in keeping with that feeling as the bears have been inclined to expect.

Butter prices seem to be inclined upward and higher values in most centres before long would not become as a surprise, if present conditions continue. There has been a falling off in arrivals of late, both in dairy and creamery. There has been some increase in demand due no doubt to the Lenten season.

Just what the future in the egg market will be, is a question. Prices at present show no change from a week ago. Arrivals have been fairly free of late, but had to be reinforced by supplies from United States markets in order to meet the heavy demand. While our prices are only held down by offering from the States, and as prices are steadier there, it would cause the market here to become steadier. On the other hand, as the weather becomes milder and arrivals of Canadian eggs become heavier, it will have a bearish effect on prices. Storage eggs have about vanished from the markets. It is stated that a number of cold storage men lost money on eggs this year, and that next year a great many will adopt a different method of procedure.

While some dealers state that a final halt has been called in the downward trend of lard prices, there are others who seem to be uncertain as to future prices. According to Fairbank's circular, the world's visible lard supply on March 1st was 144,546 tierces, as compared with 111,653 tierces on Feb. 1 of this year, and 136,243 tierces on March 1 of last year. Present supplies and future hog prices will have their effect on lard prices.

MONTREAL.

Provisions.—The provision market is rather unsettled. Demand is considered good for this time of the year, and it must be remembered that Lent has a certain effect tending to curtail the demand for meats to some extent. Lard is easier this week, seemingly due to the rather heavy stocks now held.

| | |
|---|-------|
| Pure Lard— | |
| Boxes, 50 lbs., per lb. | 0 12½ |
| Cases, tins, each 10 lbs., per lb. | 0 12½ |
| " " " 5 " " " | 0 12½ |
| " " " 3 " " " | 0 12½ |
| Pails, wood, 20 lbs. net, per lb. | 0 12½ |
| Pails, tin, 20 lbs. gross, per lb. | 0 11½ |
| Tubs, 50 lbs. net, per lb. | 0 12½ |
| Tierces, 375 lbs., per lb. | 0 12 |
| One pound bricks | 0 12½ |
| Compound Lard— | |
| Boxes, 50 lbs. net, per lb. | 0 10½ |
| Cases, 10-lb. tins, 50 lbs. to case, per lb. | 0 11 |
| " " " 5 " " " | 0 11½ |
| " " " 3 " " " | 0 11½ |
| Pails, wood, 20 lbs. net, per lb. | 0 11 |
| Pails, tin, 20 lbs. gross, per lb. | 0 10½ |
| Tubs, 50 lbs. net, per lb. | 0 10½ |
| Tierces, 375 lbs., per lb. | 0 10½ |
| One pound bricks | 0 11½ |
| Pork— | |
| Heavy Canada short cut mess, bbl. 35-45 pieces | 23 50 |
| Bean pork | 18 50 |
| Canada short cut back pork, bbl. 45-55 pieces | 24 00 |
| Clear fat backs | 26 00 |
| Heavy flank pork, bbl. | 24 00 |
| Plate beef, 100 lb. bbl. | 8 75 |
| " " 300 " | 17 00 |
| " " 300 " | 25 00 |
| Dry Salt Meats— | |
| Green bacon, flanks, lb. | 0 11 |
| Long clear bacon, heavy, lb. | 0 11½ |
| Long clear bacon, light, lb. | 0 12 |
| Hams— | |
| Extra large sizes, 25 lbs. upwards, lb. | 0 12 |
| Large sizes, 18 to 25 lbs., per lb. | 0 14 |
| Medium sizes, 13 to 18 lbs., per lb. | 0 15½ |
| Extra small sizes, 10 to 13 lbs., per lb. | 0 16½ |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | 0 16 |
| " " small, 9 to 12 lbs., per lb. | 0 15 |
| Breakfast bacon, English, boneless, per lb. | 0 16 |
| Windsor bacon, skinned, backs, per lb. | 0 17½ |
| Spiced roll bacon, boneless, short, per lb. | 0 15 |
| Hogs, live, per cwt. | 8 00 |
| " " dressed, per cwt. | 10 50 |

Butter.—The market is a little firmer, conditions being strong enough to warrant a slight advance in the price of fresh creamery. Receipts are light, much lighter than they should be at this season and with stocks being rapidly depleted the outlook is toward even higher prices, depending largely, of course, upon conditions. Just now, the butter situation is steady and strong.

| | | |
|-------------------|------|-------|
| New milk creamery | 0 27 | 0 27½ |
| Dairy, tubs, lb. | 0 22 | 0 23 |
| Fresh dairy rolls | 0 23 | |

Eggs.—The egg market is rather easy. There has been no change in prices, but conditions are bearish. Receipts have been coming in steadily and apparently on the increase. Everything indicates a good supply also a heavy demand.

| | | |
|----------|------|-------|
| New laid | 0 25 | 0 27½ |
| Selects | 0 23 | 0 23 |
| No. 1 | 0 20 | |

Cheese.—The market remains unchanged, the situation being about the same as last week's. There is a normal trade passing and it is without any special feature.

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

Poultry.—Market shows no change. Trade is reported not heavy and, just now, it is hardly expected to reach a big figure. Prices are steady, but trade is quiet for the reason that offerings are not heavy.

| | | | | | |
|----------|------|------|---------|------|------|
| Fowl | 0 14 | 0 15 | Ducks | 0 17 | 0 19 |
| Geese | 0 14 | 0 15 | Turkeys | 0 20 | 0 21 |
| Chickens | 0 18 | | | | |

Honey.—The market is still quiet. It is featureless with business of a very ordinary nature ruling. There should be new interest taken in honey at this season, but it really depends upon the initiative of the retail and wholesale trade themselves.

| | | |
|-------------------------------------|-------|------|
| White clover comb honey | 0 15 | 0 16 |
| Buckwheat, extracted | 0 08½ | |
| Clover, strained, bulk, 30 lb. tins | 0 10 | |
| Buckwheat comb | 0 12½ | |

TORONTO.

Provisions.—Dealers say that trade in provisions is normal for this time of the year. Live hogs are still quoted at \$6.90, although some firms are quoting them lower, even as low as \$6.75 per cwt. Dealers are getting particular about the quality, and over-fat or too heavy hogs are docked 50c per cwt. Some reductions are noted in hams, the large being quoted at 1c per lb. lower. In general, however, the market, seems to be steady at present prices. It is believed that lard has finished its slump, and a slightly firmer feeling is noticeable in this article for that reason.

| | | |
|---------------------------------|-------|-------|
| Long clear bacon, per lb. | 0 11 | 0 11½ |
| Smoked breakfast bacon, per lb. | 0 17 | 0 18 |
| Pickled shoulder | 0 09½ | 0 11½ |
| Roll bacon, per lb. | 0 12½ | 0 13 |
| Light hams, per lb. | 0 15 | 0 16 |
| Medium hams, per lb. | 0 14 | 0 15 |
| Large hams, per lb. | 0 12 | 0 13 |
| Cooked hams | 0 21 | |
| Fresh shoulder hams | 0 12 | |
| Shoulder butts | 0 14 | 0 15 |
| Backs, plain, per lb. | 0 18½ | 0 19 |
| " " pea meal | 0 19 | 0 20 |
| Heavy mess pork, per bbl. | 21 00 | 23 00 |
| Short cut, per bbl. | 24 00 | 26 00 |
| Lard, tierces, per lb. | 0 11½ | 0 11½ |
| " tubs " | 0 12 | 0 12½ |
| " pails " | 0 12½ | 0 13 |
| " compounds, per lb. | 0 10½ | 0 11 |
| Live hogs, at country points | 6 90 | |
| Live hogs, local | 7 05 | 7 10 |
| Dressed hogs | 9 25 | 10 06 |

