

THIS IS THE 1,316th ISSUE OF

# CANADIAN GROCER

PUBLISHED WEEKLY BY  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, FEBRUARY 28, 1913

No. 9

## Lawrason's Snowflake Ammonia spells Satisfaction, Reputation, Profit

Imitators will tell you that there's more money for you in their products than in the genuine and original article.

They'll even show you how the individual sale means a little extra profit, but—Stop and figure out the proposition for Yourself.

Consult your best interests! As a practical Grocer you can do this better than most of the specialists and "slick" Salesmen can do for you.

Get down to brass tacks —  
**You're out for success** —  
The sale you make to-day is not worth a continental unless it helps to create a sale to-morrow. It's worse than merely detrimental to your business if it kills future sales—breeds dissatisfaction—and turns customers away, and you know it.

Now, Mr. Grocer! When anybody tells you that a weak imitation is just as good as **Lawrason's Snowflake Ammonia**, what's your honest opinion? Even suppose the single sale shows more profit, what's your **candid business judgment**?

**This—the fellow's trying to curtail your profits at the end of the year. That's all.**

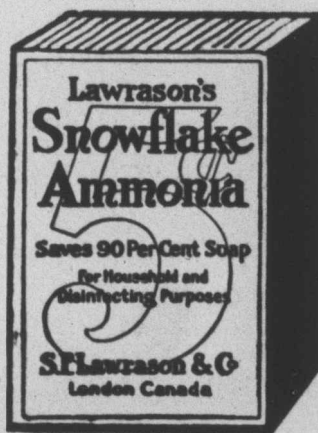
Here are the reasons—Lawrason's Snowflake Ammonia is the original—the result of **specific** process of manufacture.

A powdered Ammonia, "just as good," cannot be sold cheaper. There isn't a powdered counterfeit on the market that will do what **Lawrason's Snowflake Ammonia** is guaranteed to do. Besides—a multitude of Canadian women know exactly what Lawrason's Snowflake Ammonia will do. They tell their neighbors about it.

Show them how it does a score of things cleaner and better than anything else.

And even suppose our aggressive and persistent advertising meant nothing (we know it means much), the opinions of these women would sweep our business on to success.

It pays you best to handle a **well-known** and a **well advertised** article like **Lawrason's Snowflake Ammonia**.



**S. F. Lawrason & Company, London, Canada**



## LUSCIOUS and FRESH ORANGE MARMALADE

Upton's New Season Orange Marmalade has been going out rapidly ever since it was ready for delivery. The consumers know and appreciate the high quality and deliciousness of the Upton products and a big and continuous demand is assured.

## UPTON'S

Pure Orange Marmalade, Pure Fruit Jams and Jellies have won the favor of most dealers and consumers in Canada. The finest fruits, best sugar, expert workmen and modern machinery all go toward making Upton's the "Quality superb."

See to your stocks at once.

Order from your wholesaler.



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**The T. UPTON COMPANY Limited**  
**HAMILTON** **ONTARIO**

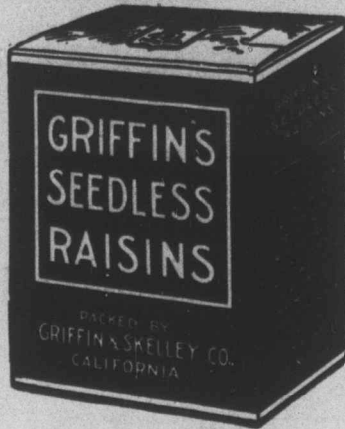




**“Griffin & Skelley”  
Sterilized  
Prunes**

Griffin & Skelley pack **only** Sterilized Prunes — Sterilized with hot steam — Not dipped — No abnormal shrinkage — No living animal matter—No bacteria or germs—when “Sterilized” in this way. If seeking highest quality in Canned Fruits, be guided by the reputable name of “Griffin & Skelley,” and you’ll be absolutely safe.

**The Best Only  
Always the Best**



**Seedless  
not  
Seeded**

A distinct fancy variety of **Absolutely Seedless Raisins** cured in the sun. Most highly flavored, most wholesome and the cleanest. The Griffin & Skelley line of dried fruits and vegetables are known as the standard for evenness of quality and packing. Your customers will appreciate it if you sell them this pack.

**“Griffin & Skelley’s”  
Canned  
Fruits**

Canned Apricots, Canned Peaches, Canned Grapes, Pears, White Cherries, Black Cherries, Blackberries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples—fruits of recognized canned excellence. By the name “Griffin & Skelley,” you shall know these products as safe canned fruits to buy and sell.

*We sell only the best of its kind*

**Arthur P. Tippet & Co.**

AGENTS

**MONTREAL**

-  
1

**TORONTO**

**HIGH  
GRADE**

# CONFECTIONERY

## SOME OF OUR SPECIALTIES:

### "ATLAS" SELECTION

The finest machine-made drops on the market. Packed in clear white jars, 1 lb., 2 lb. and 4 lb. size, and 7 lb. blue enamelled tins.

### FONDANTS

Delicately flavored. Beautifully shaped.

### TURKISH DELIGHT

Made exactly as in Constantinople. None finer manufactured. The 8 oz. decorated tins sell splendidly.

Although the **quality** in all cases is perfect, the prices are by no means unreasonable as you will see by equiring of our special representatives.

Mr. BERNARD PINK c/o Canadian Grocer  
E. T. Bank Building, MONTREAL

Messrs. EMERSON, BAMFORD CO.  
VANCOUVER, B.C.

OR DIRECT TO

**E. & T. PINK, LTD.**  
LONDON, ENGLAND



## WAGSTAFFE LIMITED

NEW SEASON'S 1913

## SEVILLE ORANGE MARMALADE

NOW READY FOR DELIVERY.

PREPARED IN  
COPPER  
KETTLES.  
BOILED IN  
SILVER PANS.



PACKED IN  
GOLD LINED  
PAILS  
AND GLASS.

PUT UP IN THE MOST UP-TO-DATE FRUIT PRESERVING FACTORY IN CANADA.

Wagstaffe's celebrated Orange Marmalade has won for itself a great reputation in Canada as the best that is made here, because it is prepared in Copper Kettles, boiled in Silver Pans, Packed in Gold Lined Pails and Glass, therefore, retaining all its essential oil and delicate flavor. Mr. Grocer, it will pay you to push WAGSTAFFE'S.



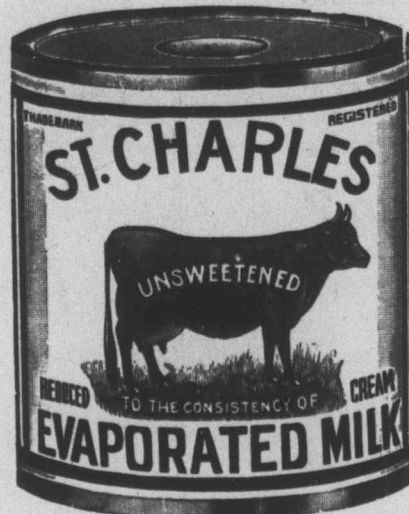
THE CANADIAN GROCER

For Quality in  
Milk Products Sell

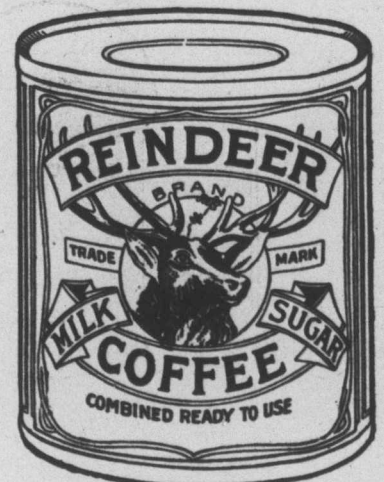
**BORDEN'S**



(THE ORIGINAL)



(UNSWEETENED)



(WITH MILK AND SUGAR)

Are your patrons getting the best in Condensed and Evaporated Milk Products? Borden's have been Leaders of Quality for over 56 years and have received highest awards wherever exhibited.

Borden's for quality, purity and deliciousness.

Borden's for big sales.

**BORDEN MILK CO., Limited**

"Leaders of Quality"

**MONTREAL**

Branch Office:

No. 2 Arcade Building, Vancouver

# NOW

## For the Big Boost

**Are You Ready For  
the Spring House-  
cleaning Campaign?**



There is every indication that Spring housecleaning will commence early this spring. Why not start the campaign by displaying the various cleaning materials in your windows. A good showing of "Soclean", telling its wonderful qualities, will boost your sales and bring good profits.

"SOCLEAN" is the original dustless germ-killing sweeping compound. Order your stock today. Try it in your store. Sold in pails or barrels.

## SOCLEAN LIMITED

"The Originators of Dustless Sweeping"

TORONTO

Agents for Western Canada: J. J. Gilmor & Co.,  
Winnipeg. Agents for Montreal: Hedley M.  
Suckling & Co. Agents for Ottawa: W. R.  
Barnard & Co.



## Are You Ready

with a good stock, a nice window or interior display, are you ready to recommend and push E.D.S. Marmalades, Jams, Jellies, Catsups, Grape Juice, etc.? If you are then, you will get your share of profits and trade that are coming your way through our widespread publicity campaign in street cars, magazines, newspapers, etc.

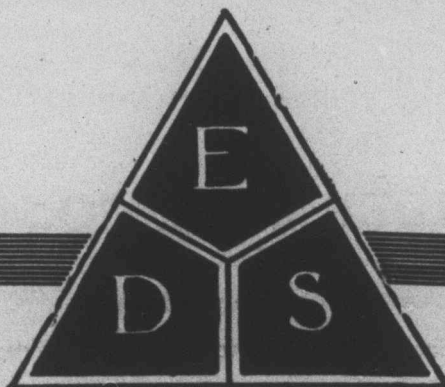
Our advertising introduces the goods and makes the customer willing.

Made only by

## E. D. SMITH

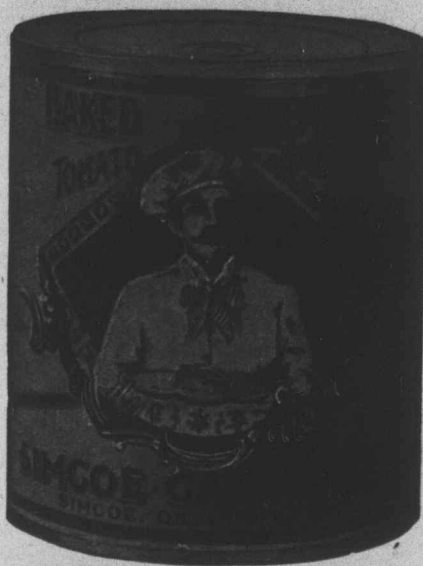
WINONA, ONTARIO

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





THE CANADIAN GROCER



**“Just as Good” as  
“SIMCOE” Baked Beans  
are not as Good**

In almost every line of merchandise there is some leader, in comparison with which other articles of the same class are claimed to be “Just as good.” The claims that other brands are “just as good” as “Simcoe” Baked Beans is a compliment to the “Simcoe” Brand.

The shrewd merchant will at once see that there is nothing to be gained by experimenting with the “just as good” brands and that the shortest way to success is by selling to his trade the standard—“Simcoe” Baked Beans.

**Dominion Cannery**

LIMITED

**Hamilton,**

**Canada**

ASK YOUR WHOLESALER FOR PRICES

# FISH SALES STILL BOOMING

You can't help but make good with fish these days. The demand is right there for you. Simply have the choicest goods on hand and get your profit, which is handsome. Feature, for instance,

## Canada Brand Pure Boneless Cod Fish

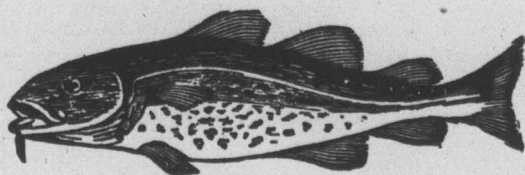
Appetizing and filling. Cheaper than meat and, if anything, more strengthening.

### BONELESS FISH.

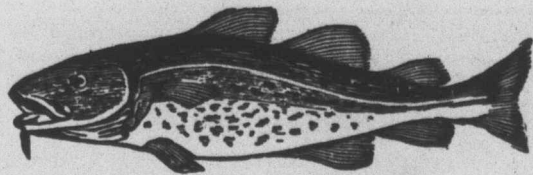
Canada Tablet ..... 20 - lb. Tablets  
 Canada Crate ..... 12 2 lb. Boxes  
 Canada Strip ..... 30 lb. Boxes, Whole Strips  
 Atlantic Special ..... 20 lbs., 1 lb. and 2 lb. Blocks  
 Mariner Brand ..... 25 lbs. Bulk  
 Cod Bits ..... 25 lbs. Bulk

### SKINLESS FISH.

Eastern Hundreds ..... 100 lb. Boxes  
 Eastern Fifties ..... 50 lb. Boxes



Ocean  
Brand



Haddies      Kippers      Bloaters—Always Please

ASK YOUR WHOLESALER

NORTH ATLANTIC FISHERIES LIMITED      -      MONTREAL

Your reputation and Trade depend on Quality  
 ---"Quality" wins every time---Many mer-  
 chants who are making

# MELAGAMA

Tea and Coffee their leaders have the satis-  
 faction of watching their Tea and Coffee  
 Department grow. The only sure guarantee  
 you have is "**MELAGAMA**"---packed by  
**MINTO BROS.**, Toronto, established 39 years.

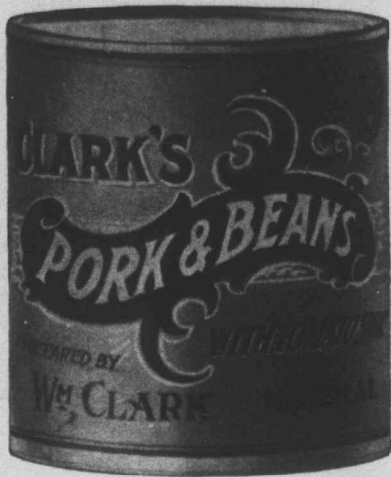
MINTO BROS.

45 Front St. E.

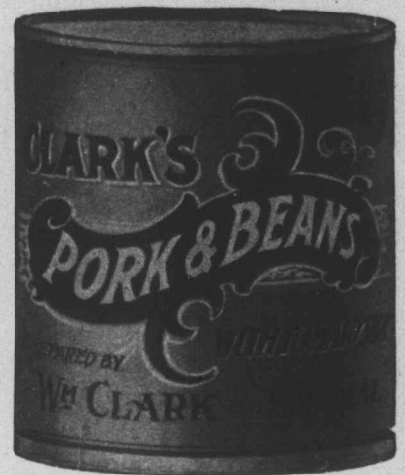
TORONTO



# Clark's Pork and Beans



ARE THE  
BEANS  
THAT HAVE  
THE



# REPUTATION

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

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

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

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

**CLARK'S PORK and BEANS ARE SELLERS**

**W. CLARK, :-: MONTREAL**

## OLD MILL CANNED ... GOODS ...

There is now a splendid demand for canned goods, and we are having many enquiries for Old Mill Brand. We still have a surplus of

STRAWBERRIES - 2's H. S.  
RASPBERRIES - 2's H. S.  
RED PITTED CHERRIES 2's H. S.  
YELLOW PEACHES 2's H. S.  
GALLON and No. 3 PIE PEACHES  
GOLDEN WAX BEANS 2's  
REFUGEE BEANS 2's  
GALLON APPLES  
GALLON RHUBARB  
TOMATOES - 3's  
PUMPKIN - 3's

All goods packed in Sanitary Tins. Prices cheerfully quoted on application.

---

THE  
**W. H. Merriman & Co.**  
WHOLESALE GROCERS and CANNERS  
St. Catharines, :-: Ont.

Monday, March 3rd  
**H. G. SMITH**  
LIMITED  
REGINA, SASK.

**Open for Business**

Central and Southern Saskatchewan  
is our field.

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**Complete Fresh Stock**  
**Excellent Values**  
**Courteous Treatment**

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An order by mail or  
through our salesman will  
demonstrate our ability to  
serve you well.

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**H. G. SMITH**  
LIMITED

Wholesale Grocers - Importers  
Cupid Brand Specialties

**REGINA - SASK.**





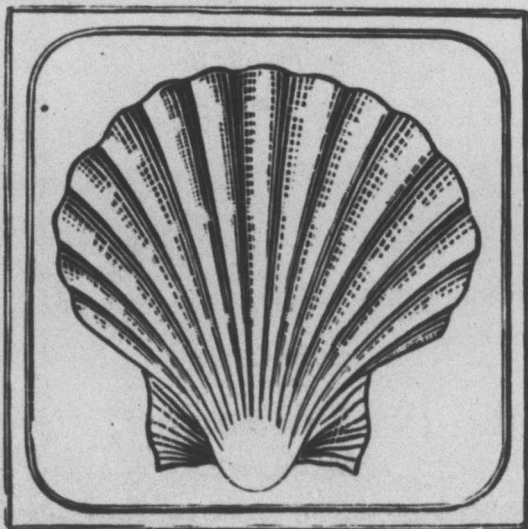
**"SHELL" BRAND**  
**Castile Soap**  
(*"La Coquille"*).

*The Standard of Purity*  
*A Pure Oil Soap*

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

GENERAL AGENTS

**P. L. MASON & CO.**  
TORONTO



THE ORIGINAL  
**OXO**  
CUBES

**OXO** in Cubes

IN TINS OF 4, 10, 50 & 100 CUBES

*"Ah! This is just what I have been looking for, for years"*

**T**HIS gives you a slight idea of the big new OXO POSTER that will be on the bill-boards for the next three months.

Why don't you get the benefit of this Poster advertising by making window displays of OXO CUBES, and thus letting everyone in your neighborhood know you handle them.

Write us for hangers, cards, etc.

**CORNEILLE DAVID & CO.**  
Toronto Montreal Winnipeg St. John, N.B.

### MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store—and

**ATTRACTS TRADE.**

### The "Walker Bin" System

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

Is this worth your consideration?

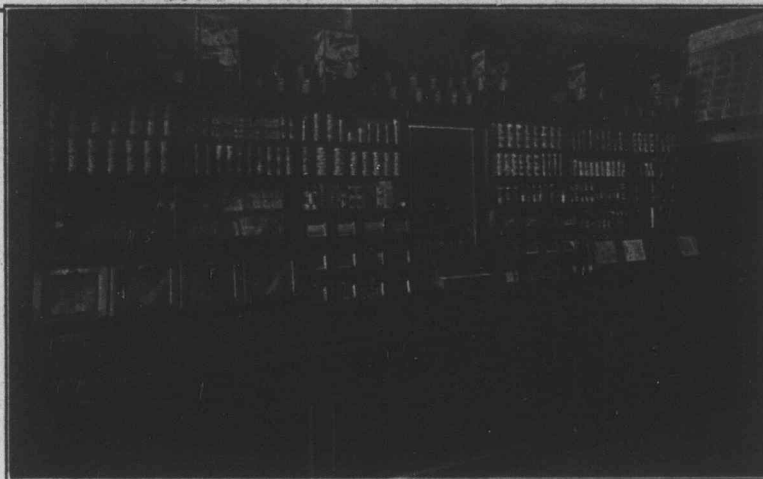
We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

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

Berlin,

Ontario



**REPRESENTATIVES.**

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Sask. and Alta.: J. H. Smith, Box 685 Regina, Sask.  
Vancouver: Western Plate Glass Co. 318 Water Street.  
Montreal: W. S. Siscock, 33 St. Nicholas Street.  
Maritime Provinces: R. H. Rankine, 4 Wright St., St. John, N.S.



# TWO CENTS PER WORD

with a Want Ad. in this paper.

You can talk across the continent for two cents per word

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## FAIRY SOAP



Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

**The N. K. Fairbank Company,  
LIMITED, MONTREAL**





# THE BOWSER OUTFIT is a big Advertisement for your store

The clean grocery is the one that does the best business, but you can't have a clean store if you sell oil from the old fashioned tank, dripping oil, spoiling and tainting other goods. Get a

## BOWSER SAFE SELF-MEASURING OIL TANK

and show your customers you are up-to-date; **make money** on oil instead of letting your profits drip away. The **BOWSER** outfit does away with the nasty, oily funnel and measure; when you have to fill an odd measure, such as a lamp or oil stove tank, it shows at a glance how much to charge. The **BOWSER** gauge shows how much oil is left in your tank. The **BOWSER** automatic stop cuts off the oil the instant you cease to pump and prevents dripping. You can't afford to be without a **BOWSER** outfit because you're losing enough to pay for it without having the benefit of its cleanliness and convenience. Write at once for our **FREE** catalogue.

**S. F. Bowser & Co., Inc., 72-73 FRAZER AVENUE Toronto, Ont., Can.**

Made by Canadian Workmen and sold by Canadian Salesmen.

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, oil filtration and circulating systems, dry cleaning systems, etc. Established 1885.

# BOVRIL

Good Profit

No Loss



## Easy To Handle

A Good Profit in every ounce of Bovril.

There is a good profit attached to the sale of every bottle of Bovril without any chance of loss from spoiled goods or dissatisfied customers. Every ounce is a real profit. Your patrons all know this famous beef extract from reputation, and most of them have used it.

Stock up to-day. Good the year round.

**Bovril Limited, Montreal**

# CAIRNS'



THERE IS A SUBTLE GRAM ABOUT THE FLAVOUR WHICH IS PECULIAR TO CAIRNS'

MADE BY CAIRNS' MARMALADE CO. LTD. GLASGOW, SCOTLAND  
**MARMALADE**  
 PAISLEY, SCOTLAND

**WE'RE VERY PARTICULAR**

to maintain the strictest sanitary regulations in our sunshine factory. Expert management, and best selected hard wheat all go toward making "Hirondelle Brand" as good as any imported.

**"Hirondelle Brand"**

(SWALLOW BRAND)

Vermicelli, Macaroni, Spaghetti, Macaroni short cut, Small Pastes, Assorted Egg Noodles, Etc.

should be sold by every aggressive grocer — hundreds are already appreciating the profitable selling qualities of these pastes—Get in line at once.

**The C. H. CATELLI COMPANY LIMITED**

Montreal,

Canada

**John Gray & Co., Ltd.**

Glasgow

Scotland

**1 lb. Floral Glass**



Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

**THE MARKET**

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

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

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

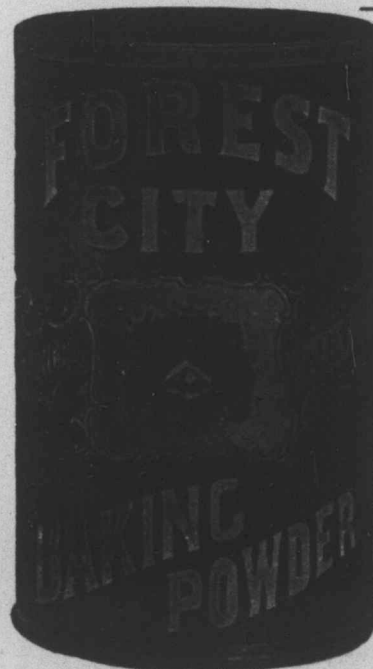
We also manufacture hand mills, and electric meat choppers.



**Coles Manufacturing Co., 1615 North 23rd St., Phila., Pa.**  
 AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mowburne & Co., Calgary, Alta.

**No Disappointments**

The housewife is never disappointed with her baking when *Forest City Baking Powder* is used and the Dealer is never disappointed with his sales—*Forest City Baking Powder* is recognized as the standard of purity and has been the standard for over 25 years. Sales are sure and profits good.



**Gorman, Eckert & Co., Ltd.**

London, Ontario

Western Selling Agents:  
**Mason & Hickey, Winnipeg**



# TO YOUR DISPLAY OF FISH OR MEAT



add a few bottles of Brand's A1 Sauce and your display will look much more appetizing.

A good display reminds the buyer, offers suggestions and induces sales. They reflect the spirit of the store's determination to give its patrons the best procurable.

## BRAND'S A1 SAUCE

displayed with flesh, fish or fowl will add that finishing touch that appeals to the buying populace.

This world-famed sauce and Brand's Invalid Specialties were granted highest possible award, "The Grand Prix," at the Festival of Empire Exhibition, Crystal Palace, London.

Brand's stands alone in a class by itself. Always insist on it—accept no other—sell no other.

**Brand & Co., Ltd.**

Purveyors to H.M. the Late King Edward VII  
Mayfair London, Eng.

### AGENTS

NEWTON A. HILL, 25 Front Street East, TORONTO  
A. HUBBARD, 27 Common Street MONTREAL  
McLEOD & CLARKSON, VANCOUVER

## THE BEST HAND CLEANER

on the market



DO YOU SELL IT?

You can handle no better.  
Snap sells rapidly and pays a liberal profit.

"Leaves the skin smooth and soft."

**ASK YOUR JOBBER.**

**SEE WHAT HE SAYS.**

**Snap Company, Limited**  
Montreal, - Canada

## BEANS AND PEAS

White Haricot Beans  
White Pea Beans  
Rangoon Beans  
Large White Peas  
Split Peas  
New Zealand Butter

Rice  
Lentils  
Pearl Barley  
Pot Barley  
Pea Flour  
Potato Flour  
Honey

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

**ROTHON & CO.,**

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

Cables: "CHYLE, LONDON."

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

**HOLLAND RUSK**

**GOOD ALL DAY**

Good—For Breakfast — Lunch—  
Dinner.  
Good—Just Buttered.  
Good—With Cheese.  
Good—With Jelly.  
Good—With Jam.  
Good—With Milk or Cream.  
Good—With a Poached Egg.  
Good—With Strawberries, Black-  
berries, Peaches, sliced  
Bananas, or any other  
fruit, either fresh or can-  
ned.  
Good—With Coffee or Tea.  
Good—With Cocoa or Chocolate.  
Good—With Soup or Salad.  
Good—With Welsh Rarebit.  
Good—With any Chafing Dish  
Receipt.  
Good—With Hot Milk in cold  
weather.  
Good—As a Milk Toast.  
Good—For Pudding.  
Good—With Oyster Roast.  
Good—With Fried Tomato and  
Poached Eggs.  
Good—In a HUNDRED Different  
ways.  
Good—For Infants.  
Good—For Growing Children.  
Good—For every member of the  
family.  
Good in one hundred ways.  
Its wide adaptability and use-  
fulness makes it the most prac-  
tical and economical food known.  
Made of the most nutritious  
ingredients—eggs, milk, butter,  
sugar, flour and delicious Dutch  
flavoring.  
Remember!  
There is only **ONE HOLLAND  
RUSK** and but **ONE THING**  
like it—"more."  
**HOLLAND RUSK CO**  
Holland, Mich.



**Good in One Hundred Ways**

The many ways in which **HOLLAND RUSK** is eaten make it a fast seller. Keep it displayed on your counter, and when your customers buy it call their attention to its convenience as a toast with **WELSH RAREBIT**—in fact, whenever you sell cheese for **WELSH RAREBIT** sell a package of **HOLLAND RUSK** to be eaten with it. **HOLLAND RUSK** is not only delicious with fruits, berries, marmalades, jellies, oysters, poached eggs, etc., but it has high food value. It is a satisfying food for people of all ages, is enjoyed and easily digested by infants, growing children or dyspeptics. Our advertising helps to make **HOLLAND RUSK** sell. Keep it on your counter where customers can see it.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICHIGAN

Valuable premium coupons in every package increases sales. Send for list of gifts.

By Royal  Letters Patent

**NELSON'S**  
**Crystal**  
**Leaf**  
**GELATINE**

Unrivalled in the kitchen,  
can be obtained from

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

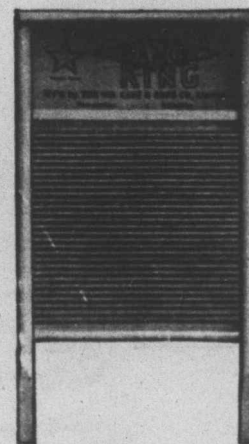
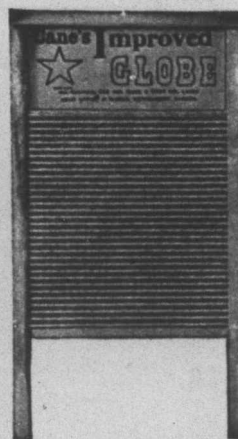
St. Paul St. Montreal.  
York St. Toronto.

THE QUALITY OF

**CANE'S**

**WASHBOARDS**

MAKES THEM QUICK  
SELLERS AND SATIS-  
FACTION GIVERS.



Among the 13 different  
styles and grades we have  
a board at a price which  
every class of trade can  
afford.

Customers can tell at a  
glance that Cane's Wash  
Boards are superior to  
others.

Your jobber has them  
in all styles and grades.

Write us for catalogue.

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



# Nowadays

wherever "GIPSY" travels in her little tin box—not so little either—her welcome is sure. Folks know there's a bright time prospect for that sullen stove. So book

# GIPSY STOVE GLOSS

through to your best customers—to visit often and to stay long.

HARGREAVES, (CANADA) LIMITED,  
33 Front Street E., TORONTO.



## A Good Trade-winner

'Camp' Coffee is always of incomparable quality and fragrance. Once they try it, customers will come again — and regularly — for 'CAMP.'

# 'CAMP' COFFEE

Be sure you have it in stock  
Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow

# PURE PORK SAUSAGES

Our Pure Pork Sausages have won laurels for us, have helped build up the immense trade we now enjoy through-out Ontario.

Our Pork products, hams, bacon, lard, sausages, etc., are Quality goods. Elgin Brand Dairy products are always reliable and meet the most particular requirements.

Send for our Post Card Order Book.

## The St. Thomas Packing Co., LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

Let us send you one of our Post Card Order Books



# Litster Goods

are made good enough to guarantee They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co., Limited  
TORONTO

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

**OUR ANNUAL TEA SALE**

Great values secured before advance in market.  
Ask for samples if our travellers don't see you.  
Bargains after stock taking in all lines. Our men have the lists. It will pay you to look them over.

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

*All orders shipped same day as received.*

**BALFOUR, SMYE & CO.,**

Wholesale  
Manufacturing Grocers

**HAMILTON**



THE MCGREGOR PATENT PAPER BAG HOLDER.

**NO HOLE PUNCHING**

or any extra trouble whatsoever, in putting the bags in the MCGREGOR PATENT BAG HOLDER. The bags are simply laid in the top with the various sizes all available for quick service. Prompt service improves the trade.

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

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

**TEA LEAD**

(Best Incorrodible)

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

**ISLAND LEAD MILLS Ltd.**

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

Canadian Agents:

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

For  
"Green Mountains" "Delawares"

or other varieties of

**POTATOES**

FOR SEED OR TABLE USE

Bags or bulk in cars

Write or Wire

**CLEMENTS COMPANY, Limited**

ST. JOHN

N. B.

D. & J. McCALLUM

**PERFECTION  
SCOTCH**

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

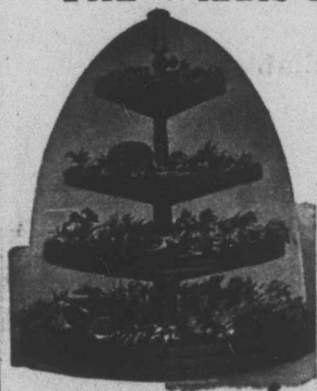
**Wm. E. McIntyre, Limited**

23 Water Street,

General Agent

St. John, N.B.

**THE WILLIS DISPLAY STAND**



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

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

Write to-day for complete description.

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

**WILLIS MFG. CO.**  
**GALESBURG, ILL.**

Wholesalers or Jobbers: write for agency proposition.

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**



**TRY IT**

**SOLD BY  
ALL  
JOBBERS**

½-lb. tins—  
3 doz. in case



# MOLASSES

Extra Fancy Barbados

## "DaCosta" Brand

The standard of quality. Ask your wholesaler for it and take no other.

*St. Lawrence*

Granulated

The merchants in different sections have calls for variation in the size of the grain of Granulated. Some people want a fine grain, some want a course grain, but the great majority prefer a medium sized grain. Merchants can be sure of getting any sized grain that they particularly require for their district by simply asking for the kind they prefer.

### BANNER BRAND JAMS



Everything that careful selection and sanitary handling and expert cooking can do to make jam as palatable as possible has been embodied in this well-known brand. Our expert process gives the customer a jam with a deliciousness all its own.

SEND FOR PRICES

**LINDNER & BENNER**

291 ARTHUR STREET  
Phone Park 2985

TORONTO

REPRESENTATIVES:

The Ames B. Gordon Co., Toronto

WESTERN AGENTS:

W. L. McKenzie & Co., Grocery Brokers  
Winnipeg, Regina, Calgary and Edmonton



### STOVE POLISH

The best stove polish you can buy or sell is the old reliable

# James Dome Black Lead

The most satisfactory and economical Polish on the market to-day

Sells well

Pays a Good Profit

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

# Manufacturers' Agents and Brokers' Directory

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

**WESTERN PROVINCES.**

**ESCOTT & HARMER**

WHOLESALE GROCERY BROKERS,  
COMMISSION MERCHANTS  
and WAREHOUSEMEN

Head Office,  
181 Bannatyne Ave., - WINNIPEG  
Branches:  
Regina, Calgary, Edmonton  
Western Agents for  
DOMINION MOLASSES COMPANY

**JOHN J. GILMOR & CO.**

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

**WATSON & TRUESDALE**

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

**H. G. SPURGEON  
WINNIPEG**

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

**The J. J. TOMLINSON CO.  
WINNIPEG**

Wholesale Grocery Brokers.  
Office and Truck Warehouse,  
92 Alexander St. E.  
Correspondence solicited on domestic and foreign lines.

**FRANK H. WILEY**

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

**RUTTAN & CHIPMAN**

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

**WESTERN PROVINCES—Continued.**

**ORR & McLAIN**

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

**H. P. PENNOCK & CO.,  
LTD.**

Wholesale Grocery Brokers & Manufacturers' Agents,  
WINNIPEG  
We solicit accounts of large and progressive manufacturer's wanting live representatives.

**WESTERN DISTRIBUTORS LIMITED**

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

**G. C. WARREN**

Box 1006, Regina  
IMPORTER, WHOLESALE  
BROKER and MANUFACTURERS'  
AGENT.  
Trade Established. 15 Years  
Domestic & Foreign Agencies Solicited

**Eastern Manufacturers Limited**

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

**CARDELL, NUTTING & FREE, Ltd.**

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

**HOLLOWAY, REID & CO.**

Cor. Vermillion Ave. and 5th St.  
EDMONTON - ALBERTA  
Importers and Manufacturers' Agents  
We specialize in Biscuits and Candies  
We are still open for a few good Agencies

**ONTARIO.**

**CONVENIENT, MODERN,  
WAREHOUSING**

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

**ONTARIO—(continued)**

If wanting car  
**Corn, Peas or  
Evaporated Apples**

write us  
**W. H. MILLMAN & SONS**  
Wholesale Grocery Brokers  
Toronto, Ont.