Butter.—There is a firmer feeling noticeable in butter this week, and higher prices are expected in some quarters. There is a fair amount arriving, but some shipments are not of the best quality. There is a normal demand, which has shown some improvement since the opening of Lent, but it is confined to the best grades, while inferiors are moving slowly. Fresh creamery and dairy prints seem to be in greatest demand, but there has been some falling-off in supplies of the former.

| | | |
|-----------------------------|---------|------|
| Fresh creamery print | | |
| | Per lb. | |
| Fresh creamery print | 0 27 | 0 29 |
| Creamery solids | 0 24 | 0 25 |
| Farmers separator butter | 0 22 | 0 23 |
| Dairy prints, choice | 0 19 | 0 20 |
| Fresh large rolls | 0 19 | 0 20 |
| No. 1 tubs or boxes | 0 18 | 0 19 |
| No. 2 tubs or boxes | 0 16 | 0 17 |

Eggs.—Like a calm after a storm, the price of eggs seems to have at last settled down after the downward flight of the past two months. Prices are steady and unchanged from last week. There has been an excellent demand, as a result of reasonable prices, and the Lenten season. Arrivals are fairly free, but the demand can only be supplied by imports from the United States. Were it not for the offerings on the other side at lower prices, eggs would likely be higher here. Storage and pickled eggs are gradually being taken up, with practically no demand at present for them.

| | | |
|---------------|------|------|
| New laid eggs | 0 23 | 0 24 |
| Eggs, storage | 0 15 | 0 16 |
| Pickled eggs | 0 16 | 0 17 |

Cheese.—The strength in the cheese market mentioned last week has resulted in a slight increase in prices. New cheese, both large and twin, scored an advance of ¼c per pound, while Stiltons are quoted at ½c to 1c higher. Trade locally is quiet.

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

Poultry—Different dealers at intervals report that the poultry trade has taken on some new life, but on the whole business is quiet. This can be expected at this season. The market is firm at present quotations.

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

*Storage, 2 cents lower.

Honey—There is considerable comb honey being offered at the present time at \$2 to \$2.50 per dozen, according to weight. Trade is normal.

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

WHEN IS A BARGAIN?

Vancouver, B.C., March 9.—That a bargain is not always a bargain, has been shown by goods received by patrons in this city of a large departmental store. Not that any misrepresentation occurred. On the other hand, the goods sold were in strict accordance with the advertisement. For instance, peaches were advertised at three cans, for 25 cents, but it was found that the cans were much smaller than the ordinary kind, and the quality of the contents was about the same as the ordinary price. The same was the case with raisins and one or two other articles. The advertisement read alluringly, but

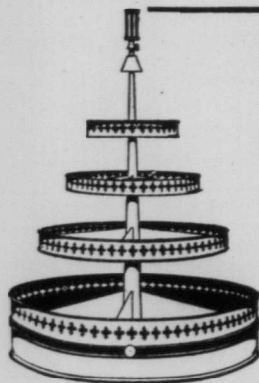
the buyer read it with the knowledge that he had been purchasing a certain size of peach can, and did not think that the advertisement could mean a smaller size.

Maritime Editor Says the Dealer Expects too Much

Sackville, N.B., Mar. 9.—The Sackville Board of Trade discussed the mail order business at its last meeting, but without arriving at any conclusion. Some of the remedies suggested were co-operation on the part of the local merchants in buying and selling and more generous advertising. The editor of one

of the local newspapers complains that while his paper had refused to accept the advertising of mail order houses they had poor support from the merchants whose cause they tried to fight. They has given the local merchants a particularly low rate and yet many of them were not alive to their opportunities and the advantages they might secure through using more printer's ink. He said, "If the local merchants expect the newspapers of this town to fight their battles they should be willing to do their part in assisting the fight and not leave the newspapers to fight the battle alone."

The general store of Jules Wiecker, of Notre Dames de Lourdes, Man., was destroyed by fire.



Increase Your Sales and Profits on Vegetables

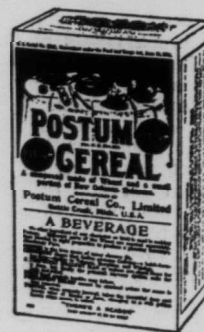
You can do both with our Vegetable Display Stand, because it not only reduces spoilage of vegetables and green truck, but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

GALESBURG CORNICÉ WORKS
93 Cox Street, Galesburg, Illinois

If the Advanced Price Of Coffee

Leads People to Change to

POSTUM



They save something for their purses—but, the far more important gain comes from leaving off coffee with its poisonous drug—*caffeine*—and using in its place POSTUM, which contains the food elements from wheat for repairing the injury done by coffee.

There is no advance in the price of POSTUM.

Continuous, truthful advertising has created a steadily increasing demand and the sale is guaranteed!

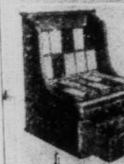
There's good profit to grocers on Postum and many use it in their own homes.

"There's a Reason"

Postum Cereal Company, Limited, Battle Creek, Michigan

Canadian Trade supplied by CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

Groc goods h ferent, l would r patrona medium



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Grocers: It is a most enjoyable sense of satisfaction to you to know that the goods handled by you are of the highest grade, and uniform in quality. It would be different, however, if you handled goods that were not always up to standard, and would result in complaints from your customers, and in many cases the loss of their patronage. Magic Baking Powder is uniform in quality, and is the only well-known medium-priced baking powder made in Canada that does not contain Alum.

MAGIC BAKING POWDER

Conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal

Winnipeg



Why Not Go Home
With
the
Clerks?



You can be freed of your book-keeping Burdens!

You can learn more about your business in five minutes with
The McCaskey Gravity Account Register System
(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the
SIXTY THOUSAND MERCHANTS who use it, it will do the same for you. Ask any user, or write

DOMINION REGISTER COMPANY

Manufacturers of Duplicating and Triplicating Sales Books in all varieties
90-98 Ontario Street, Toronto

CLARK'S MEATS

The modern housekeeper is learning more and more of the advantages of Prepared Meats.

Clark's Meats, as well as Clark's Pork and Beans, are their favorites; their quality warrants it.

Packed in assorted cases if so ordered.

Your jobber handles them.

Wm. Clark, - Montreal
Manufacturer of High Grade
Food Specialties.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

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

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

| | | |
|--|---------------------------------|--------------------------------|
| G. J. Estabrook St. John, N.B. | J. M. Douglas & Co. Montreal | R. S. McIndoe Toronto |
| Jos. E. Huxley Winnipeg | Tees & Perse Calgary | Johnston & Yockney Edmonton |
| Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa | | |

Carr & Co.

CARLISLE ENGLAND

Purveyors of Biscuits
to H.M. the King

If you stock Carr's, you will have varieties to satisfy every taste and suit every occasion.


Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

Ask for copy of our Illustrated Price List.

AGENTS:

Wm. H. Dunn
Montreal and Toronto

Hamblin & Brereton
Winnipeg and Vancouver



BRAND'S

A 1 Sauce

has come to Canada with an unsullied 76 years' reputation, and it is a line that will not fail to please the palate of your most particular patron.

Adds a piquancy and zest to the plainest fare, and is equally tasty with fish, flesh or fowl.

Is a line you can handle with excellent profit. Write for details of the full Brand Line of Specialties.

Brand & Company, Limited

London, - England.

T. O. Baxter, 25 Front St. E., Toronto. H. Hubbard, 27 Common St., Montreal. McLeod & Clarkson, Vancouver.

BRAND'S

Essence of Beef

is a clear, amber-colored jelly, invaluable to invalids and convalescents, which should be stocked by every first-class grocer.

It is easily assimilated in any manner the Doctor orders and is retained when no other food can be. There is nothing better for a weak digestion.

"Brand's Essence" has a world-wide reputation, and is right in the grocer's line.

Get wise to this opportunity of further profit-making, and be ready to supply your customers' requirements.

Give "Brand's Essence" the prominence it deserves, and let your customers know you handle Brand's Specialties.

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Wheat at Lowest Point in Three Years

Is Still in Unsettled Condition—Flour Prices Remain Unchanged—Some Improvement in Export Demand—English Millers Competing With Canadian and American Flour—Cereals Steady at Decline—Trade is Normal.

The demoralized market for both Canadian and American flour in England is reported to be caused by the low prices at which English millers are selling in competition with what is shipped from America. Although the English millers depend to a great extent for their raw material upon this continent, they seem to be competing successfully with flour manufactured in Canada and the United States. Drawing their wheat supplies from all points the English miller is able to mix our hard spring wheat with cheaper grades of other countries, and it is reported that he is producing a flour equal to our good export grade and underselling us by a slight margin. However, export demand for Canadian flour shows some improvement. Prices remain unchanged, with wheat about the same as a week ago, but still fluctuating within a narrow margin and seemingly in an unsettled condition. One dealer said, "I do not expect prices to go much higher until the supplies of wheat are materially reduced, for supplies are the largest known for many years at this season." Wheat is at low water mark for the past three years. The world's available wheat supply has reached a total of 183,083,000 bushels, as against 145,678,000 bushels a year ago.

Crop prospects, as they appear from time to time, will have a big influence upon future wheat prices. It will be the same old battle between the bulls and bears as the season advances. If crop prospects are favorable, it will mean lower values, but the bulls will not be backward in creating a crop scare of the slightest signs that are unfavorable.

A United States report on the situation says: "While reciprocity has been blamed for a good deal of the present weakness, the situation itself, not only in the United States, but throughout the world, is against any sharp increase in values. The great desire at present is to find out when the bottom has been reached. It has seemed as if this knowledge had been attained several times, but day after day has seen new low records for the present crop, and, in fact, for three years."

Cereals are steady at the recent decline in prices. Canada's visible supply of oats is 6,579,000 bushels, as against 6,925,000 last week, and 4,792,000 bushels last year.

MONTREAL.

Flour—The flour market showed a few new signs of strength early in the week, but local conditions are but slightly changed. Quotations are unchanged. It is difficult to tell just what attention the recent strength is worth. Export

demand has been more satisfactory of late.

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

Cereals—Rolled oats are down to a lower level, with business still satisfactory. The recent decline has had a certain salutary effect, putting new life into the market just when it was beginning to lag. Business competition, and weakness in the oat market, were reported responsible for the decline.

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

TORONTO.

Flour—Wheat continues to swing within a small radius, and at the present time is quoted at 97½¢ for No. 1 Northern, an advance of ½¢ over a week ago, but flour remains stationary at \$5.40 per barrel. The situation, on the whole, is about the same as a week ago. Some improvement is noted in export demand. Ontario wheat is about the same as last week, but, as prices of flour have been lowered by many mills, there has been an increase in demand that has reduced stocks to some extent, and some millers are inclined to ask higher prices. Winter wheat patents range from \$4 to \$5 at the present time, according to the amount of Ontario wheat used.

| | | |
|----------------------------|------|------|
| Manitoba Wheat. | | |
| 1st Patent, in car lots | 5 40 | |
| 2nd Patent, in car lots | 4 90 | |
| Strong bakers, in car lots | 4 70 | |
| Feed flour, in car lots | 3 00 | 3 20 |
| Winter Wheat. | | |
| Straight roller | 4 25 | 4 45 |
| Patents | 4 80 | 5 00 |
| Blended | 4 60 | 4 90 |

Cereals—Cereals are steady after the decline in price of last week. The oat market has held steady and no further change in rolled oats is looked for under present conditions. Most millers report very little difference in trade since last week's decline, and it is pointed out that this reduction is not large enough to be felt by the consumer, and that there is no increase in consumption. Dealers do not, apparently, look for higher prices, and are therefore buying on a hand-to-mouth basis. Trade is only normal in the other lines of cereals.

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

There will be no further shipments of Fard dates from Muscat this season, according to prominent importers, the stock on the way having absorbed everything in the primary market.

SOME PEOPLE

are prone to declare that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney's Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Try it.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.



MAPLEINE

(The New Flavor)

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

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

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

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto



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

SHORT TALKS TO CLERKS

By An Ex-Clerk

TALK BUSINESS.—Don't take up all the valuable time during which you are waiting on customers in talking about the weather. Make use of your time. Introduce some REAL business into your talk. It will be more to your advantage to say "We have just received another case of Blank's sauce, the kind you liked so well," than to talk on meteorological reports.

Your customer has already heard all about the weather in other stores and it will be a relief to her nerves, to have someone introduce something else.

ONE THING AT A TIME.—Don't go at your customer like a cyclone, or you may spoil the whole sale. How many times we have heard a clerk rush over everything from A to Z in less time than he should really devote to ONE article. He might just as well have saved his breath and his customer's nerves. Take one thing at a time and do it well.

WATCH FOR LEAKS.—Be on the lookout for any leaks in the business which may be cutting down the profits. You are in a good position to discover

such things by watching and effecting real savings, you are making yourself just so much more valuable to your employer. For instance, you note that your smoked meats are drying out considerably. This means loss in weight. You had better, then, go to the proprietor and mention the fact to him and if possible give some plan for overcoming it. He will appreciate the interest you are taking in the business.

DID YOU EARN IT?—When the proprietor hands you your pay envelope on Saturday night, stop and consider. Have you earned the amount it contains? **Has the amount of money which you have received, been a good investment for your employer?** Have the returns been satisfactory? Think well over this matter and the chances are you will go back next week with plans to increase your usefulness to your employer. It is the man who pays a big dividend that gets the big salary.

CULTIVATE GOOD PENMANSHIP.—Remember there can be no excuse for a man to write so badly that the customer has trouble in deciphering the bill.

Write clearly and make your figures so distinguishable that no doubt can arise. These things are little, maybe, but it is the small things in life that go to make up the sum total of big things. Don't imagine it would not be worth while to put in a little time o' nights at home with a copy-book. Other men—now big men in your business,—have done it. They consider those nights some of the best spent in their lives. Don't forget that nothing is ever really wasted.

HINTS FOR GROCERS.

To clean nickel fixtures, mix ammonia with a little whiting, rub thoroughly, and then polish with a soft rag.

Salt fish should be kept well covered with brine; if that is not done they will become rusty and dry.

When washing plate glass use a little ammonia in the water—it will cut the dirt.

Buying soap at wholesale, the merchant can afford to use it liberally. It will pay him.

The best way to clean palms is to use warm milk. A quart will go a long way.

To preserve its strength and flavor, the lids on the coffee tins should be kept tightly closed.

An apple or juicy vegetable, if placed in the box with plug tobacco, will keep it moist.

Delivery boxes should not be placed on the counter. Nails are liable to destroy its surface.



Think---Then Act!

Just think what it means to you to handle a line that is so well advertised in the newspapers and on the billboards as

TILLSON'S ^{Pan-Dried} OATS

Then act promptly and send along your order for a liberal supply of "Tillson's." This famous breakfast cereal is nourishing, palatable and easily digested, and is the product solely of the finest Oats in the World—Selected Canadian Oats.

The demand has been created! Be prepared and get your share of the profitable trade offering.

Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE:

LUMSDEN BUILDING

Toronto

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

How To Secure Success Insurance —In the Grocery Business.