**WANTED**

I am open to buy  
**White Kidney Beans  
White Marrowfat Beans  
Canadian Blue Peas  
Popping Corn**  
**NORMAN D. McPHIE**  
Merchandise Broker  
27 Federal Life Bldg., Hamilton, Ont.  
Established 1903

**W. G. PATRICK & CO.  
Limited.**

Manufacturers' Agents  
and Importers  
77 York St. - Toronto

**W. G. A. LAMBE & CO.**

TORONTO  
Grocery Brokers and Agents.  
Established 1895.

**MacLaren Imperial Cheese**

Co. Limited  
DEPARTMENT AGENCY  
Agents for Grocers' Specialties and Wholesale Grocery Brokers  
TORONTO, Ont. DETROIT, Mich.

**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.



# Manufacturers' Agents and Brokers' Directory

(Continued.)

**BRITISH COLUMBIA.**

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission Agents

353-6 Cambie St., Vancouver, B.C.

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

**O'Loane, Kiely & Co., Ltd.**

WHOLESALE GROCERY BROKERS

CANNED GOODS, DRIED FRUITS, ETC.  
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta  
Head Office - - - Vancouver, B.C.

**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.

**QUEBEC.**

**L. EMILE GABOURY**

Manufacturers' Agent and Commission Merchant.

235 St. John St., QUEBEC, CAN.

Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

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

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

Cars continually loading for all cities in the West and Northwest.  
Inland Revenue and Customs Bonds.

Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.

**FERGUSON BROS., Warehousemen,  
123 Bannatyne Ave., WINNIPEG, Can.**

We have records in our vaults covering ten years' satisfactory service.

**Mathieu's Nervine Powders**



are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation—Nervine Powders—is rapidly winning its way.

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

Please send regular box of Mathieu's Nervine Powders to the following address:—

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

**Readers of The Grocer, Let Us  
Know Your Wants**

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.



**OAKEY'S**

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

'WELLINGTON'

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**  
Manufacturers of

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

Wellington Mills, London, England

**TWO CENTS PER WORD**

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



# Canned Goods



## Clover Leaf Salmon--

1's—Tall Tins  
1's—Flat Tins  
1/2's—Flat Tins

We are in a position to offer large quantities at special prices.

## Horse Shoe Salmon--

1's—Tall Tins  
1's—Flat Tins  
1/2's—Flat Tins

The quality of this brand is equal to the very best. To prompt buyers we will offer a "real bargain." Write for prices mentioning quantity required.

## Canned Salmon--

—Cohoos  
—Red Spring  
—Pink —White

A big assortment of the best brands. Ask for quotations, and be fully posted on market conditions.

## Canadian Sardines--

—"Golden Rule" Brand  
—"Brunswick" Brand

Prices are low.

## English Spratts--

—"Edgar" Brand

These are selling fast and show a good profit to retailers at 10c.

*We are sellers in all lines of Canned Goods, and it will pay you to communicate with us.*

## L. CHAPUT, FILS & CIE., LIMITEE

Wholesale Grocers and Importers

### MONTREAL

ESTABLISHED IN 1842





Quit Taking Chances  
On Your Income

# RIGA WATER



The most gentle and pleasant of all purgative waters, offers every merchant, whether wholesale or retail, the opportunity to make a quick turn-over.



## RIGA WATER

Never fails to break up the most chronic constipation.

Gives relief in cases of stomachic trouble.

Keeps one buoyant and healthy.

**EVERY HOME SHOULD HAVE RIGA**

***Retailers:***

***There is 66 2/3% Profit here for you.***

We have also a generous proposition for live manufacturer's agents and invite correspondence.

Territory is now being allotted.

**La Societe Des Eaux Riga**

215 Notre Dame Street East

Montreal

# Japan Teas

We are now taking **IMPORT ORDERS** for new season's, but secure a few lines of last season's on the spot while they are available.

**FURUYA & NISHIMURA**

MONTREAL

NEW YORK

CHICAGO

## Not an Enterprise for the "Quitter"

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

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

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

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

**T**HERE is no better Magnet to draw and hold the best trade in your neighborhood than

*Chase & Sanborn's  
High Grade Coffees*

**CHASE & SANBORN**  
THE IMPORTERS - - MONTREAL





## LEAD PACKETS versus BULK TEAS



If there were any method of preserving tea more cheaply and as effectively, do you think we would use LEAD in our packets?

The Planter uses LEAD in his chests. Why? For the same reason that we do in our packets. Because in no other way can he more cheaply preserve the flavor of his tea.

The last process the tea undergoes at the gardens is firing, to exhaust all moisture, as moisture is fatal to quality. The tea is then much drier than the air. It is then quickly placed in the lead lined chests and the chests soldered up.

When it comes into possession of some dealers, they, unthinkingly, cut the lead open and leave the tea exposed to the moist air for weeks, and all the time it is fast decaying.

Remember, tea, however preserved, decays with age, but it will lose more in a week exposed to the air than in six months in a LEAD packet.

### "SALADA"

LONDON, ENG. 41 Eastcheap    BUFFALO 11 Terrace    NEW YORK 198 W. Broadway    TORONTO 32 Yonge St.    MONTREAL St. Paul St.    BOSTON 34-35 S. Market St.    CHICAGO 361 N. River St.    DETROIT Shelby Block  
Branches also in Pittsburg and Philadelphia.

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

32 Prize Medals

21 Royal Appointments

# PEEK, FREAN'S SHORTCAKE

PRICES AND SAMPLES ON APPLICATION.



About 32 **PIECES** to the **POUND**

So great is the demand for this new introduction that it is being manufactured night and day, and in the second week after it was placed upon the Market the output amounted to

**89 TONS 18¼ CWTS.**

This means about **SIX-AND-A-HALF MILLION BISCUITS.**

ILLUSTRATED ALBUM ON APPLICATION.

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

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



## One Quality Always, and That the Best

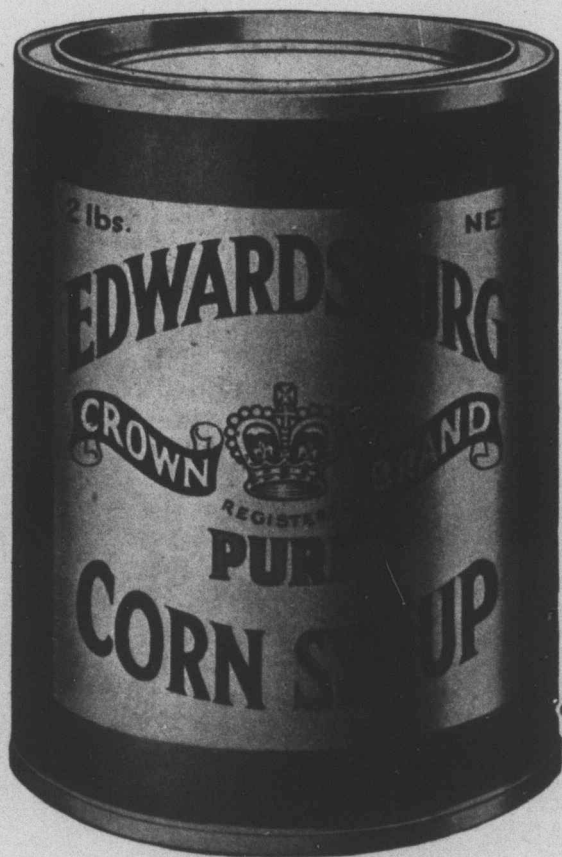
Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

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

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

## Magor, Son & Co.

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



## Crown Brand Corn Syrup has no substitute under the sun

There is no other syrup that fills the bill like Crown Brand for cooking and table purposes. No other syrup will take the place of white clover honey on hot biscuits, muffins, pancakes, etc., as Crown Brand will. It gives a delicious appetizing flavor that steadily increases the demand.

A good supply now will mean money for you.

### The Canada Starch Co. LIMITED

Manufacturers of EDWARDSBURG Brands  
Montreal—Cardinal—Toronto—Brantford—Vancouver



# Aggressive Campaign for Making Dirt Fly

Suggestions For a 'Clean Up Week'—First Attention Should be Given the Store Itself—What Methods Some Live Dealers Have Used For Stirring Up House Cleaning Trade—Wide Range of Lines to be Handled.

March is the month during which nature begins her cleaning. First the earth is swept by the whistling winds, blowing the dust and dirt, hither and thither, till all is bright again. Then it is washed with dashing rains completing the work. This annual process of Nature is imitated by housewives everywhere and with the coming of March they begin to greet each other with, "Have you started house cleaning yet?"

This is the cue for the live grocer to get his stocks of cleaning materials out where they can be seen, arranging them suggestively. Of course, the very first thing for the dealer to do is to clean up the store itself for his display will lose its force if the establishment is not spotlessly clean. It is quite easy to give advice, but the dealer who follows his own advice first, then passes it on to his customers, will win, over the fellow who doesn't. So begin the good work at home and prepare for a big "clean up week."

## Make the Dirt Fly.

In the window of a dealer in a Canadian city of about 50,000 population, was to be seen at this time last year a novel display and one that had a pleasing way of wooing the wherewith into the cash drawer of the dealer who originated it.

In the centre of the window was a pile of sand, and a goodly pile at that. Over this pile was arranged a broom which was continually "making dirt fly." The broom was operated by a simple mechanism which was so arranged that the broom was made to sweep back and forth over the pile of sand in such an energetic manner as to make the sand fly in all directions. The sand was made to return to the original pile by the arrangement of paste board guards. This novel feature attracted the attention of the passer-by who simply couldn't help stopping to see how the thing worked and gradually his or her eyes would wander to the other lines displayed, thus driving home the selling points of each. This window also created a lot of gossip around the family table and gave the merchant publicity that he would be unable to get in any other way. This kind of publicity is the very best that can be obtained as it comes from a disinterested source. It is thus able to get in its work easier and more quickly than any other medium, simply because the listener does not think that she has to spend her money

and consequently this barrier is not raised against the appeal.

## Made it a "Sweeping Sale."

The novelty of "making the dirt fly" was the main feature of the window and was backed up by an artistic arrangement of other cleaning apparatus. The background was arranged with the different lines of sweeping compounds in canisters, while the balance of the floor not covered with sand, was covered with the sweeping compounds. Scrubbing brushes were arranged as a border to the whole display, while on either side of the "sweeping broom" was arranged displays of soaps, soap powders, cleaning powders, ammonia, polishes of all kinds, lyes, washing compounds, etc., but of course the main idea of this window was to sell brooms and a special price was quoted on them in single lots, in half dozen and dozen lots for the one week only. Outside were posted big streamers telling about the big "sweeping sale." "Come and see the dirt fly." All the goods carried price tickets and neat cards were placed at vantage points telling of some particular selling point.

## Greatest "Lye" Ever Told.

Note the "pulling power" of the caption "greatest 'lye' ever told." In it one has the big selling point in another 1912 window display. This window has as its main feature a display of Lyes, good, bad and indifferent, with the lye that the dealer was pushing holding the centre of the stage and acting the star role. Just in front of the lye display was a board, one end of which was reeking with dirt while the other half had been cleaned with this "greatest lye" and was as white as driven snow. Another use of lye was illustrated by another board, one end of which showed an old coat of paint while on the other end the paint had been completely removed by the use of the "greatest lye." Various other uses of lye were similarly illustrated in this live display. On each of these exhibits was a little card saying "some lye." "Cleaned with—— lye."

To carry out the idea further all the articles displayed in the window were arranged so as to be in a "lying" position. Across the top of the window was a big sign "some lye." Pasted on the



Very soon we shall see some of the above suggested incidents realized—the house-cleaning campaign will presently be on in the home.



window were some "Lies" told by different "Liars" that were "Some Lies."

**Brought Considerable Business.**

Grouped around the main feature of the window were neat arrangement of various cleaning compounds, with a little pile of washing soda on one side and soap chips on the other. Bath bricks formed the border, while different laundry tablets were utilized to lend color to the arrangement. Did this display pull business? Well there is not much use telling the amount of business this window actually produced for you would only grin and say "Some Lye."

The interior of the store was arranged to support the window with all lines of cleaning goods occupying the prominent positions. Leather medals were presented to the customers who told the best "Lies." This feature aroused the customer's interest as well as the interest of the whole staff, and helped to make the sale a great success.

**Giving Prominence to Cleansers.**

At this season of the year, cleaning compounds should have the preference in regard to position in the arrangement of the stock being placed in as prominent positions as possible, where they will at once attract the attention of the customer. They will bring home to her a realization of the duties of the season.

The centre of the main floor space facing the door—if it is large enough—is considered an ideal place by a great many dealers to arrange a display of cleansers at this season. Others of course prefer to see the floor free. The different lines should be arranged in separate piles or pyramids, it being far better to omit some lines, rather than crowd the display thus making it look too heavy. If space permits, some use separate tables for the different goods. One for soap powders, washing powders, ammonia, etc., another for polishes, another for soaps, another for sweeping powders and another for laundry tablets and so forth. Around the base of these tables could be arranged neat displays of the various lines of soap handled and the whole relieved by brushes, mops, scrubbing pails, wash boards, etc. By getting these articles out where they will be seen, the interest of customers is aroused in them and thus promotes sales.

**Pushing Polishes.**

There are a great many opportunities to increase the sales in polishes for the average grocer gives little attention to this class of goods and usually they are kept in some dark corner where cobwebs and spiders predominate. As this line gives the dealer a fair margin of profit, it deserves more attention, especially as there is a large field for it.

Polishes are important enough to get a boost in the windows at the least a couple of times a year.

A country merchant, known to the writer, used an original idea to promote the sale of a new line of stove polish he was introducing. In the centre of his store stood a big "station stove" which had burnt red with the roaring fires kept in it during the cold winter months. The grocer had one-half of this stove brightly polished with the new polish, leaving the other side as it was, a real "brick red." On the top of the stove was placed a card reading: "This half of the stove is polished with ——— Polish."

The regular customers coming into the store were struck with the unusual sight of the stove being polished and upon observing it closely they saw what a good polish the new goods gave, with the result that a large majority of them bought it to try it. Thus an ugly eyesore was turned into a salesman for this dealer.



Following items are from The Canadian Grocer of March 3, 1893:—

"It was the saying of a wise man, long ago, that everything has two handles, by one of which it can be easily carried, while by the other it cannot be. This suggestive phrase might be often brought to mind by the perplexing problems which arise in the life of every young man and by the ways in which they must be met."

Editorial Note.—This advice to clerks holds good to-day. The proper handle should be grasped if things are to go properly.

• • •

"The situation in canned goods continues to gather strength. Demand for canned tomatoes continues active, and while quotations are unchanged, one leading house is holding prices 10c a dozen higher. No shipments are reported this week to the United States, although one cannery is at the moment engaged in consigning a round lot to Liverpool. Corn is in good demand and stocks are getting light. The market has a firmer feeling, and sales were made last week to a local buyer at 90c. An active enquiry is reported for peas at from 85c to \$1.00."

Editorial Note.—It will be noted from this that prices 20 years ago are somewhat lower than to-day.

**WHOLESALE GROCERY FOR REGINA.**

**H. G. Smith, Limited, Makes Three for the Saskatchewan Capital.**

Regina, Sask., Feb. 25.—A new wholesale grocery house has been established in Regina, under the name of H. G. Smith, Limited. Mr. Smith has been associated with the grocery business all his life, with the exception of three years, from 1902 to 1905, when he traveled for D. S. Perrin & Co., out of London, Ont. Mr. Smith came West in the spring of 1905 to accept a position as salesman with Campbell Bros. & Wilson, making his headquarters at Regina. His territory covered practically the whole of Saskatchewan. About two years later he took charge of a branch his firm opened in Regina, which was later organized into a joint stock company, Mr. Smith becoming a member of Campbell, Wilson & Smith, Ltd.

Last fall he decided to open a wholesale house for himself, and the contract was let in October for the warehouse, which was practically completed February 15. The building is of red brick, with three storeys and basement. It is 113 feet by 75 feet in dimensions, and made of slow burning mill construction. The floors are of hard maple. Barrel racks have been placed in the cellar, with capacity of 300. The packing floor has four rooms, for tobacco and cigars, confectionery, bottled goods, and stationery, respectively. There are about 200 bins and drawers for display purposes, many of them sheet metal lined. The building is equipped with an electric elevator. The entire structure was built with a view to getting as low an insurance rate as possible, which in this case is only 24c per hundred. It will open March 3.

**TARIFF ON HARD SOAP.**

Soap manufacturers will be interested in Appraisers Bulletin No. 594 issued by the department of customers regarding hard soap. It says: "Hard soap (not being whale oil soap or castile soap) when the fair market value thereof at the place of manufacture abroad is over 6 cents per pound wholesale shall be rated for duty under tariff item 228 as soap, N. O. P."

The duty on this is 22½ per cent. preferential and 32½ per cent. under the treaty and general tariffs.



# Lighten the Labor of House Cleaning

Every good housekeeper loves to see the home look spic and span. She insists on having it bright, clean, wholesome and sanitary. Why not cut out half the labor attached to cleaning house this Spring by getting some of the following handy assistants:

## CLEANING POWDERS

No use scrubbing one's arm off when a little—powder takes everything off in a jiffy; per can only .....10c

## SWEEPING POWDERS

Keep the dust down. There is nothing more unsanitary. Use Blank's sweeping compound; it absorbs the dust and kills all germs; per pail ..... 35c

## LYE, A POWERFUL DISINFECTANT.

A handy helper for cleaning dark corners, closets, cellar, drains, etc. Should be used freely; per tin ..... 10c

## POWDERED AND LIQUID AMMONIA.

A little powdered Ammonia sprinkled in the washing water softens it quickly and makes the work easier; per box ..... 15c  
Nothing better than liquid ammonia for sinks and all other enamel ware, per bottle 20c

## BROOMS, BRUSHES, AND WASHBOARDS.

A new broom sweeps clean. Get one for the Spring house work. We sell floor, wall, banister and radiator brushes, and best known makes of washboards.