EVERY merchant in Canada would take out a policy that assured permanent commercial success. Varying market conditions—bad times—periods of money stringency and their attendant results would be all wiped off the slate. But, Mr. Grocer! there is one sure way of making commercial success an absolute certainty. Secure the right kind of Reputation—by stocking high grade, first quality goods. So conduct your business that the particular women of your town will call your store "The Pure Food Shop." Get the right kind of Reputation and your success as a merchant is absolutely assured.

Take biscuits for instance. You should stock *Christie Biscuits* because they are the best.

That's no mere advertising statement but a *definite commercial fact.*

Fastidious women *know* that the name "*Christie*" is an absolute surety of biscuit purity and perfection.

They *insist* on Christie biscuits. If they cannot get them at your store they'll go to your competitors.

And you can bank on it they *will buy more than biscuits.*

Let's tell you why *Christie biscuits are the best.*

Every ingredient entering our "bakes" *must* be high grade table quality.

Biscuits cannot be better than the dough from which they are made.

We only use a *special blend of the best flours* milled—sift and test the blend by *actual baking.*

Lard, butter and eggs *must be high standard*—nothing less could maintain the Christie reputation.

Our factory is the *biggest and cleanest* in all Canada.

Hundreds of discerning women visit it every year and carry a story of *cleanliness, quality and scientific baking* in every city, town and village in the Dominion.

They *repeat* that story to their friends—they see the same story told again and again, in our wide general advertising, and *the goods prove that story true,* every word of it.

That's why the name "*Christie*" is a household word from coast to coast—why people who want the best *insist* on *Christie biscuits*—why grocers, chary of their reputation, do not care to carry other lines.

Every one of our 300 varieties must come up to our high standards—every batch of biscuits we bake from our famous Zephyr Cream Sodas to our latest new fancy line "*Zoo Biscuits*" *must uphold or better* Christie reputation.

We attribute our success to four things:—

Lengthy experience,

Business ideals,

The enthusiasm of our employees to excel

And—the *concentration* of our *energies* in making of biscuits.

Christie Biscuits Sell More Than Biscuits.

CHRISTIE, BROWN & CO., Ltd.
TORONTO.

FLORIDA TOMATOES

First car arrived in fine shape, will be receiving fresh cars every few days

- FLORIDA HEAD LETTUCE
- NEW POTATOES
- CUCUMBERS
- GREEN PEPPERS
- EGG PLANT, ROMAINE
- STRAWBERRIES
- WAX AND GREEN BEANS
- CALIFORNIA ORANGES
- LEMONS GRAPES
- GRAPE FRUIT, ETC.



25-27 CHURCH ST. TORONTO
are Largest Receivers

HALF MOON NAVELS

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

Get a box to-day

From

WHITE & CO., TORONTO

J. J. McCABE, Agent
TORONTO

Improved Trade in Imported Goods

Milder Weather is Partly Responsible—Florida Celery is Taking Place of California Article—Markets Well Adorned With Southern Appetizers—Strawberries Still Remain High in Price—Demand for Good Quality Apples Improves.

The milder weather which has been ruling of late has had some effect in stimulating trade in fruits and vegetables. Quantities of imported goods are being brought to Canadian markets including lettuce, celery, tomatoes, strawberries, carrots, beets, radish and spinach. The shipment of California celery has fallen off, but quantities of the Florida article are being brought in. There is an increase in the arrival of bananas and dealers are looking for this line to take on some new life as the weather gets warmer and the danger of the fruit being frostbitten disappears.

The demand for apples shows improvement in some centres and \$8 per barrel is being asked for first quality on the Montreal market. A report from the English market says that a great many apples are arriving there in a frosted condition. It continues "only the best fruit is wanted as dealers have lost heavily on previous shipments, and are afraid to touch apples except in small quantities."

MONTREAL.

Green Fruits.—Strawberries brought from 50 to 60 cents a box during the early part of the week, owing to the short supplies. The demand is not heavy and only a limited enquiry is yet felt. Apples are in good demand, but at high prices especially for those of the choicest quality. Trade in oranges is good and lemons are also moving satisfactorily. On the whole, however, business is running along well-defined lines. New pines are expected this week. Prices are being well maintained.

| | |
|---------------------------------------|---|
| Apples, bbl. 6 50 8 00 | Oranges— |
| Bananas crated, bunch 1 75 2 25 | Cal. navel..... 2 75 3 00 |
| Cranberries, bbl. 10 00 11 00 | Valencia..... 4 00 4 25 |
| Cocoanuts, bxs. 2 75 | Mexican..... 2 00 2 25 |
| Grape fruit, Flo. 3 00 4 00 | Bitter..... 2 50 2 75 |
| Malaga keg..... 7 50 | Tangerines..... 4 75 5 00 |
| Almerias, keg..... 8 10 | Pineapples— |
| Lemons..... 2 50 3 00 | Floridas, case... 4 50 5 00 |
| | Strawberries, Florida, qt. box... 0 40 0 50 |

Vegetables.—Potatoes are a little easier this week on account of increased supplies. New tomatoes are also a little more plentiful. Vegetables are inclined to be slow. There is a fair call for lettuce, cucumbers, cabbage, etc., but at this season one week's trade is about the same as that immediately preceding it. The time is not far distant now, however, when business will broaden.

| | |
|---|--|
| Beets, bag..... 1 00 | Onions— |
| Carrots, bag..... 1 00 | Spanish, 1/2 cases..... 2 00 |
| Cabbage, doz..... 0 50 0 60 | Red, bags 100 lb., per lb..... 0 03 |
| Cabbage, bbl. 1 00 1 50 | Potatoes, bag 1 20 1 25 |
| Celery, crate..... 5 00 5 25 | New Bermuda potatoes, bbl 9 00 |
| Cauliflowers, Cal., half crate..... 1 75 2 00 | Sweet potatoes, basket 2 00 2 25 |
| Cucumbers, doz. 2 50 2 75 | Sweet potatoes, bbl. 3 75 |
| Garlic, 2 bunches 0 25 | Parsley, crate..... 3 00 |
| Green Peppers, small basket 1 25 | Parsnips, bag..... 1 00 1 25 |
| Leeks, doz..... 1 75 2 00 | Radishes, dozen bunches..... 0 60 0 75 |
| Lettuce— | Spinach, bbl..... 4 50 5 00 |
| Curly lettuce, box 1 50 2 40 | Tomatoes, crate 3 50 4 00 |
| Florida lettuce, hamper..... 3 75 | Turnips, bag..... 0 75 0 90 |
| Boston, box..... 2 25 2 50 | |

TORONTO.

Green Fruits.—The trade in green fruits remains about the same, with the

principal lines enjoying a normal trade. Some fine quality Florida tomatoes are arriving on the market and are quoted at \$4.50 to \$5 per case. They are selling fairly well. Oranges continue to go out freely, with a big demand for navels, in which there is a slightly easier feeling noticeable. Supplies of marmalade oranges are gradually being taken up. Prices show no change.

| | |
|------------------------------|---------------------------------------|
| Apples, bbl. 3 50 6 00 | Messina..... 2 75 3 00 |
| Apples, box 1 75 2 00 | Limes, box..... 1 25 |
| Bananas..... 1 50 2 00 | Oranges— |
| Cocoanuts, sack 4 00 5 00 | Tangerines, a strap..... 5 50 6 00 |
| Cranberries, bbl 9 00 10 00 | California, half strap..... 1 60 1 75 |
| Cranberries, case.... 3 50 | Marmalade..... 2 50 2 75 |
| Grapes— | Navels..... 2 50 2 85 |
| Malaga, bbl. 7 00 12 00 | Mexicans..... 1 75 2 00 |
| Almeria, bbl..... 5 00 7 00 | Pineapples crate 4 00 4 50 |
| Grape Fruit— | Strawberries, bx 0 40 0 45 |
| Florida per case 3 50 3 75 | Tomatoes, case of 6 baskets..... 5 00 |
| Jamaica, case... 2 75 3 00 | Rhubarb, doz..... 1 00 |
| Lemons— | |
| California..... 3 50 | |

Vegetables.—The local market is well decorated with imported goods just now, there being a splendid array of celery, lettuce, new carrots, beets, spinach and similar articles, which tempt the appetite at this season of the year. There is a strengthening market in Canadian carrots and some firms are now quoting these at 60c per bag. There have been some arrivals of Canadian onion on this market lately and they are more plentiful at prices ranging from \$1.75 to \$2 per bag. The arrivals of Florida products such as celery, lettuce, tomatoes and strawberries are quite heavy.

| | |
|---|--|
| Beets, Louisiana doz..... 1 00 | Endive, 12 heads 1 00 |
| Canadian beet, bag 0 60 0 75 | Lettuce, Canadian, head..... 0 40 |
| Cabbage, case— | Boston head lettuce, doz..... 1 25 |
| Canadian..... 0 75 1 25 | Boston head lettuce, hamper. 2 50 2 75 |
| Cabbage, per 100 3 50 5 00 | Onions— |
| Carrots, Canadian, bag..... 0 60 | Spanish, large..... 3 00 |
| Carrots, Louisiana, doz..... 1 00 | Spanish, 1/2 cases..... 1 50 |
| Celery, dozen.. 0 30 0 40 | Yellow, per bag 1 75 2 00 |
| Celery, California, case..... 4 50 4 75 | Potatoes, Ontario, bag..... 0 90 1 00 |
| Celery, Florida, case 8's, 6's, 4's 2 50 3 00 | Sweet, hamper. 1 40 1 50 |
| Cucumbers, Boston, doz..... 2 25 3 00 | Parsley, per doz 0 75 |
| | Parsnips, bag 0 60 |
| | New turnips, per 11-qt. basket..... 0 60 |

THE ORIGIN OF FINNAN HADDIE.

Something About Manner of Production of Well-known Fish.

"What are smoked finnan haddies, anyway?"

Such was a question an Ontario grocer asked a prominent fish dealer recently and is referred to, simply to bear out the statement that the trade as a whole are not sufficiently well acquainted with the ordinary classes of fish that are most easily handled. The answer to that question is simply that a finnan haddie is nothing more than a fresh haddock cured and smoked. As the name implies it is a haddock and in the cured form is one of the popular lines in general demand.

Continuing, this dealer stated that in regard to other fish carried the grocer should make himself familiar with them as regards where they are caught, how they are treated and something in re-

not necessary sell fish at this other article obtained when hedge that en intelligently salesmanship

It is at this of the Canada co-operation count for t which are maki methods. The market has i that there is business. It tage is not b fish that is order to ke they are add made big st Canadian fish Handling fis peel to the for new field Even the go industry by express char ped direct fr points in Ont being to ena to compete States in th

The import States in 1 lbs. and in 1909 they to crease is la sistance the aid has now

Finnan or after the lit near Aberde dock smokin They are s their keeping They are sn materials, v and walnut dust and co very exten sidered to g of the busi judgment in smoked ex Sometimes without the acetic acid to dry.

E. J. C Alexandria promise.

not necessary to know these things to sell fish at this season but as with every other article carried the best results are obtained when the retailer has the knowledge that enables him to "talk" goods intelligently and thereby increases his salesmanship ability.

It is at this stage of the development of the Canadian fish business that the co-operation of the retailer is bound to count for the most. Those interests which are preparing the fish for the market are making rapid advances in their methods. They feel that the Canadian market has not been fully covered and that there is still much room for new business. It is held that proper advantage is not being taken of the wealth of fish that is right at our doors and in order to keep plentiful their supplies they are adopting new ideas and have made big strides in confining trade to Canadian fish.

Handling fish at this season should appeal to the grocer who is looking out for new fields providing good profits. Even the government has aided the fish industry by the payment of the heavy express charges on the fresh fish shipped direct from the coast to the inland points in Ontario and Quebec, the object being to enable the Canadian fishermen to compete with those of the United States in the long haul.

The imports of fish from the United States in 1906 amounted to 1,968,572 lbs. and in 1908 to 1,180,543 lbs. In 1909 they totalled 800,000 lbs. This decrease is largely attributed to the assistance the government has given. This aid has now been given for two years.

Finnan or Findon Haddie is so named after the little fishing village of Findon, near Aberdeen, Scotland, where haddock smoking first attained perfection. They are simply smoked haddock and their keeping qualities are very limited. They are smoked in houses with various materials, wood of different kinds, oak and walnut wood being the best. Sawdust and corncobs are also used but not very extensively. Maple wood is considered to give a good flavor, the secret of the business consisting in exercising judgment in order that the fish may be smoked exactly to the right degree. Sometimes finnan haddie are prepared without the use of smoke, by dipping in acetic acid and water and then hung up to dry.

E. J. Campeau, general merchant, Alexandria, Ont., has offered to com-

Fancy Florida Tomatoes \$3.50 per Crate

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

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

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

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

SPECIALS—1 car Qualla Salmon, Case lots, 7c.
1 " Frozen Haddock, " " 3¾.

YOU CAN'T AFFORD TO PASS THEM.

WHITE & CO., Limited

WHOLESALE FRUIT, FISH and PRODUCE

TORONTO

Branch at HAMILTON

MARMALADE ORANGES

NOW IS THE TIME

Fresh shipment unloaded this week

Sizes 160's, 200's, 240's. Extra Fancy

GOLDEN ORANGE BRAND

(Thompson's Improved Navel Oranges.)

Grape Fruit Lemons Bananas

Onions—Spanish and Domestic.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

LEMONS



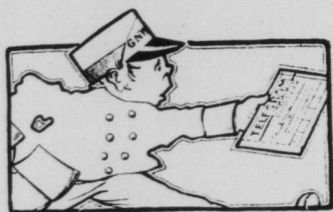
The best wholesalers' trade always carry our pack of Lemons and want your orders. You want our Lemons too, because the quality is good and every box will make you money.

Mention our name when ordering



W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers



Mr. Grocer-- Did you ever stop to think what would happen if your supplies of our brands ran short and you were not able to meet the Lenten demand?

"I'll wire at once, Madam. I'm sorry I had only a few in stock" will not be a satisfactory apology as every live

housewife knows that you should have a full line of those brands which appeal to the popular taste.

BE IN TIME. FILL UP THE HOLE IN YOUR SUPPLIES. DISAPPOINTED CUSTOMERS MEAN BUSINESS DISAPPOINTMENTS FOR YOU.

FROZEN COD

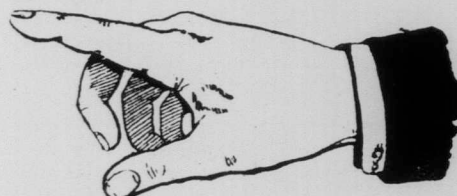
OCEAN BRAND
Finnan Haddies
Kippers
Bloaters

Boutilier's
Smoked
Fillets

FROZEN HADDOCK

If your wholesaler cannot supply you, write us direct.

Halifax Cold Storage Co., *Selling Branch,*
45 William St., 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 flavour 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 Harbour, N.B.

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

THE CANADIAN GROCER

per pound. Frozen halibut is 10 to 15 cents.