## POLISHES.

Floor, furniture, metal, silver, brass and stove polishes of various kinds. Each one has particular merits. Ask to see them .....5c, 10c, 15c

## SOAPS.

Don't fail to have plenty of the old reliable on hand. All kinds, per bar 5c  
Soap chips and laundry tablets make washing easier. See our prices.

*We guarantee satisfactory delivery service.*

# J. JOHNSON & SON,

100 MAIN ST. SOUTH

The Canadian Grocer's Ad-writing Department suggests the above as an effective newspaper advertisement for the house-cleaning campaign. Try it.

## Value of Newspaper in Cleaning Campaign

**The Woman Responsible for Looking After the Home is Intensely Interested in Helps—Strong, Judicious Advertising Will Appeal to Her—A Suggestion That Should Be Used With Profit—Sending Out Card With List of House-cleaning Lines.**

When a selling campaign is begun on any line of goods in the store the advertising in the newspaper should be connected up with this campaign. No one will question the selling power of a good newspaper advertisement, and when the spring house-cleaning sale is on, it should be remembered that the newspaper can be made most helpful.

To know the names of things and their uses is one of the most important parts of the education of the child. Up through life we continue this study, but more particularly along the lines of the course we are pursuing. The housewife must needs make a study of the value and uses of things for cleaning up the house. It stands to reason that the more she knows about facilities for aiding in the arduous duties of house work in the spring the more will she use of them.

It is clear from this that the dealer should make every housewife in the community acquainted with the goods he handles and their uses. What better method than the daily and weekly newspaper!

### FOR YOUR HOUSECLEANING WE CARRY

LYE  
SOAPS  
BLUING  
BROOMS  
BRUSHES

FLOOR POLISH  
METAL POLISH  
BRASS POLISH  
STOVE POLISH  
SILVER POLISH  
FURNITURE POLISH  
WASHBOARDS  
SWEEPING POWDER  
CLEANSING POWDER  
LIQUID AMMONIA  
POWDERED AMMONIA  
CHLORIDE OF LIME  
LAUNDRY TABLETS

H. HENRY & SONS.

Suggestion for card with list of housecleaning lines. This could be sent out with all parcels.

The newspaper advertisement shown on this page is submitted as a suggestion to those who have contract space to use or contemplate using same in their local paper. This deals particularly with names of house-cleaning lines and their uses, which should get the attention of many housekeepers to the point of securing inquiries for goods advertised.

### List Printed on Cardboard.

Last year one Canadian grocer had a complete list of house-cleaning lines printed on cardboard, copy of which was sent out with each parcel of goods about the 1st of March. This acquainted every customer with the fact that he could supply her with any house-cleaning line required. He states that this brought him considerable trade, many customers stating that they did not know previously that he was carrying certain polishes. When such a card is used in connection with a good display and an effective newspaper advertisement the selling campaign is bound to produce good results.

## THE CANADIAN GROCER

# The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

### OFFICES:

#### CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

#### UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone Rector 2009.

Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

#### GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, FEB. 28, 1913

### SELLING BELOW COST.

A St. Thomas, Ont., reader of The Grocer sends in a circular letter dealing with some new association in Western Ontario which bears the earmarks either of a philanthropic institution or of something that is not out for the best good of its certificate subscribers.

Under the caption "Join this Club" in large type, it states that this is

"A new system whereby the Association agrees to act in the capacity as its members' agents, supplying goods at prices never seen or heard of before. If you want to save your hard earned dollars that you have hitherto been paying to high priced merchants, this is your opportunity.

"We agree to save you the price of a full yearly membership on almost any reasonable size order or refund your money.

"No matter where you live we can save you money in purchasing the necessities of life. All we ask is that you give us a trial.

"No doubt you are familiar with the co-operative plan being used so successfully in the Old Country, without it many families would be destitute to-day.

"Below you will find a few sample prices to show you the difference between what you are now paying and what the Association will supply them to you for if you decide to join us.

"The few sample items below are selected from and priced as they appear in the different grocery assortments in our Members' Catalogues which we will supply only to those purchasing our Membership Certificates."

Then follows a list of groceries, and dry goods with their quotations under 'the old way' and 'our way.' Some of these are so remarkable that one wonders whether the goods have been stolen or whether they only exist in the imagination of the promoters of the scheme. For instance the leader is "25 lbs.—— Best granulated sugar, the old way, \$1.50, our way \$1.00." That means this sugar is selling at 4 cents per lb. which costs 4½ cents at Montreal and 4 3-5 at Toronto.

Eight bars of any of three well known brands of soap are sold for 25 cents which is only some \$3.12 per case—less than the jobber's price, let alone retailer's.

Other lines quoted similarly low are prunes; a shoe polish which is 5 cents instead of 10; laundry starch, 5 lbs. for 23 cents; 1 lb. tea, regular 40 for 20 cents; can of cleaning powder 6 cents, which costs 8 or 9 cents; package of rolled oats, 20 cents, regularly 25 cents; a 2½ lb. box soda biscuits for 15 cents instead of 25 cents; package of cocoa for 35 which regularly sells at 50 cents; 10 lbs. washing soda 8 cents, usually 20cents. What should ordinarily cost \$4.08 this club sells for \$2.88. This certainly looks like a charitable institution if it has not been formed for some questionable purpose.

Subsequently in the circular the promoters state:—

"We have given merely a few sample prices and these should convince you that you can save money by joining with us. Thousands of other articles at equally low prices will be found in the Catalogue we supply our members.

"We sell to members only, and if you wish to receive the benefit of our low prices you must join with us.

"To introduce our new Money Saving System we have decided to offer our Fully Paid-up Yearly Membership Certificate at \$2.00 each, which will entitle you to the full benefits of the Association for a term of one year.

"We often receive requests for catalogues. However, as we sell to members only, we can not comply with this request. We will supply catalogues only to those who purchase certificates. We save thousands of dollars annually by not scattering catalogues where they bring no results.

"Send your application to our local manager today, whose address appears below, and share in the benefits of our low prices."

There is no name whatever signed to this circular, neither firm nor individual. No one could judge the identity of the concern from the piece of literature that has come to our attention. This is a suspicious circumstance but no more so than the low prices on the goods mentioned above. No institution could sell goods at these prices and others at a corresponding low figure and remain in business any length of time. It would be an impossibility to do so.

This evidently is a matter which the Ontario Retail Grocer's Association should ferret out. If it is a piratical concern the government should know at once and proceed to enlighten the general public. If it is a philanthropic institution, it demands wider publicity as we would all like to get in on the deal.

### CASH OR CREDIT.

Those contemplating changing their business from cash and credit to a strictly cash basis, should note carefully the article in this issue from Henry Johnson, Jr. In this is a letter from a Canadian retailer asking advice on this question. He wants to know whether it would be advisable to establish his business on a purely cash basis eliminating credits entirely and how he should go about it.

No doubt there are some grocers who could do this successfully, but Mr. Johnson points to the dangers attending any such changes. He maintains that a man who has not made good running a cash and credit business cannot operate it with success on the cash system. He is bound, he believes, to lose a number of his best customers and lose other good trade as well.



## THE CANADIAN GROCER

The point is brought out in the article that if a merchant has to deal with slow pays, or any other undesirable class asking for credit, he should deal with each case on its own merits. He should not make every customer, good and bad, pay cash simply because he has had difficulty in getting his money from a few. Credits should be watched more closely, in his estimation, rather than there should be such a complete change in the system of doing business.

Mr. Johnson's article is well worth reading. It gives some good practical advice whether one believes the truth of his reasoning or not.

### MAKING THE CAMPAIGN EFFECTIVE.

No selling campaign is effective unless it is carried through a certain period of time with the greatest effort on part of the sales staff. A House Cleaning Campaign from the retailers' standpoint is not a campaign at all if it is handled spasmodically—a spurt to day, and a rest to-morrow.

Now that March is again with us, a House Cleaning Campaign should be opened by every dealer. The approach of the Spring season heralds the coming of cleaning time in the home and it is now that plans should be laid to get the most from this annual upheaval.

A campaign to be most effective should not follow along one line only. A window is alright, but the meaning of the word "campaign" demands that other methods should be used if the greatest amount of good is to be secured. Let the advertising in the local paper, backed up probably with a circular or two help out the window. Let the store interior and the delivery wagon also talk house cleaning, as well as every salesman in the store and the results simply must be worth while.

Begin the campaign early. Any successful grocer will say that this counts for much. Be the first in each district to open out with these lines. It means half the battle. When once in the swing of the campaign, this will stand one in good stead. It means a considerable amount of publicity to be first in the field and it is well known that the last man is almost sure to get nothing but the tail end of the trade.

### CONDITIONS IN SEED MARKET.

The importance of introducing only seeds of first quality, both in field and garden lines, is growing very rapidly. Government authorities have recognized this and through the Canadian Seed Control Act have endeavored to standardize quality, and cause all seeds to be graded before being placed upon the market. In clovers especially is this put into force, and the number of weed seeds allowed is quite limited. Grade No. 1 consists of perfectly pure seed; Grade No. 2, contains a limited number of weed seeds, while grade No. 3 is still less pure. Below grade 3, weed seeds contained and percentage must be clearly stated on label.

It is to the advantage of every grocer and seed dealer to handle only grade No. 1 seeds. Prices naturally run higher and thus sales may at first be smaller, but to build up a good seed business, one of the first essentials is to establish for oneself the reputation of handling dependable lines. Complaints with regard to germination or impurity of seeds are then reduced to a minimum and greater satisfaction received on all sides. The dealer who handles only an inferior grade cannot guarantee his seeds, is not in a position to stand behind his goods and push

sales; is continually subjected to complaints from customers and as a result receives only a passing, unreliable class of trade. On the other hand the dealer who makes a practice of stocking first-class goods, has confidence in his goods which enables him to push sales and build up a permanent trade satisfactory to both consumer and retailer.

Last year practically none of the Red Clover grown in Canada was up to Canadian Government standard. Through being discolored and impure it is shut out by the Seed Control Act and must find an export market. As a result a good deal of the Red Clover seed will have to be imported from Germany and Western States, thus causing high prices again this year.

Canadian Alfalfa Clover is in much same situation, owing to too numerous weed seeds. Prices however are expected to be a little more reasonable than last year. Alsace crop, though still more than enough for Canadian demand, is not more than one-third of the average crop. This makes it one of the shortest crops on record. Finest quality Alsace exists only in limited quantities, hence this seed is likely to be from 2 to 4 cents per lb. higher than last year. The crop of Timothy both in Canada and the United States last year was a heavy one. As a result cheap Timothy may be expected. Prices this year are likely to range from \$4.00 to \$5.00 per 100 lbs., as compared with \$18.00 to \$19.00 for same quantity a year ago.

Little change is noted in garden seeds. Weather conditions for harvesting were rather unfavorable, but quality of seeds has not been affected. Prices keep high, but fairly reasonable. Sugar Beet seed is likely to be 3 to 5c lower than last year, and a decline of same amount is expected in mangel seed.

### EDITORIAL NOTES.

Lent is passing rapidly. Sell fish while it is yet time.

Time flies, and so will the dirt fly pretty soon.

Persistency in any campaign is necessary to success.

To-morrow is the first of March. Will it be lion or lamb?

Take a tip from the robin, and get busy early on those house cleaning lines.

Strong effort one day followed by inactivity on the next has lost many a war.

Seed time means a good deal extra money for the dealer who goes after the business.

The greatest event of the year in the home is once again about to be realized—the house cleaning campaign.

When a man begins to sell something below actual known invoice cost, there is usually a nigger in the wood pile somewhere.

### Useful and Reliable.

MacLean Publishing Co., Ltd.—Enclosed please find exchange order for \$2.00 in payment of our subscription to *The Canadian Grocer*.

We find your paper very useful and reliable, and can heartily recommend it to anyone wanting a paper of this kind.

BUELL & CO.

Lyn, Ont.



# Go Slowly Changing from Credit to Cash

So Runs the Advice of a Veteran Grocer—He Believes That if There Are Slow Pays Among the Credit Customers, Cash Should be Insisted Upon—All, However, Should Not Suffer—Patient Work Toward Desired End the Only Way.

\*By Henry Johnson, Jr.

Here is another man who thinks to make a change:—  
Canadian Grocer, Toronto.

Gentlemen:—As you see from our letter head we have two stores in the same town. We are thinking of putting them together and selling for cash only. One of them we started as a cash store and it is paying about as well as the other one. Credit business here is very troublesome, losses, bad credits, etc., taking most of the profit.

We realize that we have some credit trade that would likely quit us, but we think that we could get some trade we are not getting. Our idea would be special sales and not cut prices on everything at one time. The section where we do credit business is much the best, but we fear that it would be very hard to make it a cash place for a while at least, so we are thinking of closing this place for a while and then coming back later on.

This is a small town of about 1,000 and the trade is mostly from farmers who pay as they please, but get cash for what they sell. It's likely asking too much but do you know of anyone that ever made a change of this kind and how would be best to go about it?

Do you know of any store papers published in the interest of a strictly cash store or anything else that would be helpful to us?

We realize that it would be necessary to advertise and that a store paper of our own would likely be the best. Is there anyone that makes a specialty of getting up catch store papers at small cost? Would it be best to close out the credit store, or advertise the change, or just go on as we are doing until we get ready to make the change and then move the credit store stock over to the cash store?

We have read *The Grocer* for years, but have never seen very much in it that would encourage anyone to try a strictly cash business. However, at a place like this looks like, one strictly cash store with a general line of merchandise might do a good business. I have always managed the credit store and would people expect of me in the cash store the same as they have in the credit store?

Yours respectfully,

.....

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

The store paper end of this letter has been handled by other departments, so I shall simply try to treat on the credit-cash features of the matter. I must work to some extent in the dark, since no description of the character of the town itself is given; but I shall do the best I can.

## When in Doubt, go Slowly.

The proper handling of credits receives too little attention of a logical or systematic character among retailers. If you will stop to think of the care exercised by wholesalers in this connection, you will see what I mean. The jobber handles each applicant for credit as a separate problem; passes on the credit after investigation; then watches each account according to a preconceived notion, on a definite plan. We bunch it altogether, largely on sentiment and intuition, without any special plan whatever.

Considering the multitude of the duties of the retailer and how he cannot sit down and think out his credit problems without interruption as the credit-man in the jobbing house can do, it seems that individual judgment, intuition and sentiment must continue to enter into our handling of this matter. Therefore, it is up to each man to adopt some fixed principles for his guidance, and stick to those principles as closely as he possibly can. He must not expect any plan to work out ideally, nor must he be too much disappointed when results are not ideal. He must simply make each failure and shortcoming strengthen his principles and aid him to draw the line still more tightly along the road he has determined to travel.

But I say, go slowly. Do not think of making radical, upheaving changes. Consider how long it takes to establish a business and you will hesitate about uprooting it.

## The Characteristic Farmer.

Here, now, is a town wherein the trade is largely with farmers who characteristically, get cash for what they sell and then "pay as they please." So let us save time, energy and money by simply asking him to pay cash at time of purchase. Consider that you do not have to change your plan of doing business to accomplish this part of your reform. If he asks why you want him to pay cash, ask him why he wants you to pay him. He will say that he needs the money now for other bills, etc. Then you can rejoin

that the same is your condition. If your goods, prices and service are right, this will not cause him to go elsewhere. If your part of it is not right, you could not hope to be successful in a cash business—so it ends about where it began.

## Why Make the Jump?

All this being true, WHY JUMP? Why not simply grow into the change? Begin by deciding that you will simply draw the lines very tightly on credits and refuse to open NEW accounts with farmers at all and with others only after you are satisfied that your bills be promptly paid.

It is futile to talk about "treating all alike" because that is something nobody does and it is not desirable that we should do it. Let each man stand on his own merits. The good towns people whose accounts are valuable to you should be retained on your books. They will trade with you day in and day out, giving you some steady business to depend on. As they pay regularly, you are just that much ahead and you do not cut yourself off from such as are desirable in this way.

If you should go on to a cash basis tomorrow, you would find that you would need to cultivate great persistence and constantly steel yourself to say NO to applicants for goods on account. Chances are that you would yield, you would only be establishing the fact that you have in your make-up the stuff whereof a successful credit manager might be made, so, why not go right on and do both kinds of business, without much radical disturbance of your trade? Patient work toward the desired end is the only recipe that will enable you to win in any case. It would therefore be best to inaugurate that work right now—to-day—and continue to carry it on, with the minimum of disturbance to your business.

## Do Not Try to "Come Back."

I should certainly not close up any store with the idea of coming back to it later on. It takes some time to get people coming to any location. When you have them coming, on any basis whatever, it is very unwise to disturb their habits. Much simpler is the job of gradually changing right where you are and as you are.

Numbers of people are trading with you now who do not ask for credit. Those people will not be influenced one way or another. Begin to build your



new structure on those buyers. As they, or others, ask for credit, consider them carefully, asking time to go over matters before opening the account. This act alone will sober them a bit and many of them will not renew the request but, as stated, if your ways, your prices and your personality are pleasing to them, they will go right on doing business with you.

Advertising should be done very judiciously, with a few leaders, but with great care to see that all your prices are just right—neither too high to retain trade, nor too low to afford you an honest net margin. Then if you are a skilful merchant, a cautious buyer and a good manager you can get yours all right.

#### What People Expect of You.

I see a gleam of weakness in your question about what people may continue to expect of you personally. If you are afraid of this now, you can hardly hope to be successful as the cash man who must continually say NO to everybody.