As regards dry fish, a local fish merchant who has been in business forty-five years, reports that never in his experience had the prices been so high. Medium dry cod is worth at present, \$6.50 per quintal, and small fish are held at \$4 to \$1.25. The record price previously was \$5.50 and they have sold as low as \$2.50. Under ordinary circumstances dry pollock sells for \$1.50 to \$2.75 per quintal, but the price now is \$4.50. Grand Manan herring are selling at \$5.25 per barrel and \$2.75 per half barrel. Pickled shad are worth \$8 to \$11 per half barrel. Bloaters are 85 to 90 cents per box and kippered herring are 30 cents per dozen.

NEWFOUNDLAND.

St. John's, Nfld., Mar. 8.—Prices on this market are unchanged, with the exception of salmon, which as forecasted by The Canadian Grocer some time ago, has advanced in price. Quotations at the present are \$6.50 per case, with some houses asking as high as \$7, and even higher prices are looked for. This is the highest figure that salmon has ever reached here, rarely ever rising above \$5 per case, while the time is recalled when considerable difficulty was experienced in disposing of it at \$4.50 per case. Several cargoes of fish have been shipped to foreign markets from this port, and it looks as if stock left in the warehouses will be smaller than for several years.

| | |
|---|------|
| Codfish, large and medium merchantable, per qt. | 6 90 |
| " small | 5 90 |
| " large Madeira | 6 90 |
| " small | 5 90 |

| | |
|---|--------|
| " large and medium West India | 4 00 |
| " small per qt | 3 50 |
| " Labrador | 3 75 |
| Haddock | 3 50 |
| Herring, No. 1, large and medium, barrel | 2 70 |
| " small | 2 50 |
| " " | 3 50 |
| Lobsters, No. 1 flats, case 48 1-lb. tins | 16 00 |
| Salmon, per case 48 1-lb. tins | 6 50 |
| Salmon, No. 1, large and medium, tierce | 18 00 |
| " No. 2, large | 16 00 |
| " No. 3, large | 14 00 |
| " No. 1, small | 16 00 |
| " No. 2, small | 14 00 |
| " No. 3, small | 12 00 |
| " tinned, case | 5 50 |
| Cod Oil, hardwood casks, tun | 105 00 |
| softwood | 90 00 |
| Cod Liver Oil, gallon | 0 70 |

KILLING THE GROCERY MOTH.

Dear Editor,—For some time I have been going to write you, to see if you or some of the readers of your valuable journal could through the columns of your paper, enlighten me how to rid a grocery store of moths. No doubt nearly every grocer is troubled more or less by this pest. For the past five years I have been making enquiries from every one I thought might know, but so far have been unsuccessful in finding a cure.

SUBSCRIBER.

Editor's Note.—Apparently this pesky little moth has been very active in the country this year, for complaints of similar nature to that given above have come to The Grocer from many widely separated points.

A few days ago when Dr. Hastings, medical health officer of Toronto, was asked the best means of getting rid of moths, grubs, and other insect life lodging among foodstuffs, he recommended the use of the insect powder "Tyreathrum."

This, he said, was the best preparation he could advise for such purposes,

but he suggested, also, that anyone wishing to rid a store of such little pests would have to exercise the eternal vigilance of the housewife who would drive out the ordinary house-fly from her dwelling.

Lemon Bros.

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

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

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Donald says :
Quaker Brand
Baking Powder

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

Put up in 10c and 25c tins.

The Handsomest Shelf Package Made.

Samples and Price on Application.

MATHEWSON'S SONS

P.O. Box, 2360.

MONTREAL

CONCORD CANNING CO.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our cans.
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable.
- 4 That we use the greatest care and cleanliness in the packing.

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavour is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer.
See to your stocks.

Order from Your Wholesaler.

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

Hadd
Bloat
Kippe

Bone
Prepa

Lobsters

Write fo
New Pric
P.O. Box
639

SPECIAL

Large Frozen Sea Herring

**Haddies
Bloaters
Kippers**

Boneless and
Prepared Fish

Lobsters and Clams

Write for our
New Price List
P.O. Box
639

Fish is trump—Play these

Cod, Haddock, Halibut,
Salmon, Smelts,
Pike, Pickerel, White Fish

**Oysters
in Bulk and
Shell**

Salted and
Pickled Fish

Scallops

Branches:
Montreal,
St. John, N.B.
Grand River,
Gaspé, Que.

Leonard Bros.

Montreal and St. John, N.B.

—Five Long Distance Telephones—

ARE YOU NEGLECTING A BIG OPPORTUNITY?

Every retail grocer should carry a stock of FISH during Lent. If you have not the facilities for handling frozen fish, at least you should have the salt fish lines.

Get a few kegs of our choice

PICKLED LAKE HERRINGS

and see the demand grow—also your PROFIT account.

Get in touch with us, the BIGGEST and MOST COMPLETE HOUSE in the fish and oyster trade.

The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO

Items for Busy Dealers from Here and There

Fish Set Down in Winnipeg Two Days After Being Taken From the Pacific—New Combination Berry Being Cultivated Down in Illinois—The Co-operative Store Idea Spreads—Increase of Grain Area in Russia.

The total average of grain in Russia in 1910 aggregated 240,419,396 acres, an increase of 6,959,922 acres over 1909.

A new berry is being grown in Logan county, Ill., which it is said bids fair to revolutionize the berry industry in that state. The new production is called the Yankee Prince raspberry-strawberry, and, as its name indicates, is a cross between a raspberry and a strawberry. It resembles the raspberry in surface but has the shape and size of the strawberry. The plants begin to bear about the same time as the strawberry and continue to bear fruit until late in the fall.

Captain C. H. Nicholson, manager of the Grand Trunk Pacific steamships on the Pacific coast is authority for the statement that when the road through the mountains is completed, it will be possible to get fish into the prairie provinces as far east as Winnipeg within forty-eight hours after they are taken from the sea.

The total imports of salmon to Great Britain in 1910 amounted to 1,428,479 cases which, with the exception of 1902, is the largest importation in the history of the salmon trade. Of late there has been a growing demand for 1/2 lb. flats and packers who import to that country are turning more to that size.

Reports tell of two new departures, marking the spread of the co-operative store idea in the United States chiefly in the New York district. The Amsterdam Grocery Company, with a capital of \$25,000, and a warehouse in New York, has already begun business. It is composed of retail grocers who have been forced to get together to save themselves from the department and chain store competition. Members call for their own supplies and a salaried manager is employed as buyer. Another example is accorded in the organization of the United Grocers' Company, with a capital of half a million dollars. It is reported that 150 dealers have already enlisted under the banner of this company, but that the names of one hundred more are wanted before it is proposed to commence operations.

The Montreal Packing Company, Limited, has been formed in Montreal with a capital stock of \$50,000.

The Retail Merchants' Association of Nova Scotia have planned a trip to Europe. The start will be made early in March and the entire program will occupy five weeks' time. Experts will be in charge to point out the places of in-

terest to the business man of the Maritime Provinces.

Victoria, B.C., March 8.—The annual meeting of the Victoria Retail Grocers' Exchange was held recently, and the following officers elected for this year: E. J. Wall, president; H. Schroeder, vice-president; B. W. Hall, treasurer; A. Thornton, A. Tait and W. C. Patterson, directors, and T. G. Futcher, secretary. Reports presented showed that the past year has been a successful one for the association. Associations have also been organized at Kamloops, Revelstoke, Nelson and Cranbrook on the mainland; one for the islands adjacent to Victoria, as well as at Nanaimo, Duncans and Cumberland. All these associations are affiliated with the Provincial Association of Retail Merchants of British Columbia.

A Montreal grocer was recently fined \$30 for refilling labeled gin bottles of another firm with a compound of his own, and sealing them with green wax somewhat similar to that used by the other firm.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

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

MCDUGALL

Insist upon having them.