You cannot expect to do business at all with the approval of EVERYBODY for "nobody can please EVERYBODY." You must logically plan your course, and then steer by your stars without deviation, and this you can do just as effectually without any radical change, or noise, or splurge as with all the fireworks there is.

It is the business of the successful retailer to be always master of himself and his feelings. He must be on the job continually, with a pleasant, impersonal greeting for everybody. He must be carefully obliging in every unimportant detail. He must go the limit in making satisfactory adjustment of things which go wrong. He must make and keep his store attractive. He must have reliable merchandise at right costs and priced according to the correct value.

Having these things, he must also have definite principles—affectedly called "policies" by many—on which the conduct of his business rests; and he must not permit himself to deviate from those principles. Given this kind of make-up, a man cannot fail. He cannot be held down. He cannot hold himself down. He will be a success whether his business be called a credit business or a Cash Store.

#### The Women Who Quit Mad.

Some little time ago I had an intermittent customer who came in to pay a small charge. As she paid, she reported dissatisfaction at a neighbor's who "had charged her with a lot of things she had never used." I knew at once that we would get ours along the same line sooner or later. We did. She disputed one or two charges—but she paid them. I explained to her the difficulty

## Ontario R.G.A. Decide on Convention Dates

Many Members of the Trade Expected in Toronto on April 16 and 17—Cheap Fares Arranged on the Railways—Question Box to Be One of the Features—Conference With the Wholesalers.

The first annual convention of the Ontario Retail Grocers' Association will be held on Wednesday and Thursday, April 16 and 17, in Toronto. It was originally intended that it should be held on Good Friday of each year, but the executive have come to the conclusion that one day would not give sufficient time to transact all the business. On account of Good Friday being a holiday, it would mean late hours the night before, and a hurry on night of the convention to get back home for the Saturday trade.

Secretary W. C. Miller has arranged with the C.P.R., G.T.R. and C.N.R. for reduced rates on the certificate plan. If there are more than 300 present single fare can be secured. If more than 50 and under 300 are in attendance the rate will be a fare and a third, and if under 50 a fare and two-thirds.

As there is little or no possibility of the attendance running below 50, the fare will at least be a fare and a third, and the executive have every reason to hope for more than the 300. Those intending to be on hand should write the secretary (632 Yonge Street, Toronto) for certificates. This will enable them to get to Toronto on the single fare plan. The return fare, if any, will be adjusted at the convention hall.

#### To Have Question Box.

While the program for the convention is yet in the embryo state, it has been practically decided to have a Question Box for all members of the Association. This will give every man an opportunity to have questions answered, on, say, buying, costs, selling price, good business methods, bookkeeping, local troubles, local association work, etc., etc. Members are asked particularly to send in their questions to the secretary as early as possible, as they will be numbered and answered in order received. Even if a member cannot attend he is entitled to send in his questions. Send them now.

This Question Box should prove one of the most practical features of the convention. If every dealer lends his interest, it will mean a great deal of valuable information for the entire trade.

There will, too, be a time set apart for conference with representatives of the wholesale trade. Questions affecting the relations of the two sections will be discussed. Addresses are being arranged, to be given by good speakers. In fact, President D. W. Clark intimates that there will be many things well worth anyone's time in attending. Further information will be given in these columns as the program is being built up.

of handling such accounts which were not accounts, but fitful charges; and said that, if she liked, we would hereafter send her nothing that was not paid for, or leave nothing at her house without the money. She has come back again, after a period; but now she is a cash customer, along the suggested lines. She cannot get goods without paying for them. But that does not debar me from doing a credit business nor make it difficult for me to run hundreds of steady accounts with others.

Individual cases must have individual treatment.

#### TO INVESTIGATE EGG CONDITIONS.

Ottawa, Feb. 25.—(Special.)—The Minister of Agriculture has authorized the appointment of J. H. Hare, B.S.A.,

of Whitby, Ont., to investigate conditions regulating the marketing of eggs.

The Government is taking this step in order to get more definite information re the enormous annual loss of eggs from bad marketing before inaugurating any policy having as its object the correction of this evil.

During the past year the live stock branch of the Department of Agriculture has been engaged in a preliminary investigation of the Canadian egg trade, the results of which have been published in Bulletin No. 16 issued by the department recently.

Mr. Hare's first duty will be to collect all the available data re grading of eggs as they are received at the wholesale houses. This information will be the basis for any action taken by the Government to improve or regulate the trade.



# The Clerks' Page

By the Cub Reporter

## Price Versus Quality.

Editor Clerks' Page.—Some time ago I noticed in The Grocer an editorial entitled "Not How Cheap, But How Good," inspired by some remarks of J. J. Hill, and I cannot allow the writer's hypothesis to pass unquestioned.

The poor are always with us, and it may be admitted that they do give more consideration to the question of price than to "food value."

The Canadian market is remarkably free of those cheap, pernicious food-stuffs so common to European markets; the imported goods are of a decidedly high grade, whilst low-grade home products are poor, more because of conditions affecting production than because of any demand for goods at a price so low as to preclude consideration of quality.

James J. Hill is a man old in years, and I hardly think that what little experience he may have had of the grocery trade "early in life" is likely to be of much service to him in accurately sizing up conditions as they exist to-day.

In my humble opinion the last sentence of the article in question might be altered to read thus: "The success of the majority of the large dealers of to-day is attributable to their appreciation of the ever-growing demand for goods of quality."

D. KIDD.

Montreal, Que.

## Character Before Security.

A Grocer reader recently sent in an article from The Literary Digest on J. Pierpont Morgan's view of relation of credit and character. Some extracts from this, including questions answered by Mr. Morgan, are applicable to every business, as they deal with the value of character as a business asset. The testimony by Morgan was given before the Money Trust investigators in Washington some time ago. "Mr. Morgan's critics," says The Digest, "have often shown a disposition to pick flaws in his

character, but we have never noticed any tendency to impugn his ability to size up business assets. The subject came up during a discussion of the relation between money and credit. 'Is not credit based upon money?' asked the commission's attorney. 'No, sir,' replied Mr. Morgan. 'It has no relation?' 'No, sir.' Then came this enlightening colloquy:

Q. "So the banks of New York City would have the same credit, and, if you owned them, would have the same control of credit as if you had the money?"

A. "I know lots of men, business men, too, who can borrow any amount, whose credit is unquestioned."

Q. "Is that not because it is believed they have the money back of them?"

A. "No, sir. It is because people believe in the man."

Q. "And it is regardless of whether he has any financial backing at all?"

A. "It is, very often."

Q. "And he might not be worth anything?"

A. "He might not have anything. I have known a man come into my office and I have given him a cheque for a million dollars, and I knew that he had not a cent in the world."

Q. "There are not many of them?"

A. "Yes, a good many."

Q. "That is not business?"

A. "Yes, unfortunately, it is. I do not think it good business, though."

Q. "Commercial credits are based based upon the possession of money or property?"

A. "No, sir; the first thing is character."

Q. "Before money or property?"

A. "Before money or anything else. Money can not buy it."

Q. "So that a man with character, without anything at all behind it, can get all the credit he wants, and a man with the property can not get it?"

A. "That is very often the case."

Q. "But is that the rule of business?"

A. "That is the rule of business, sir."

Q. "If that is the rule of business, Mr. Morgan, why do the banks demand, the first thing they ask, a statement of what the man has got before they extend him credit?"

A. "That is a question which they go into, but the first thing they ask is, 'I want to see your record.'"

Q. "Yes, and if his record is a blank, the next thing is how much he has got?"

A. "People do not care, then."

Q. For instance, if he has got Government bonds or railroad bonds and goes in to get credit he gets it and on the security of those bonds, does he not?"

A. "Yes."

Q. "He does not get it on the face of his character, does he?"

A. "Yes, he gets it on his character."

Q. "I see; then he might as well take the bonds home, had he not?"

A. "Because a man I do not trust could not get money from me on all the bonds in Christendom."

Q. "That is the rule all over the world?"

A. "I think that is the fundamental basis of business."

## OBSERVATIONS OF THE CUB REPORTER.

Between seeing a chance and seizing a chance there's as much difference as looking at the clock and getting up.

Responsibilities gravitate to the person who can shoulder them.

To be physically fit to accomplish our work properly we must take good care of our bodies. Poor health spells disaster.

The sun shines on the unjust as well as on the just. But its different in business—in the long run at any rate.

The reporter who comes late to the newspaper office misses the chance for the big story and eventual promotion. Same with the clerk; he loses the opportunity for being first in favor with the proprietor.



## Victoria Grocers' Exchange Annual Meeting

Officers Elected for 1913—H. Schroeder Again President—  
Much Good Work Accomplished by Credit Rating Department—Addresses by Visiting Retailers.

Victoria, B.C., Feb. 26.—The annual meeting of the Victoria Retail Grocers' Exchange, held recently, was well attended, representatives of the wholesale trade being present and visitors from Vancouver. Ordinary business having been disposed of, reports were then read from the secretary, treasurer and auditor, which showed that the last year had been a most successful one, there being an increase in membership, and funds were in good shape. The attendance at meetings was not so satisfactory; the majority of members apparently will not attend unless there is special business.

The credit rating department has been much used. It is found more and more necessary to determine the standing of all those asking credit; many a bad debt and loss has been saved by information supplied to enquirers. Grocers on the outskirts of the city do not assist as they might by becoming members and giving and receiving information. They so often say they are not going to give credit and cannot see where the association can help them on other matters. Too often the secretary is called in later on for advice as to persons who have had credit at some of these stores, from whom it is impossible to recover anything. These undesirables had been reported to our members and could not get credit, and then had persistently

worked on these outer storekeepers until they had obtained permission to start credit accounts.

The following were elected officers for the year:—

President—H. Schroeder (re-elected).

Vice-President—E. B. Jones.

Treasurer—L. Acton.

Directors—E. J. Wall, W. Jeffreys, T. Lea.

### Talk on Association Work.

The President then asked F. Welsh, of Vancouver, who is president of the British Columbia Retail Merchants' Association, to say a few words. He gave a most interesting talk on associations, their great benefits, and why all retail merchants should belong to them. He stated that the last place to form an association was Duncans, Vancouver Island, and other places were enquiring how to get organized.

Thos. Connor, secretary of the Retail Grocers' Association, Vancouver, confined his remarks chiefly to "the Pure Food and Industrial Show" in Vancouver from February 17th to March 1st, and urged all present to attend a convention of retail merchants of the Province of British Columbia, to be held on February 24 and 25.

Votes of thanks to these gentlemen for coming to Victoria and for their addresses, also to the wholesalers for attending, concluded the meeting.

No. 2 apples—15 barrels Baldwins; 20 barrels Spies.

No. 3 apples—3 barrels Phoenix.

Total, 169 barrels.

This shipment Mr. Atkinson disposed of as follows:—

35 barrels were sold at \$6.00 per barrel; 116 barrels were sold at \$5.50 per barrel; 18 barrels were sold at \$5.00—total, 169 barrels.

In this transaction it will be seen that the retailer only made a profit of a fraction over 97c per barrel, which, considering the expense of handling and the risk incurred, was not an excessive profit. On the other hand, the price charged the consumer was all he could afford to pay. It may be said further that the apples were well packed and quite up to the quality the invoice called for, there being no complaint from purchaser of bad quality apples in the centre of any of the barrels. This transaction is a fine sample of the apple business in the West.

### NEW COLD STORAGE PLANT.

Gunn's, Limited, West Toronto, recently completed the erection of a new city wholesale market and cold storage plant at the corner of Front and West Market Streets, Toronto. This building is approximately 100 x 50 feet, with three storeys and attic. On the first floor are the salesroom and the beef chill rooms. The second floor has the sharp freezers and coil loft for cooling the chill rooms on the main floor. The third floor is laid out for egg storage, and the attic for storage of cases. The cooling in the egg storage is effected by a forced circulation of air cooled in a cooling chamber located along one side of the building. The warmer air is drawn from the rooms through ducts in the ceiling by an electric fan located at one end of the cooling chamber, and after being forced through the brine coils is again delivered in ducts to the rooms. By this method both the temperature and the humidity of the rooms can be regulated.

## Actual Apple Sale to the West Analyzed

Manitoba Dealer Bought From Ontario Grower—Freight Cost  
\$1.18 Per Barrel—What the Consignment Included—Profit  
Was 97 Cents Per Barrel.

Deloraine, Man, Feb. 26.—(Staff Correspondent.)—There appears to be considerable enquiry in Ontario and the other apple-growing provinces in reference to who gets the profits, shown by the difference between the prices received by the grower in those provinces and that paid by the consumers in the West. It is noticed that in the discussion the middleman, as it generally happens, and the railroad companies are credited with getting nearly all of it. Perhaps the facts shown by the following transaction might throw some light on the subject:—

On October 31, 1912, a car of apples was shipped by J. G. Anderson, of Lucknow, Ont., from Port Rowan, to A.

H. Atkinson, of Deloraine, Man. The car contained 169 barrels of apples, and were sold to Mr. Atkinson at \$3.35 per barrel, subject to net 30 days' draft. The freight on the shipment amounted to \$1.18 per barrel, which was paid by the purchaser. This, with 5c per barrel for unloading, made the cost to Mr. Atkinson \$4.58 per barrel. This makes no allowance for telegrams or any incidental expense in connection with the transaction. The consignment consisted of the following:—

No. 1 apples—26 barrels Greenings; 28 barrels Baldwins; 35 barrels Spies; 9 barrels Russets; 22 barrels Sweets; 9 barrels Kings; 1 barrel Ben Davis; 1 barrel Phoenix.

At a meeting of the merchants of North Vancouver, B.C., held last week, it was decided to form a protective association. There was a lengthy discussion on the necessity of the merchants uniting and adopting a system of cooperation for mutual protection, and the organization of the North Shore Merchants' Association was the outcome. A committee was formed to draft a constitution for the working of the organization, which will be governed by a president, vice-president, secretary-treasurer and executive of six members. The general meetings will be held every second Tuesday in the month and executive meetings on alternative Tuesdays.



# Current News of the Week

## Quebec.

Wm. C. Christmas, Montreal, has admitted as a partner Ernest J. St. Amand, who has been identified with him for a number of years. The new firm is Wm. C. Christmas & Co.

Wm. A. Shackell, traveling salesman for Magor, Son & Co., Montreal, for some years, has severed his connection with that firm to become Montreal representative for William Neilson Limited, manufacturers of chocolates, Toronto, who have opened an office in the Lindsay Building, Montreal.

Magor, Son & Co., Limited, Montreal, importers and manufacturers' agents, have become incorporated under a Dominion charter, with a paid-up capital of \$100,000, to take over the business of Magor, Son & Co., St. Paul Street. J. H. Magor, who has been associated with the business for over 33 years, having joined his uncle, the late Frank Magor in 1880, will be president. His son, Norman Magor, is vice-president. The firm, which has a Toronto office, will continue its agencies in Halifax, St. John, N.B., Fort William, Winnipeg, Vancouver and Victoria.

## Ontario.

W. W. Roberts has purchased the grocery business of Thos. White, Bowmanville, Ont.

C. W. Raby has purchased the business of F. S. Rudge at 255 Augusta Avenue, Toronto.

Jas. and Harry Taylor have opened a new grocery business in Wallaceburg, Ont., under name of Taylor Bros.

G. M. Charlton, a St. Thomas grocer, has sold to Thos. Morice and Glen Allison. They take possession March 4.

Garfield Babcock has taken over the grocery business in Lindsay, Ont., for a long time conducted by Babcock & Sons.

Thomas Harper has purchased the grocery of Geo. Taylor on James Street, Wallaceburg, Ont., and is now in possession.

H. G. Reaume's grocery, Amherstburg, Ont., has been taken over by John Grant, who is renovating the premises before restocking.

Bruce McDougall, with F. McDougall & Son, Ingersoll, Ont., grocers, was a visitor at the Toronto office of The Grocer on Tuesday.

Jas. Scott, of R. Scott & Co., Mount Forest, Ont., is now on a pleasure trip

to the Pacific Coast and will be absent about three months.

T. H. Jones and Lindsay Shillington, of T. B. Shillington & Co., Blenheim, Ont., have purchased the general store of Loren Handy at Erieau.

Henry Siebert has sold his grocery business, Windsor, Ont., to A. J. McTavish, proprietor of the Horseshoe Grocery, Howard Avenue.

The Toronto Retail Grocers' Association will hold their annual dinner on Wednesday, March 12 at the St. Charles Hotel. Representatives from other associations will be invited.

The ratepayers of St. Catharines, Ont., have endorsed a by-law to aid the company headed by W. H. Brigger, of Hamilton (The T. Upton Co., Ltd.), in the erection of a jam factory.

R. Palmer, of White and Co., Ltd., Toronto, returned Monday after a month's trip through the Middle States. Mr. Palmer reports business in the South as very good.

Steeper and Dunn, grocers, Mount Albert, Ont., have purchased a new store across the street from their present stand, and expect to open for business there about March 1.

T. S. McDonald has sold his grocery business in Smith's Falls to Geo. W. Patterson and Albert Giles. Mr. McDonald becomes a traveling salesman for Geo. Robertson & Son, wholesale grocers.

Fire in the Board of Trade building, Toronto, did damage estimated at \$1,000 to the stock carried by Delapenha & Co., commission merchants. Mice gnawing at matches is given as one cause of the fire.

A permit has been issued to Chadwick & Beckett, in trust, for the erection of a four-storey brick biscuit factory on the east side of Sterling Road, Toronto. The building will cost in the neighborhood of \$65,000.

The Ministerial Association of Woodstock, Ont., is trying to obtain early closing on Saturday nights for the grocers there. This body wants them closed at 9.30, and that no order be received for delivery after seven o'clock. The grocers are signing a petition to this effect.

Robt. Simpson & Co., tea importers, Hamilton, Ont., have added E. J. Ryan, London, Ont., to their selling staff. Mr. Ryan's territory will be between London and west to Windsor. He has had former experience on the road, and has

been connected with the grocery business in London for a good many years, where he was and is yet greatly interested in the Retail Grocers' Association.

## Western Canada.

Cent coins have been introduced in Lethbridge, Alta., by the Hudson's Bay Co.

Ritchie & Meredith, grocers, Lethbridge, Alta., are succeeded by A. M. Ritchie & Co.

The United Farmers of Alberta are making plans to form a co-operative society in Holden, Alta.

The Colonial Grocery, Fruit and Produce Store, Regina, Sask., have ordered two motor delivery trucks.

Mr. Bathgate, of Scott, Bathgate & Co., Winnipeg, returned on the Empress of Britain from a two months' trip in England.

O'Loane, Kiely & Co., Ltd., is the name of a new firm of wholesale brokers and commission agents in Vancouver, B.C. Mr. O'Loane, who is known to a great many readers of the Canadian Grocer in the East, was once with C. McIlhargey at Stratford, Ont., and later was manager of Foley Bros. & Larsen, of Winnipeg, Man. Mr. Kiely was also with the latter firm.

## SOMETHING NEW ONCE MORE.

Montreal, Feb. 26.—(Special.)—The Associated Stores, Limited, have leased the old Ogilvy building, at the corner of St. Catherine and Mountain Streets, Montreal. It is the intention of this company to operate a co-operative departmental store, something along the lines of the one operated in Chicago by the Rosenthal interests. Mr. N. H. Truett, manager of this novel store, states that it is the intention of the company to sub-let space to different tradesmen, who will operate each department as a separate store, yet being a unit in the whole store. The company will provide light, heat, telephones, floorwalkers, elevators, janitors, etc., and will look after the operating end, while the different tradesmen will look after the selling end. In the basement will be grocery, delicatessen and dairy stores, while the upper storeys will be devoted to the various other lines of merchandise.



# Advance in Woodenware; Decline in Beans

Sugar Situation Continues a Puzzle—Advance in Many Lines of Spices—  
Further Advances Expected—Tea Market Firmer and Tending Upward—This  
Seems Good Time to Buy—Canned Goods Dull.

## QUEBEC MARKETS.

### POINTERS,—

Woodenware—Advanced 15 per cent.  
Tea—No change.  
Beans—Easier.  
Evaporated Fruits—Brisk.  
Coffee—Mochas higher.

Montreal, Feb. 26.—Trading in groceries is duller this week and while volume has been larger than year ago demand is mostly for goods to fill immediate wants. Prices are not fluctuating and are remaining quite steady. The only change worthy of note is advance in woodenware. Increase amounts to about 15 per cent. on average, while on some it is higher and others lower. Clothes pins are selling at 75c a box, which is an advance of 5c per box.

French Sardines are scarce, while domestic sardines are quite plentiful. Seeded raisins are coming into better favor. Collections are reported to be very slow and unsatisfactory.

SUGAR.—Prices remain stationary at last week's quotations. The primary market on raw sugar is stronger, having advanced 3c. The demand at present is purely consumptive and both jobbers and dealers are simply buying to cover their daily wants. The tone of market is a trifle stronger with the feeling going the rounds, that the market will steady itself, but of course this is problematic. Wholesalers report dealers are buying more liberally.

The European markets this week have been steady.

Granulated, bags	4 50
Granulated, 20-lb. bags	4 60
Granulated, 5-lb. cartons	4 80
Granulated, 2-lb. cartons, per cwt.	4 80
Granulated, Imperial	4 35
Granulated, Beaver	4 35
Paris lumps, boxes 100 lbs.	5 25
Paris lumps, boxes 50 lbs.	5 35
Paris lumps, boxes 25 lbs.	5 55
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
Crystal diamonds, 100-lb. boxes	5 25
Crystal diamonds, 50-lb. boxes	5 35
Crystal diamonds, 5-lb. cartons	6 20
Crystal diamonds, Dominos, cartons	7 00
Extra ground, bbls.	4 90
Extra ground, 50-lb. boxes	5 10
Extra ground, 25-lb. boxes	5 30
Powdered, bbls.	4 70
Powdered, 50-lb. boxes	4 90
Powdered, 25-lb. boxes	5 10
Phoenix	4 80
Bright coffee	4 45
No. 3 yellow	4 35
No. 2 yellow	4 25
No. 1 yellow	4 10

Bbs. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES.—Prices remain unchanged on both syrup and molasses. Letters received this week from Barbadoes, dated 10 days ago, state that harvesting has not commenced in earnest and unless conditions change will not begin before end of March. This is about two months behind the usual

cutting time. Orders are being booked now for May, June, and July delivery. The demand is good for fancy Barbadoes but cheaper grades are rather dull.

Syrups are moving freely especially corn syrups. Maple flavor syrups are in fair demand with same prices ruling as last week, namely for 90 per cent. pure \$1.00 per gallon.

Fancy Barbados molasses, puncheons	0 40	0 42
Fancy Barbados molasses, barrels	0 43	0 45
Fancy Barbados molasses, half-barrels	0 45	0 47
Choice Barbados molasses, puncheons	0 35	0 37
Choice Barbados molasses, barrels	0 35	0 40
Choice Barbados molasses, half-barrels	0 40	0 42
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
Corn syrups, half-barrels	0 03 1/2	0 03 1/2
Corn syrups, quarter-barrels	0 03 1/2	0 03 1/2
Corn syrups, 25 1/2-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, 1/2 doz. per case	2 65	2 65
Cases, 20-lb. tins, 1/4 doz. per case	2 60	2 60

DRIED FRUITS.—There is a better inquiry for evaporated fruits this week and volume of the turnover is greater than it has been since some weeks.

Seeded raisins are in better demand and are moving out freely. Prunes are also in good favor and demand for these is keeping fairly active. Small lots of currants and bulk raisins are moving mostly to fill in stock. Prices remain practically same as volume of business passing is not large enough to cause much fluctuation.

Evaporated apricots	0 14 1/2	0 15
Evaporated apples	0 07	0 07
Evaporated peaches	0 09 1/2	0 10
Evaporated pears	0 12 1/2	0 14
Currants, fine filiatras, per lb., cleaned	0 05 1/2	0 07 1/2
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 07 1/2	0 08 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 06 1/2	0 07 1/2
Dates, Hallowee, loose	0 04 1/2	0 05
Figs	0 11	0 11
Figs, 3 crown	0 10 1/2	0 10 1/2
Figs, 4 crown	0 10 1/2	0 11
Figs, 5 crown	0 11 1/2	0 12
Figs, 6 crown	0 12 1/2	0 13 1/2
Figs, 7 crown	0 13 1/2	0 14
Figs, 8 crown	0 14 1/2	0 15
Figs, 9 crown	0 14 1/2	0 15
Comadre figs, about 35-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07 1/2	0 08

Prunes—		
20-30	0 12	0 12
30-40	0 11 1/2	0 11 1/2
40-50	0 10	0 10
50-60	0 09	0 09 1/2
60-70	0 08	0 08 1/2
70-80	0 07 1/2	0 07 1/2
80-90	0 07	0 07
90-100	0 06 1/2	0 06 1/2
Romina prunes	0 07	0 08

Raisins—		
Choice seeded raisins	0 07 1/2	0 07 1/2
Choice fancy seeded, 1-lb. pkgs.	0 08	0 09
Choice loose muscatels, 3-crown, per lb.	0 07 1/2	0 08
Choice loose muscatels, 4-crown, per lb.	0 08 1/2	0 08 1/2
Seedless, new, in packages, 12 oz.	0 07	0 07 1/2
Select raisins, 7-lb. box, per lb.	0 07 1/2	0 08 1/2
Sultana raisins, loose, per lb.	0 11 1/2	0 12
Sultana raisins, 1 lb. cartons, per box	0 12 1/2	0 14
Malaga table raisins, clusters, per 1/2 box	0 75	1 00
Malaga table raisins, clusters, per 1/4 box	0 75	1 00
Valencia, fine, off stalk, per lb.	0 07 1/2	0 08
Valencia, select, per lb.	0 08	0 08 1/2
Valencia, 4-crown layers, per lb.	0 08 1/2	0 09

TEA.—There is no change in tea market from last week and prices remain firm. The better grades seem to be in good demand while the cheaper is not being imported as freely as in past. Trading is fairly good for season.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 18	0 20
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 20	0 22
Gunpowders	0 19	0 20
China Greens—		
Pinguey gunpowder, low grade	0 14	0 15
Pinguey gunpowder, pea leaf	0 20	0 20
Pinguey gunpowder, pinhead	0 30	0 30

COFFEE.—Mocha coffee is stronger this week and has advanced a few points. Demand is good for nearly all lines of coffees. Stocks are being laid in, and buying is liberal. Mexicans have not advanced any yet. Other than this there is nothing of importance to report. Buying seems to be favorable for the better grades of coffee which are much stronger than cheaper lines.

Mocha	0 28	0 29
Rio	0 21 1/2	0 22 1/2
Mexican	0 25	0 25
Santos	0 24	0 25
Maracaibo	0 24	0 27

SPICE.—There is no change in the spice market and prices are stationary. Advices from New York state that nutmegs, peppers and cloves are active, but prices have not varied. Spot stocks are ample to take care of local trade.

Allspice	0 13	0 10
Cinnamon, whole	0 18	0 20
Cinnamon, ground	0 16	0 20
Caraway seed	0 08	0 09
Batavia cinnamon	0 28	0 30
Cloves, whole	0 27	0 35
Cloves, ground	0 27	0 35
Cream of tartar	0 25	0 32
Ginger, Cochiti	0 17	0 20
Ginger, Jamaica	0 20	0 25
Mace	0 11	0 15
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 27 1/2	0 30
Pimento	0 15	0 17

RICE AND TAPIOCA.—Nothing new in the situation here. Trading is nominal and prices unchanged.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 65	3 65
Rice, grade B, bags 100 lbs.	3 65	3 65
Rice, grade B, bags 50 lbs.	3 65	3 65
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 85	3 85
Rice, grade B, pockets 25 lbs.	3 75	3 75
Rice, grade C.C., bags 250 lbs.	3 55	3 55
Rice, grade C.C., bags 100 lbs.	3 55	3 55
Rice, grade C.C., bags 50 lbs.	3 65	3 65
Rice, grade C.C., pockets 25 lbs.	3 65	3 65
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 75	3 75
Palm, polished	4 80	4 80
Pearl	4 85	4 85
Sparkle	5 40	5 40
Crystal	5 35	5 35
Snow	5 20	5 20
Imperial Glace	5 60	5 60
Ice Dips	5 85	5 85
Carolina Rice	7 35	7 35
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 09
Seed, lb.	0 07	0 09

NUTS.—Trading in nuts is dull and listless, shelled almonds being about the only line in demand and these are moving freely. There is easier tone to market. Peanuts are beginning to brighten up some.



THE CANADIAN GROCER

In shell—		
Brazils	0 14	0 16
Filberts, Sicily, per lb.	0 12½	0 13
Filberts, Barcelona, per lb.	0 11	0 11
Tarragona Almonds, per lb.	0 15¼	0 17
Walnuts, Myette Grenobles, per lb.	0 15¼	0 17
Walnuts, Marbots, per lb.	0 13	0 13¼
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13¼	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown selected, per lb.	0 35	0 37½
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08¼	
Coom, roasted	0 08	
Diamond G, roasted	0 09	
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 12	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 15	0 16
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 28

BEANS.—Trading in beans is quiet and stocks on hand are large. Prices are trifle easier than last week. Few beans are being imported at present as dealers here are pretty well stocked up.

Beans—		
Imported white beans, bush.	2 60	2 75
Yellow beans, bushel	3 00	3 60
Ontario, 3 lb. pickers	2 60	2 65
Imported green peas, Belgium	2 75	3 30
Yellow peas	2 60	2 70

ONTARIO.

POINTERS:—

Sugar—Situation doubtful.  
Spices—All high and advancing.  
Prunes—Sizes 60 and 90 easier; 40's and 50's scarce.  
Beans—Market dull.  
Tea—All grades advancing.

Toronto, Feb. 26.—Cold weather has stimulated trade to some slight extent, but even at best trade is still dull. Reports from West state that money is somewhat tied up, thus placing a decided check on business transactions of all kinds. Some of the local wholesales report collections poor, while others find slight difference between this and other years. It is generally recognized, however, that condition of the money market is everywhere having a depressing effect on business.

SUGAR.—The sugar situation is puzzling one. In face of an advance in spot sugar in New York last night refined dropped 5c. Whether this will have any effect on local markets is a problem as yet unsolved. The demand for sugar must soon increase, as the country is now well cleaned up, and an immense amount of business is ready to move. With present advancing tendency of raws it is quite possible there will be no further decline. An advance of 13 points in raws has developed since January 10. So that if advanced quotations can be held the chances are that market will harden up.

First quotations are now in on Barbadoes sugar. Opening prices on centrifugal sugars are ½c lower this year than last.

Extra granulated, bags	4 60
Extra granulated, 20-lb. bags	4 70
Extra granulated, 5-lb. cartons	4 80
Extra granulated, 2-lb. cartons	4 90

Imperial granulated	4 45
Beaver granulated	4 45
Yellow, bags	4 20
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 00
Extra ground, 50-lb. boxes	5 20
Extra ground, 25-lb. boxes	4 80
Powdered, bbls.	4 80
Powdered, 25-lb. boxes	5 20
Powdered, 50-lb. boxes	5 00
Red Seal, 5 lb. boxes, cwt.	7 10
Crystal diamonds, 5 lb. boxes	7 10
Crystal Dominos, 5 lb. boxes	7 20
Paris lumps, in 100-lb. boxes	5 35
Paris lumps, in 50-lb. boxes	5 45
Paris lumps, in 25-lb. boxes	5 65

SYRUP AND MOLASSES.—Dullness still continues to prevail on this market, with little sign of change. Higher grade molasses are firm and advancing. Cheaper grades continue quiet and unchanged. First shipments of all classes of molasses will be made from Barbadoes about April 1, and will arrive here early in May.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 40	
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, ½ doz. in case	2 65	
20 lb. tins, ¼ doz. in case	2 60	
Barrels, per lb.	0 07¼	
Half barrels, lb.	0 03¼	
Quarter barrels, lb.	0 03¼	
Pails, 3½ lbs. each	1 75	
Pails, 2½ lbs. each	1 25	
Maple Syrup—Compound—		
Gallons, 6 to case	4 00	
½ gals., 12 to case	5 40	
¼ gals., 24 to case	5 40	
Pints, 24 to case	3 00	
Maple Syrup—Pure—		
Gallons, 6 to case	5 00	
½ gallons, 12 to case	7 00	
Quarts, 24 to case	7 75	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, half barrels	0 27	0 28
New Orleans, half barrels	0 29	0 30
West Indies, barrels	0 30	0 30
West Indies, half barrels	0 30	0 30
Barbadoes, fancy, barrels	0 45	0 47
Barbadoes, fancy, half barrels	0 48	0 50

DRIED FRUITS.—Little change is to be noted in fruits. Quite a number of prunes are selling, but, apart from that, little business is being transacted. In prunes 30's and 40's are practically off the market; 40's and 50's are scarce, and in 60's and 90's an easier feeling prevails. Prunes, apples and raisins are to-day lower than last fall, whereas they should be higher. Dullness in trade is attributed largely to low prices of apples and number of fresh vegetables in the country.

Currants on primary market are firming up. Arrivals from Greece have been light, and Greeks appear in no hurry to consign goods until prices are high enough to suit them.

Prunes—		
30 to 40, in 25-lb. boxes	0 12¼	0 13¼
40 to 50, in 25-lb. boxes	0 11¼	0 11¼
50 to 60, in 25-lb. boxes	0 10¼	0 10¼
60 to 70, in 25-lb. boxes	0 09	0 09
70 to 80, in 25-lb. boxes	0 08¼	0 08¼
80 to 90, in 25-lb. boxes	0 08	0 08
90 to 100, in 25-lb. boxes	0 07¼	0 07¼
Same fruit in 50-lb. boxes, ¼ cent less.		
Apples—		
Standard, 25-lb. boxes	0 13	0 13
Choice, 25-lb. boxes	0 16	0 16
Peaches—		
Standard, 25-lb. boxes	0 10	0 10
Choice, 25-lb. boxes	0 11	0 12¼
Candied Peels—		
Lemon	0 11	0 12¼
Orange	0 12	0 13
Lemon	0 15	0 16
Tapioca—		
Raw flax	0 06	0 07
Raw flax, according to size	0 10	0 15
Evaporated apples	0 07	0 07¼
Currants—		
Fine Filistras, per lb.	0 07	0 07
Choice Amalas, per lb.	0 07¼	0 07¼
Prunes, new	0 07¼	0 07¼
Choice Vastizas	0 10	0 10
Shade dried Vostizas	0 10¼	0 11
Cleaned, ¼ cent more.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14

Valencias, selected, new	0 09	0 09¼
Valencias, old stock	0 07¼	0 08
Seeded, 1 lb. packets, fancy	0 07¼	0 07¼
Seeded, 1 lb. packets, choice	0 06¼	0 07
Dates—		
Hallowee, full boxes	0 05	0 05¼
Hallowee, half boxes	0 05¼	0 05¼
Pards, choicest, 15-lb. boxes	0 06¼	0 06¼
Pards, choicest, 50-lb. boxes	0 07	0 07¼
Package dates, per pkg.	0 06¼	0 07¼

TEA.—Quality of tea on primary market has been showing marked improvement of late, and as result all grades are tending upward. Few Indians are now on market. Thus demand for Ceylons is increasing rapidly. Under present conditions this looks like good time for retailer to stock up.