D. McDUGALL & CO., Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

EVERY HOUSEKEEPER WANTS IT

For making a nice brown gravy.
For adding a delicious flavor and color to soup.
For coloring cakes a rich brown.
For making cakes and puddings a creamy yellow,

Inglehart's Browning

is the best of all. The only Browning made in Canada.

Put up in 3 and 6 oz. bottles, retailing at 15c. and 25c. a bottle

ASK YOUR WHOLESALE FOR IT OR SEND TO

INGLEHART S, MERTON, Ont.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



Tea for

This book information v There are ten following sub

The Tea Tea Tea The How Wha Is it Bul How Tea

(275 pages)

MacTea

143-149 U

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A LITT

Ham

Tea Hints for Retailers

By JOHN H. BLAKE

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

- The Tea Gardens of the World*
- Tea from Seed to Leaf*
- Tea from Leaf to Cup*
- The Tea 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)

143-149 University Ave.,

TORONTO

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

Classified Advertising

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

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

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

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

AGENCIES WANTED.

SOUTH AFRICA—Advertiser proceeding South Africa will arrange agencies, business introductions, etc. Reply immediately, Box 377, CANADIAN GROCER, Toronto. (10)

SITUATIONS WANTED.

SITUATION WANTED—First-class grocer wants work managing store or grocery department. Address Box 376, THE CANADIAN GROCER, Toronto.

SITUATION WANTED—First-class grocer wants situation on road representing wholesale grocers or specialty. Address Box 375, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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

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

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

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

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

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

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

MISCELLANEOUS.

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

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

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

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

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

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

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

THE "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)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

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

TECHNICAL BOOKS.

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

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

POSITIONS WANTED.

YOUNG MAN desires position to learn grocery business. Good worker. Has public school education. Box 378, CANADIAN GROCER, Toronto. (10)

PERIODICAL DEPT.

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

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QU
Baking
Diamond W. H. G. H.
1 lb. tins, 2 doz. in case
3 lb. tins, 3 " " "
4 lb. tins, 4 " " "

IMPERIAL BAKING
Cases.
4 dozen..... 10
3 dozen..... 6-
1 dozen..... 12-
3 dozen..... 12-
1 dozen..... 24-
1 dozen..... 5-



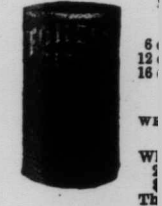
or more of "Magic" Baking Powder



WHITE SWAN BRAND
White Swan Baking
doz in case, \$2 doz
4 lb. tins, 80c doz.



Cartoons— Per do
No. 1, 1-lb., 4 doz 2 4
No. 1, 1-lb., 2 doz 2 5
No. 2, 5-oz., 6 doz 0 8
No. 2, 5-oz., 3 doz 0 8
No. 3, 3-oz., 4 doz 0 4
No. 10, 12-oz., 4dz 2 1
No. 10, 12-oz., 3dz 2 1



DOMINION JAM
Aylmer Jam
Per d
Strawberry..... 1
Raspberry..... 1
Black currant... 1
Red currant.... 1
Raspberry & red
currant..... 1
Raspberry and
gooseberry... 1
Plum jam..... 1
Greengage plum,
stoneless.... 1
Gooseberry..... 1
Pure Fr
5 lbs.
Strawberry .. 0 59
Black currant. 0 59
Raspberry .. 0 59
Freight allowed

THE CANADIAN GROCER

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

| | |
|----------------------------|--------|
| 1 lb. tins, 2 doz. in case | \$2 00 |
| 1 lb. tins, 3 " " | 1 25 |
| 1 lb. tins, 4 " " | 0 75 |

IMPERIAL BAKING POWDER

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

MAGIC BAKING POWDER
Ontario and Quebec Prices

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

Special discount of 5 per cent. allowed on five cases Baking Powder.

ROYAL BAKING POWDER

| Sizes | Per Doz. |
|------------|----------|
| Royal-Dime | \$0 95 |
| " 4-lb. | 1 40 |
| " 6-oz. | 1 95 |
| " 12-oz. | 2 55 |
| " 12-oz. | 3 85 |
| " 1-lb. | 4 90 |
| " 3-lb. | 13 60 |
| " 5-lb. | 22 35 |

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

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—1-lb. tins, 3-dozen in case, \$2 doz.; 1/2-lb. tins, \$1.25 doz.; 1/4-lb. tins, 80c doz.



COOK'S FRIEND BAKING POWDER

| Cartoons— | Per doz. | No. 12, 4-oz., 6 dz | 0 70 |
|------------------------|----------|----------------------|-------|
| No. 1, 1-lb., 4 doz | 3 40 | No. 12, 4-oz., 3 dz. | 0 75 |
| No. 1, 1-lb., 2 doz | 2 50 | In Tin Boxes— | |
| No. 2, 5-oz., 6 doz | 0 80 | No. 13, 1-lb., 2 dz. | 3 00 |
| No. 2, 5-oz., 3 doz | 0 85 | No. 14, 8-oz., 3 dz | 1 75 |
| No. 3, 2 1/2-oz., 4 dz | 0 45 | No. 15, 4-oz., 4 dz. | 1 10 |
| No. 10, 12-oz., 4 dz | 2 10 | No. 16, 2 1/2-lb. | 7 25 |
| No. 10, 12-oz., 3 dz | 2 30 | No. 17, 5-lb. | 14 00 |

FOREST CITY BAKING POWDER

| 6 oz. tins | Dozen |
|-------------|-------|
| 12 oz. tins | 0 75 |
| 12 oz. tins | 1 25 |
| 12 oz. tins | 1 50 |

Cereals
WHITE SWAN SPICES AND CEREALS LTD.

White Swan Breakfast Food 2 doz. in case, per case \$3.00
The King's Food, 2-dozen in case, per case \$4.50
White Swan Barley Crisp, per doz. \$1.
White Swan Self-rising Buckwheat Flour, per dozen \$1.
White Swan Self-rising Pa n c a k e Flour, per dozen \$1.
White Swan Wheat Kernels, per doz. \$1.40.
White Swan Flaked Rice, per dozen \$1.
White Swan Flaked Peas, per dozen \$1.

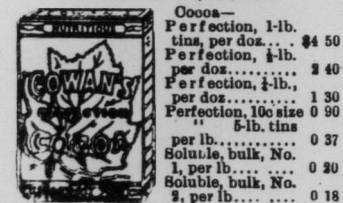
DOMINION CANNERS, LIMITED

| Aylmer Jams | Per doz. | Perch. | 1 80 |
|----------------------------|----------|---------------|------|
| Strawberry | 1 95 | Pear | 1 70 |
| Raspberry | 1 95 | Jellies | |
| Black currant | 1 95 | Red currant | 2 00 |
| Rod currant | 1 75 | Black currant | 2 15 |
| Raspberry & red currant | 1 95 | Crabapple | 1 45 |
| Raspberry and Gooseberry | 1 80 | Plum | 1 70 |
| Gooseberry | 1 55 | Grape | 1 85 |
| Green gage plum, stoneless | 1 75 | Marmalade | |
| Gooseberry | 1 75 | Orange Jelly | 1 55 |
| | | Green Fig | 1 35 |
| | | Lemon | 1 60 |
| | | Pineapple | 1 95 |
| | | Ginger | 2 25 |

Pure Preserves—Bulk
5 lbs. 7 lbs. 14's & 30's per lb.
Strawberry . . . 0 59 0 82 0 10
Black currant . . . 0 59 0 82 0 10
Raspberry . . . 0 59 0 82 0 10
Freight allowed up to 25c per 100 lbs.

Blue
Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, 1/2-gross box 2 00

Chocolates and Cocoas
THE COWAN CO., LIMITED



Cocoa—
Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1/2-lb. per doz. 2 40
Perfection, 1/4-lb., per doz. 1 30
Perfection, 10c size 5-lb. tins 0 37
Soluble, bulk, No. 1, per lb. 0 30
Soluble, bulk, No. 2, per lb. 0 18

London Pearl, per lb. 0 22
Special quotations on Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—
Supreme, 1/2 and 1/4 cakes, 12-lb. boxes 0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
Perfection chocolate, 10c size, 2 and 1 dozen boxes, per dozen 0 90
Sweet Chocolate—
Queen's Dessert, 1/2 and 1/4, 12-lb. boxes, per lb. 0 50
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 35
Parisian, 8's 0 23
Royal Navy, 1/2, 1/4, boxes, per lb. 0 30
Diamond, 7's, 12-lb. boxes, per lb. 0 24
Diamond, 1/2, 12-lb. boxes, per lb. 0 25

ICINGS for cake—
Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, in 1/2-lb. pkgs., 2 doz. in box, per dozen 0 90
Confections—
Milk chocolate wafers, 5-lb. boxes 0 36
Maple wafers, 5-lb. boxes 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. boxes 0 30
Milk chocolate, 5c bundles, per box 1 35
Milk chocolate, 5c cakes, per box 1 35

EPFES.
Agents, O. E. Colson & Son, Montreal.
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

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

MOTT'S DIAMOND CHOCOLATE

| | |
|-------------------------------------|-------------|
| Elite, 10c. size (for cooking) doz. | 0 90 |
| Mott's breakfast cocoa, 10c size | 90 per doz. |
| " breakfast cocoa, 1/2-lb. | 0 38 |
| " " " " " " " " | 0 38 |
| " No. 1 chocolate, 1/2-lb. | 0 32 |
| " Navy " " " " " | 0 26 |
| " Vanilla sticks, per gross. | 1 00 |
| " Diamond Chocolate, 1/2-lb. | 0 24 |
| " Plain choice chocolate, liquors. | 0 32 |
| " Sweet Chocolate Coatings. | 0 20 |

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1/4 cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2 and 1/4 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1/4 lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 35c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

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

| | |
|---|----------|
| 1-lb. packages | 0 26 |
| 1/2-lb. packages | 0 27 |
| 1-lb. packages | 0 28 |
| 1 and 1/2-lb. packages, assorted | 0 28 1/2 |
| 1/2-lb. packages, assorted, in 5-lb. boxes | 0 28 |
| 1/2-lb. packages, assorted, in 5-lb. boxes | 0 29 |
| 1/2-lb. packages, assorted, 5, 10, 15 lb. cas | 0 30 |

White Moss, fine strip 0 12 0 21 0 17
Best Shredded 0 18
Special shred 0 16
Ribbon 0 19
Macaroni 0 17
Desiccated 0 16
White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Cocoa—
Featherstrip, pails 0 15
Shredded 0 15
1 1/2 packages, 2-oz., 4-oz., 8-oz., lb. 0 22

Condensed Milk
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

| | |
|---|-------------|
| Eagle Brand Condensed Milk | \$6 00 1 50 |
| Gold Seal Condensed Milk | 4 50 1 15 |
| Challenge Condensed Milk | 4 00 1 00 |
| Peerless Brand Evaporated Milk five cent size (4 dozen) | 2 00 0 50 |
| Peerless Brand Evaporated Milk family size | 3 50 0 90 |
| Peerless Brand Evaporated Milk pint size (4 dozen) | 4 80 1 20 |
| Peerless Brand Evaporated Milk hotel size | 3 70 1 85 |



TRURO CONDENSED MILK CO., LIMITED

| | |
|--|--------|
| "Jersey" brand evaporated cream per case (4 dozen) | \$3 50 |
| "Reindeer" brand, per case (4 dozen) | 5 25 |
| "Reindeer" Condensed Coffee, case | 4 80 |
| "Reindeer" Condensed Cocoa, case | 4 80 |



Coffees
EBY, BLAIN CO. LIMITED.

Standard Coffees
Roasted whole or ground. Packed in damp-proof bags, and tins.

| | | | |
|------------------------------|--------|---------------|----------|
| Club House | \$0 32 | Ambrosia | 0 25 |
| Nectar | 0 30 | Plantation | 0 22 |
| Empress | 0 28 | Fancy Bourbon | 0 20 |
| Duchess | 0 26 | Bourbon | 0 18 |
| Crushed Java and Mocha whole | 0 17 | | |
| Golden Rio | 0 14 | ground | 0 17 1/2 |

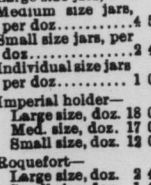
Package Coffees.
Gold Medal, 1 and 2 lb. tins, whole or ground 0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground 0 30
German Da' delion, 1/2 and 1 lb. tins, ground 0 22
English breakfast, 1 lb. tins, ground 0 18

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.



Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
Cafe l'Aromatic—1-lb. amber glass jars, per doz. \$4
Presentation (with 3 tumblers) \$10 per doz.

Cheese—Imperial
Large size jars, doz. 8 25
Medium size jars, per doz. 4 50
Small size jars, per doz. 2 40
Individual size jars per doz. 1 00



Imperial holder—
Large size, doz. 18 00
Med. size, doz. 17 00
Small size, doz. 12 00
Roquefort—
Large size, doz. 2 40
Small size, doz. 1 40
Canada Cream Cheese—
White Swiss, each 1 dozen 0 90
Large blocks, dozen 2 30
Medium blocks, dozen 1 30

Cream
FUSSELL & CO., LTD
London, Eng.



"Golden Buttery" brand Cream, 8 doz. 10c. size, cases \$7.70
"Golden Buttery" brand Cream, 3 doz. 15c. size, cases \$11.50

Coffee.
Ground or bean—
W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/2 0 30 0 40
1 and 1/2 0 35 0 50
Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections
IMPERIAL PEANUT BUTTER
Small, cases 0 95 dozen
Medium, cases 1 80 " "
Large, cases 1 dozen 2 75 " "
Tumblers, cases 2 dozen 1 35 " "
25-lb. pails 0 15 lb.

Coupon Books—Allison's
For sale in Canada by The Ely Blain Co. Ltd. Toronto. O. O. Beauchemin & Fils. Montreal. \$2, \$3, \$5, \$10, \$15 and \$20.
All same price one size or assorted.

UN-NUMBERED
Under 100 books each 04
100 books and over each 03 1/2
500 books to 1000 books 05
For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts
SHIRRIFF'S

| | |
|--------------------------|-------|
| 1 oz. (all flavors) doz. | 1 00 |
| 2 " " " " | 1 75 |
| 2 1/2 " " " " | 2 00 |
| 4 " " " " | 3 00 |
| 5 " " " " | 3 75 |
| 8 " " " " | 5 50 |
| 16 " " " " | 10 00 |
| 32 " " " " | 18 00 |

Discount on application.

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

Jams and Jellies
BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.
1-lb. glass jar, screw top, 4 doz., per doz. \$2 20

T. UPTON & CO.
Compound Fruit Jams—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per doz. 1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb. 0 07 1/2
7 wood pails, 6 pails in crate, per lb. 0 07 1/2
30-lb. wood pails, per lb. 0 07
Compound Fruit Jellies—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per lb. 1 80
7-lb. wood pails, 6 pails in crate, per lb. 0 07 1/2
30-lb. wood pails 0 07

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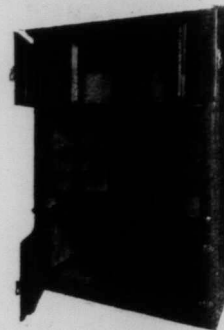
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