COFFEE.—Easier feeling continues to prevail in coffee situation. Change is most marked on cheaper grades, which have declined slightly on primary market. In mild coffees slight change is noted.

Rio, roasted	0 21	0 23
Green, Rio	0 20	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemala	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 11	0 13

SPICES.—All spices are tending upwards. Cloves, peppers, cream of tartar, cardamon and celery seeds are all high now, and show signs of further advances. Trade is fairly brisk for season.

	5 and 10 lb. Tins.	¼ lb. pkgs.	¼ lb. tins doz.
Allspice	14-17	60-70	70-80
Cassia	22-27	72-91	80-90
Cayenne pepper	23-28	72-90	90-115
Cloves	30-35	1 08-95	1-1 08
Cream tartar	25-26	90-00	
Curry powder	25-35		
Ginger	22-27	65-85	75-95
Mace	75-1 00		8-75
Nutmegs	25-30	80-00	1 60-2 50
Peppers, black	20-23	67-75	80-90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-95	75-1 10
Pickling spice	14-18	75-00	75-00
Turmeric	16-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.  
Cardamon seed, per lb., in bulk 1 25 1 40  
Mustard seed, per lb., in bulk 0 10 0 12  
Celery seed, per lb., in bulk 0 35 0 50  
Shredded cocconut, in pails 0 17 0 20  
Standard B., from mills, 500 lbs. or over f.o.b. Montreal 3 75  
Rice, standard B., f.o.b. Toronto 3 83

RICE AND TAPIOCA.—Some cheaper shipments of Singapore are still on the way, but general tendency in tapioca is towards firmness, if not an advance. Rices seem to have struck bottom, and are now firming up. Prices on local market remain unchanged.

	Per lb.
Rangoon, per cwt.	3 63
Patna	0 06
Japan	0 06
Java	0 06¼
Carolina	0 08
Sago, medium brown	0 05¼
Tapioca—	
Bullet, double goat	0 08¼
Medium, pearl	0 06
Flake	0 06
Seed	0 06

NUTS.—Only usual small trade in nuts is passing. Market is dull and featureless. New Brazil nuts are expected within next twenty days.

Almonds, Formigetta	0 15	0 16
Almonds, shelled	0 35	0 40
Almonds, Tarragona	0 15	0 17
Walnuts, Grenoble	0 16	0 16¼
Walnuts, Bordeaux	0 13	0 13¼
Walnuts, Marbots	0 14	0 15
Walnuts, shelled, new	0 24	0 25
Chestnuts, Italian, large, lb.	0 12	0 12¼
Chestnuts, Canadian, peck	3 25	
Filberts	0 12	0 12¼
Hickory nuts, per lb.	0 07	



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Pecans	0 18	0 20
Brazils	0 15	0 16
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 06 1/2	0 08
Peanuts, green, jumbo	0 10	0 10
Peanuts, shelled	0 08	0 09

**BEANS.**—Farmers are now commencing to offer stocks of beans, but are unwilling to sell at present low prices. First quality Canadian beans are hard to get, and market is being flooded with second or third grades. The whole market is "sick," causing prices to decline.

Beans, Canadian—		
Prime beans, per bush.	2 50	2 65
Austrian, H.P., bush.		2 75

## CANNED GOODS.

Montreal.—Canned salmon is weak and it is expected that lower prices will soon prevail. Canned sardines are very strong owing to the poor fishing in France and Norway. Olive oil is more expensive now and labor is higher. Stavanger packers are only accepting orders that are subject to advances in price which is a good indication of the way the market is going. At present there are few French sardines on the market. Kippered herring remains the same.

Toronto.—Dulness in canned goods market throughout season is said to be due chiefly to large quantities of apples and vegetables on hand throughout the province. Free and extensive use of these has lessened demand for all lines of canned goods to such an extent that dealers are now somewhat overstocked. With cold weather setting in and apples advancing it is expected that demand will again stiffen.

## MANITOBA MARKETS.

Winnipeg, Feb. 25.—(Corrected by Wire.)—The market is steady on all lines of staples, and no changes have gone into effect or are forecast at present.

Wholesalers report the volume of business as very satisfactory and prospects excellent. There is no doubt that mild weather and the opening up of the building season is helping the retail trade.

Collections are not as good as they might be, but on the whole are reported as better than at this time last year.

The North-West Grain Dealers' Association estimates the amount of wheat yet to come to market in the West at 26,500,000 bushels. There is also considerable other grain to market, and the sale of this produce will keep considerable coin in circulation during the spring and early summer. It is also known that there is considerable cash in farmers' hands, held in reserve for spring expenses.

The new Customs regulations here, which practically add a charge of 12½ to every package of freight to be passed through the Customs warehouse in Win-

ipeg, is unpopular. The Board of Trade here is taking up the matter, and will take care that the protests of Winnipeg business men will be presented to the Ottawa Government in no uncertain terms.

**SUGAR.**—The local situation is unchanged, but the market is reported as a little firmer at primary points.

Montreal and B.C. granulated, in bbls.	5 15
Montreal and B.C., in sacks	5 10
Montreal and B.C. yellow, in bbls.	4 75
Montreal yellow and B.C. yellow, in sacks	4 70
Icing sugar, in bbls.	5 50
Icing sugar, in boxes, 25 lbs.	5 75

**SYRUPS.**—Syrup values are unchanged here, with a good above average demand. Corn values are on the rise, and corn products will likely follow should the movement be sustained.

2 lb. tins, per case	2 13
8 lb. tins, per case	2 63
10 lb. tins, per case	2 41
20 lb. tins, per case	2 61
Barrels, per 100 lbs.	3 70
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quart, per case	6 29
Maple syrup, ½ gal.	5 85

**DRIED FRUITS.**—Business in dried fruits is dull, with prices steady. Valencia raisins are reported as scarce in the primary markets. There is no news of special interest from California since last review.

<b>Fruites—</b>		Per lb.
90-100s, 25s, s.p.	0 05 1/2	
97-100s, 10s, s.p.	0 05	
80-90s, s.p.	0 06	
80-90s, 10s, s.p.	0 06 1/2	
70-80s, 25s, s.p.	0 06 1/2	
70-80s, 10s, s.p.	0 07	
60-70s, 25s, s.p.	0 06 1/2	
50-60s, 25s, s.p.	0 07 1/2	
40-50s, 25s, s.p.	0 08 1/2	
<b>Cooking Figs—</b>		
Choice boxes	0 06 1/2	
Half boxes	0 06 1/2	
Half bags	0 05 1/2	
<b>Valencia Raisins—</b>		
Pine, f.o.s., 25s, s.p., per box	2 75	
Pine, selected, 25s, s.p., per box	2 70	
4-crown layers, 25s, s.p., per box	2 65	
4-crown layers, 14s, s.p., per box	1 35	
4-crown layers, 7s, s.p., per box	0 75	
Ne plus ultra, 82s, s.p., per box	2 20	
<b>Sultanas—</b>		
California	0 09 1/2	0 09 1/2
Smyrnas	0 13	0 15
<b>Currents—</b>		
Dry clean, per lb.	0 07 1/2	
Washed, per lb.	0 07 1/2	
1-lb. package	0 08 1/2	
2-lb. package	0 17 1/2	

**COFFEE.**—The New York coffee market is complicated. There is said to exist a powerful bull interest, or rather combine, against a large, though very scattered, short faction. The enormous valorization sales have not depressed prices, and the most reliable sources of information place the growing crop as likely to be light.

<b>Coffee—</b>		
Green Rio, No. 5	0 17	
Roasted Rio	0 21	
Green Santos	0 19	
Roasted Santos	0 24	
Chicory	0 11 1/2	
<b>Teas—</b>		
China blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 40
Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

**BEANS.**—There is nothing new in bean market, and prices are unchanged. There is an ample supply to meet demands, but hand-picked beans are scarce.

<b>Beans—</b>		
Hand picked, per bushel	2 95	
3 lb. picker	2 65	
<b>Peas—</b>		
Split peas, sack 98 lbs.	4 00	
Whole peas, bushel	2 75	
<b>Barley—</b>		
Pot barley, per sack 98 lbs.	3 65	
Pearl barley, per sack 98 lbs.	5 15	

**NUTS.**—Trade is very quiet and altogether featureless.

		Per lb.
Brazil	0 18	0 19
Tarragona almonds		0 16 1/2
Peanuts, roasted, Jumbos		0 12 1/2
Peanuts, choice		0 11
Pecans		0 22
Marbot walnuts		0 13 1/2
Grenoble walnuts		0 16
Sicily filberts		0 11 1/2
Shelled almonds	0 33	0 34
Shelled walnuts		0 31

## WINNIPEG.

**PRODUCE AND PROVISIONS.**—Lard prices have had a slight advance; dried meats are firm, but unchanged. Features of the week have been a sharp decline in butter, and a big reduction in the price of eggs, both domestic and imported.

<b>Lard—</b>		
Tierces, per lb.		0 13 1/2
1 lb. bricks		0 15 1/2
50 lb. tubs		7 00
20 lb. pails		2 85
10 lb. cases		8 70
5 lb. cases		8 80
3 lb. cases		8 85
<b>Cured Meats—</b>		
Hams	0 16 1/2	0 19
Bacon	0 18	0 22
Shoulders		0 14 1/2
Long clear D. S.		0 15
Mess pork, bbls.		26 00
<b>Butter—</b>		
Creamery	0 33	0 35
Dairy, best	0 25	0 27
Dairy, No. 1	0 21	0 22
Dairy, No. 2	0 18	0 20
<b>Eggs—</b>		
Manitoba, per doz.		0 22
Storage		0 17
<b>Cheese—</b>		
Ontario large		0 15 1/2
Ontario twins		0 15 1/2
Manitoba large		0 14 1/2
Manitoba twins		0 15

## WINNIPEG.

**FRUITS AND VEGETABLES.**—Ontario apples are generally 50 cents per barrel cheaper than at time of last review. Hothouse rhubarb is up 3 cents. There is no active demand for green fruits, but some improvement is discernible.

Seville oranges	5 00	
Messina lemons	7 00	
Frozen cranberries	10 00	
Malaga grapes, kegs	9 00	
Navel oranges, case	4 50	
Bananas, per bunch	2 50	
California lemons, crate	10 00	
Washington apples	1 50	
Florida tomatoes, case	2 25	
Ontario apples	9 00	
Cranberries	14 00	
Spanish onions	3 75	
Florida grape fruit	5 00	
Valencia onions	2 00	
Hothouse rhubarb	0 15	
Strawberries, quart	0 50	
Sauerkraut, lb.	0 04	
<b>Potatoes—</b>		
Potatoes, per bushel	0 40	
Carload lots	0 35	
Jersey sweet, basket	3 50	

## WINNIPEG.

**FLOUR AND CEREALS.**—The domestic trade in flour is fair, and the export outlook is improving. Prices are not liable to change.

<b>Flour—</b>		
Best patents, per bbl.	5 40	
Seconds, per bbl.	4 80	
Bakers', per bbl.	4 00	
<b>Rolled Oats—</b>		
Rolled oats, 80 lbs.	1 90	
Standard granulated, 98 lbs.	2 40	
Commeal, sack, 98 lbs.	1 75	
Wheat granules, 98 lbs.	2 65	
Bales, 168	3 08	

## BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, Feb. 26.—(By Wire.)—Since last report there have been no



## THE CANADIAN GROCER

changes in quotations here, business being on a fairly good scale for this time of year.

Butter, creamery, per lb.	0 35
Butter, New Zealand prints	0 33
Butter, New Zealand solids	0 32½
Currants, Filatras, per lb.	0 08½
Currants, Vostizzas, per lb.	0 10
<b>Canned Goods—</b>	
Corn, 2's, per doz.	1 20
Peas, 2's, per doz.	1 47½
Raspberries, 2's, per doz.	2 37½
Strawberries, 2's, per doz.	2 37½
Tomatoes, 2's	1 40
Cornmeal, per barrel	4 30
Eggs, per dozen	0 53
Flour, Manitoba best, per bbl.	6 60
Oatmeal, std., per sack	1 90
Potatoes, local, ton	15 00
Potatoes, Ashcroft, ton	21 60
Raisins, Cal., fancy, per lb.	0 06
Rice, Japan, per ton, No. 1	112 50
Rice, Japan, per ton, No. 2	90 00
Salmon, Sockeye, per case	10 25
Sugar, std., granulated, per cwt.	5 55

### NEW BRUNSWICK MARKETS.

By Wire.

St. John, Feb. 27.—Markets were quiet during past week. Dealers report better business and say collections in city are more encouraging, although in country districts they are not so bright. Rolled oatmeal is easier. Sugar market is weak. Crop prospects for sugar are bright. The trouble is buying only in small quantities. Molasses are firm but a change is looked for next week on arrival of new stocks from Barbadoes. Present stocks are light. There is no change looked for in flour. The supply is up to average and the increased lumber operations are making better demand for barreled pork and forcing price slightly. Dairy market is improved by snow making better roads for farmers.

Bacon	\$ 15	30 15
Beans, hand picked, bushel	2 75	2 80
Beans, Austrian, bushel	2 65	2 75
Beans, yellow eye, bushel	3 10	3 15
Butter, dairy, per lb.	0 32	0 36
Butter, creamery, per lb.	0 28	0 30
Buckwheat, W., grey, bag	2 75	2 85
Cheese, lb.	0 15	0 15½
Currants, 1's, lb.	0 07½	0 08
<b>Canned Goods—</b>		
Beans, baked	1 30	1 35
Beans, string	1 10	1 25½
Corn, doz.	1 10	1 10
Peas, No. 4	1 40	1 40
Peas, No. 3	1 42½	1 42½
Peas, No. 2	1 45	1 45
Peas, No. 1	1 80	1 80
Peaches, 2's, doz.	1 65	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	2 20
Strawberries	2 20	2 20
Tomatoes	1 65	1 65
Cornmeal, gran.	4 75	4 75
Cornmeal, bags	1 40	1 40
Cornmeal, bbls.	2 95	2 95
Eggs, henney	0 40	0 50
Eggs, case	0 25	0 27
Flour, Manitoba	6 25	6 35
Flour, Ontario	5 65	5 70
Lard, compound, lb.	0 10½	0 11
Lard, pure, lb.	0 15	0 17
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 25	5 25
Oatmeal, std.	5 80	5 80
Pork, domestic mess	24 50	27 50
Pork, American clear	26 00	27 00
Potatoes, barrel, new	1 80	2 25
Raisins, California, seeded	0 07½	0 08
Rice, per cwt.	3 85	3 85
<b>Salmon, Case—</b>		
Red Spring	9 25	9 50
Cohoos	8 60	8 75
<b>Sugar—</b>		
Standard granulated	4 70	4 80
Austrian granulated	4 60	4 70
Bright yellow	4 50	4 60
No. 1 yellow	4 20	4 30
Paris lumps	5 60	5 75

### NOVA SCOTIA MARKET.

By Wire.

Halifax, Feb. 26.—Bad weather has been interfering greatly with business, and shipments are light. With exception of fresh laid eggs, which have dropped

to 26 cents, prices in general lines are firm. Bananas are 25 cents higher. Grape fruit has advanced. Lemons are scarce at five dollars and higher prices predicted. Retailers report stocks vegetables as low. No. 1 apples are scarce, quoted \$3.50.

Apples, No. 1, per bbl.	3 60
Bacon, side, per lb.	0 19
Butter, creamery, per lb.	0 32
Currants, Vostizzas, per lb.	0 08½
<b>Canned Goods—</b>	
Corn, 2's, per doz.	1 20
Peas, 2's, per doz.	1 47½
Raspberries, 2's, per doz.	2 37½
Strawberries, 2's, per doz.	2 37½
Tomatoes, 2's	1 40
Cornmeal, per bag	1 50
Eggs, fresh, per dozen	0 28
Eggs, cold storage, per dozen	0 26
Flour, Ontario 90 per cent.	5 20
Flour, Manitoba best, per bbl.	6 30
Hams, per lb.	0 19
Lemons, per case	5 00
Oatmeal, std., per sack	1 90
Potatoes, per bag	1 60
Raisins, Cal. fancy, per lb.	0 06
Rolled oats, per bbl.	5 25
Salmon, Sockeye, per case	10 25



By a B. C. Grocer.

A matter came under my notice only the other day in reference to "Leaks" which I thought you might be able to use.

A clerk placed a can of oil on the floor, and shortly afterwards on opening a wooden box of sweet biscuits set the biscuit box on top of the oil can. Fortunately the incident was noticed in time, otherwise the oil might have got into the box and spoiled all the contents. It was simply a piece of carelessness on the part of the clerk.

I know of an incident which occurred in a certain store some time ago which would probably come under this heading. A woman who used to help her husband in the store occasionally was left alone while her husband was out for a time. A customer came in, and about the same time the baby began to cry. She took the baby in her lap, and while tying up the parcel of bread asked for she set the baby on the cheese.

### ANNUAL R.M.A. CONVENTION.

The annual convention of the Ontario Provincial Retail Merchants Association was called for Monday and Tuesday this week, but owing to an exhibition of office appliances, etc., to be held during the week of April 28, it has been postponed till then. This exhibition will be held in Massey Hall, and while the Retail Merchants Association is not affiliated or connected with it, the association is convening for mutual purposes

at the same time, the meetings of the latter having been arranged for at Massey Hall for April 28 and 29. In view of the exhibition the Association expect a large attendance.

### ANOTHER SOAP COMPANY. COMING.

The B. J. Johnson Soap Co., of Milwaukee, U.S.A., have purchased the northeast corner of George & Britain Streets, Toronto, and will erect a Canadian branch there. Their chief brand is Palmoline. The property sold at around \$30,000.

### FIRE IN SPICE FACTORY.

Montreal, Feb. 25.—Fire broke out on Monday night in the warehouses of S. H. Ewing and Sons, general commission merchants and importers at 98-102 King Street. Considerable damage was done, but the exact loss has not yet been determined. The chief business of this firm is in spices and large stocks were carried.

The question why men have been the famous cooks of the world rather than women, who are by far the majority in the profession (for nowadays the domestic arts schools are making the business of the cook a profession), is answered by a Western paper in amusing comments on the indefiniteness of the instructions which women could give each other. Cookery as pursued by women has been an art, not a matter of exact knowledge, and this is said to explain why the man cook is the one who has risen to the top rank in the work. The contention is that all chefs know by exact weight and exact measure the amounts of all ingredients that go into their various dishes, while in the cook book made for ordinary kitchen use are found pinches of this, cupfuls of that, teaspoonfuls of the other—and moreover sometimes heaping teaspoonfuls and sometimes level. All these quantities must vary almost indefinitely as measured by different fingers, cups and spoons, so cooking has been for women a matter of "judgment," and the word is often on the lip of a good cook.

Armand Chaput, general manager of Chaput, Fils and Cie, is sailing on March 1st from France and will arrive in Montreal about March 15th.

Fred. J. Hook, representing Peek Frean & Co., Ltd., London, England, biscuit manufacturers, is now at the Queen's Hotel, Toronto.





## Apples Firmer; Potatoes Likely to Weaken

**Stocks of Apples in Barrels Said to be Smaller Than Year Ago at This Time—Lemon and Orange Market Quite Firm—When Mild Weather Comes More Potatoes Will be Marketed.**

The apple market has this week taken on a much firmer tone, and prices have advanced, considerably. Demand is good, and as stocks are none too heavy the advance was warranted. Wholesalers state that there are to-day fewer apples in barrels in Canada than at corresponding period year ago.

Fruit brokers have been selling Verdelli lemons this week for delivery next June. Messina lemons are coming on quite freely and show fine quality, although sizes are not all that is to be desired. Demand for these continues heavy and stocks move out freely.

### MONTREAL.

**GREEN FRUITS.**—Trading in this line continues dull and uninteresting. Valencia oranges are selling more freely as result of frost damage to the California crop. Lemons are holding their own but there is a weaker undertone and prices will likely be shaded by next week.

Mexican oranges appearing on local market are of poor quality, as they are dry. Almeria grapes are quiet. Apples are a little stronger than last week, although the cold weather has put a damper on sales. Ontario packers are exporting quite freely, but few are moving from here.

About 32 cars of fruits and vegetables were imported during the past week. Among these were six cars of lemons, 13 cars of bananas, 2 cars celery, 2 mixed vegetables, 2 tomatoes from Florida, 4 cars of navels and one of Valencias.

Apples, fall, No. 1	3 00	4 50
Apples, fall, No. 2	2 50	3 00
Bananas, crated	2 00	2 50
Cranberries	11 50	12 00
Grape fruit, Florida, case	3 50	4 00
Lemons	3 00	4 00
Oranges, California navels	3 00	4 00
Oranges, Valencias	3 75	5 00
Oranges, Mexican	2 50	3 00
Pineapples, Cuban, cases of 24	4 50	4 50
Almeira grapes	6 00	7 50

**VEGETABLES.**—There is no change in any prices on vegetables this week and trading is quite dull. The cold weather has put a check on sales. Celery is a drug on the market at present due to heavy stock and cold weather. Tomatoes are coming in quite freely both from Florida and Bahamas. They are commanding \$3.50 to \$4.50 per case repacked and are of good quality.

Potatoes are firm at prices quoted and demand continues fairly good. Considerable lettuce is being sold and radishes are moving freely. Cucumbers are in fair demand but price is prohibitive to the masses. Celery is a drug, stocks being too heavy. Two cars coming on the market at once last week broke the price and demand is weak.

Canadian oyster plant	0 50	
American oyster plant	1 10	
Spanish onions, large case	2 50	2 75
Canadian red onions, per lb.	0 01 1/4	0 01 1/4
Wax beans, in hamper, imported	5 50	6 00
Carrots, bags	0 75	1 00
Cabbage, bbls. of 3 doz.	1 20	1 20
Cauliflower (for single cases \$2.00)	3 00	3 50
Celery, per crate (3 to 6 doz.)	4 50	5 00
Cucumbers, basket	2 50	2 50
Peppers, green, crate	3 00	3 00
Radishes, dozen	0 60	0 60
Sweet potatoes, basket	2 50	2 50
Potatoes—		
Green Mountains, car lots, per bag.	0 70	0 80
Quebec grades, car lots, per bag.	0 65	0 70
Quebec grades, small lots, per bag.	0 90	1 00
Spinach, bbl.	2 50	2 75
Tomatoes, hothouse, lb.	0 30	0 35
Turnips, per bag	0 80	1 00
Egg plant, doz.	2 50	2 75
Boston lettuce, crates, 12 doz.	1 50	1 50
Curly lettuce, crates, 4 doz.	1 75	2 00
Strawberries, qt.	0 42	0 45
New potatoes, 7c lb. or, bbl.	10 50	10 50
Horse radish, lb.	0 15	0 15
Garlic, bunch	0 15	0 15

### TORONTO.

**GREEN FRUITS.**—The past week has seen quite a marked advance in the price of all apples. This is due partly to scarcity of apples for although apple crops were so heavy last fall there are now fewer apples in barrels in Canada than at this time last year. Further advances are expected within short time. Oranges free from frost are also advancing. Those selling previously for \$2.75

and \$3.00 cannot now be bought for less than \$3.25.

Strawberries have also advanced this week and are likely to remain higher for some time.

Apples—		
Spies, first grade, per barrel	3 50	4 00
Spies, second grade, per barrel	2 50	3 25
Russels, No. 1, per barrel	3 25	3 50
Russels, No. 2, per barrel	2 75	3 00
Greenings, fancy, per box	1 00	1 25
Greenings, No. 1, per bbl.	3 00	3 25
Greenings, No. 2, per bbl.	1 75	2 75
Baldwins, per bbl.	2 75	3 25
Fancy imported, box	2 50	2 50
Artichokes, Canadian, bag	1 00	1 00
Bananas, per bunch	1 75	2 00
Cranberries, per bbl.	12 00	12 00
Cranberries, crate	3 75	4 00
Cocoanuts, per sack of 50	2 25	2 50
Hothouse grapes, per lb.	1 00	1 10
Grapefruit, Florida, sizes 54, 64 and 80, case	3 50	4 25
Grapefruit, Jamaica, all sizes, per case.	2 50	3 25
Lemons, Messina	3 50	4 00
Oranges, Florida, case	2 75	3 25
Oranges, bitter, case (200 and 160)	3 00	3 75
Oranges, Valencia, ordinary, 420c.	2 25	2 50
Oranges, Valencia, large, 420s, case.	4 75	5 00
Oranges, Valencia, 714s, case	5 25	5 50
Pineapples, per case	4 00	4 50
Pears, Cal., 1/2 boxes (35 to 50)	2 50	2 50
Pears, Cal., full boxes (150 to 200)	3 50	4 00
Strawberries, per quart box	0 45	0 55
Tangerines, per strap, 2 boxes	5 50	5 50

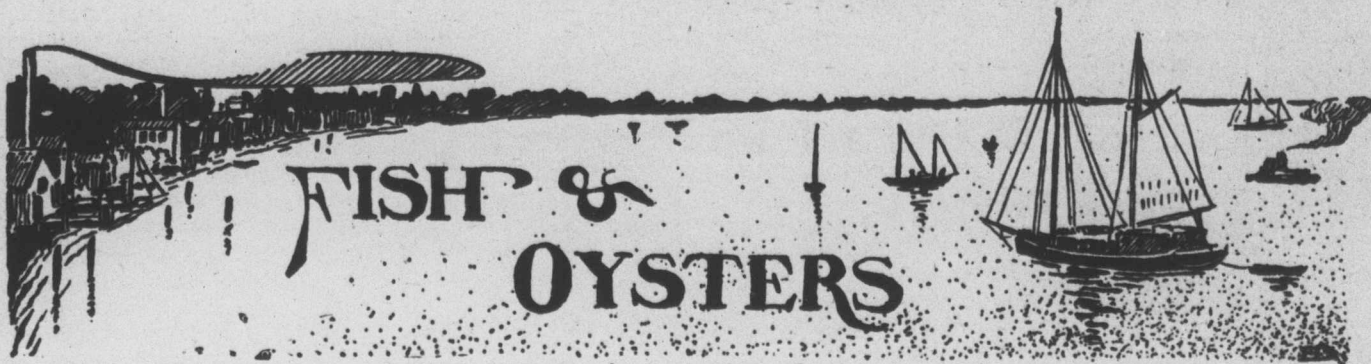
**VEGETABLES.**—Owing to an over supply of almost all lines of vegetables on market it is expected that lower prices will prevail throughout season. Cold weather has prevented farmers from hauling in potatoes and thus market has been sustained. But time is near at hand when these will have to be offered and as result lower prices may be expected. Mushrooms are becoming scarce on local market and have advanced accordingly.

Fresh vegetables are causing greater demand as season advances. Prices in these continue practically unchanged.

Beans, wax and green, hamper	5 00	5 50
Beets, per bag	0 60	0 75
Beets, imported, per doz.	1 00	1 00
Brussel sprouts, per quart box	0 22	0 22
Carrots, per bag	0 35	0 45
Carrots, imported, per doz.	0 75	0 75
Cabbage, per bbl. (about 3 doz. heads)	0 75	1 00
Cauliflower, hamper of 15	2 00	2 25
Cauliflower, hamper of 25	3 25	4 00
Celery, Florida, per case	3 25	3 50
Celery, California, bunch of dozen heads	1 25	1 25
Chicory, doz.	0 75	0 75
Cucumbers, Boston, hot house, doz.	1 50	3 00
Egg plant, each	0 15	0 25
Lettuce, doz. bunches	0 30	0 40
Lettuce, Boston heads, hamper	3 50	4 00
Mushrooms, per lb.	0 85	1 00

Onions—		
Spanish, per crate	2 25	2 50
Canadian onions, 75 lb. bag	0 60	0 75
Onions, green, imported, per doz.	0 15	0 15
Peppers, green, basket of 8 boxes	0 50	0 60
Peppers, green, hamper of 25 boxes	2 50	3 00
Parsley, large bunches, doz.	0 50	0 75
Potatoes, Ontario, per bag	0 75	0 80
Potatoes, New Brunswick, per bag.	0 95	1 05
Parsnips, per bag	0 50	0 65
Potatoes, new, Bermuda, hamper	3 00	3 00
Potatoes, new, Bermuda, barrel	8 50	8 50
Rhubarb, according to size, per doz.	0 85	1 25
Spinach, per bbl.	2 50	3 00
Spinach, per hamper	0 75	1 00
Turnips, per bag	0 30	0 30
Tomatoes, hothouse, per lb.	4 00	4 30
Tomatoes, Florida, case	4 00	4 50
Sweet potatoes, 50 lb. hamper	1 25	1 50
Water cress, per doz. bunches	0 25	0 25





## Great Scarcity Prevails in Fresh Fish

Stormy Weather off Atlantic Coast Hinders Fishing Operations—Catches Light—Frozen Lines Being Well Cleaned up—Some Lines Completely Disappeared Market Firm With Upward Tendency—Visible Supply of Cod, Haddock, and Halibut Greatly Reduced.

Great scarcity in all lines of fresh fish prevails. Weather conditions have been unfavorable for fishing operations and resulting small catches have had their effect on all markets. Storage stocks have been brought forward to take the place of fresh fish, but even in these, stocks are being rapidly depleted. Higher prices and scarcity of supplies have increased demand for smoked and salt lines. With four more weeks of Lenten season, fish trade prospects for a good season are bright. On account of Lent coming so early this year, and prospects of cold weather even after Easter, the trade should find it to their advantage to push sales of fish and oysters even after completion of Lenten season.

### MONTREAL.

FISH.—Past week has seen serious shortages in several lines of fish, but conditions at beginning of week are much improved. Trade is continuing active with everything pointing to increased demand. Stocks are quite ample to take care of present demand except in Halibut and Haddock. There is, practically speaking, no Halibut on local market, although a few cars offered at the exorbitant prices of 18 to 20c per lb., but even at this price offerings are quickly snapped up. Frozen Halibut is bringing 16 to 17c and is also scarce, but it is expected that the price on Halibut will soon go down as the steamers are out and will land catches within a week or ten days.

Last week the Boston market went "aeroplaning" and quoted extremely high prices, but this didn't last long, as dealers refused to buy.

Haddock is still high, and is quoted this week at 5 to 6c, while cod is bringing 6c to 7c with scanty offerings. There is a good supply of frozen haddies which

are being offered for what they will bring. Lake fish are coming forward in good quantities and are in good demand.

The demand for oysters and shell fish is keeping quite active and prices are firmer this week than last when it was freely thought there would be a decline. This, however, looks quite a distance off at present due to increased demand and should the weather continue favorable it is likely that prices will remain firm. Lobsters are scarce with consequent high prices which have curtailed the demand to a considerable extent. English sprats are getting scarce.

With favorable weather and four more weeks of Lent it is expected that the large stocks of smoked fish will be cleared up as present demand is quite heavy and promises to continue.

### FRESH AND FROZEN.

Flounders	0 05	0 05
Dressed perch	0 09	0 10
Fancy spring salmon, per lb.	0 14	0 15
Large herring, per 100	1 80	1 80
Market cod, cases, 250 lbs., per lb.	0 05	0 05
Less than case	0 05%	0 05%
Smelts, fancy	0 12	0 13
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 15	0 15
Herring, frozen, per 100 fish, medium	1 80	1 80
Mullets	0 06	0 07
Pike, dressed and headless, lb.	0 07	0 07
Tom cods, new, per bbl.	1 50	1 50
Pike, round	0 06	0 06
Steak, cod	0 06	0 07
Mackerel	0 10	0 10
B. C. red salmon	0 10	0 10
Gaspé salmon, per lb.	0 15	0 15
Qualla salmon	0 05	0 05
No. 1 smelts, per lb.	0 07%	0 10
Lake trout, per lb.	0 12	0 12
Whitefish, large, per lb.	0 10	0 10
Whitefish, small, lb.	0 07	0 07
Pure cod tablets, 20 1-lb. tablets	2 30	2 30
Barbotte (dressed), bullheads, per lb.	0 10	0 10
Black Sea bass	0 12	0 12
Fancy bluefish	0 15	0 15
Fancy weakfish	0 10	0 10

### PREPARED FISH.

Boneless cod, in blocks or pkgs., lb., f. 8, 10, 11, 12	1 10	1 10
Dry pollock, 100 lb. bundles, per bundle	1 80	1 80
Shredded cod, 2 doz. in box, per box	1 80	1 80
Roneless strip cod, 30-lb. box	0 10	0 10
Pure skinless codfish, lb.	0 07%	0 07%

### SALTED AND PICKLED.

New green cod, per bbl., 200 lbs., No. 1	10 00	10 00
New Labrador herring, per bbl.	5 00	5 00
New Labrador herring, per half bbl.	2 80	2 80
No. 1 mackerel, pail	1 75	1 75
No. 1 mackerel, half bbls.	7 00	7 00
Lake trout, keg	8 50	8 50
No. 1 green haddock, per 200 lbs.	8 50	8 50
Salt cels, per lb.	0 06	0 05%
Salt sardines, bbls.	5 00	5 00
Salt sardines, half bbls.	3 00	3 00
Scotch herring	7 00	7 00
Scotch herring, keg	1 10	1 10
Holland herring, keg	10 00	10 50
Holland herring, half bbl.	5 00	6 00
Holland herring, keg	0 70	0 75
Boneless new herring, 10-lb. boxes	1 00	1 00

Labrador salmon, bbls.	15 00	17 00
Labrador salmon, half bbls.	8 00	9 00
Sea trout, half bbls.	6 50	7 00

### SMOKED.

Bloaters, box	1 00	1 10
Yarmouth bloaters, fancy, per box	1 10	1 10
Haddies, fancy, 15-lb. boxes, per lb.	0 06	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 11	0 11
Herring, new, smoked, per box	0 13	0 13
Kippers (small), per box of 50 fish	1 00	1 25
Smoked salmon, per lb.	0 22	0 22
Boneless smoked herring, 4 lb. boxes, lb	0 10	0 11
Ciscoes, per basket	1 25	1 25

### SHELL FISH.

Solid meats—Standards, gal., \$1.70; selects, gal.	1 00	1 00
Bulk standards, gal., \$1.40; selects	1 00	1 00
Cape Cod Shell Oysters—		
Medium size, per bbl.	8 50	8 50
Boiled lobsters, per lb.	0 25	0 25

### TORONTO.

FISH.—Supplies of cod and haddock both in fresh and frozen lines are scarce and practically off market. Great difficulty has been experienced in securing these during past couple of weeks. At present it is uncertain whether any fresh will be obtainable for rest of season. Halibut are now selling at 12 cents straight, owing to scarcity. Visible supply will last two weeks. After that it is expected that halibut will not be staple line on market. Whitefish too, are scarce and brisk demand soon snaps all up. Fillets have been off market for couple of days, but fresh supplies are expected again shortly.

Business is reported as very satisfactory to all. In fresh lines cod, haddock and flounders are in greatest demand, while in frozen lines whitefish, trout, halibut, salmon, and mackerel are all moving out freely.

Oysters arriving still show good firm quality. Frosts have not been severe enough to injure stocks and as result stocks are much stronger than year ago. Recent cold snap has put new vigor in business, causing all lines to be turned over more rapidly.

### FROZEN FISH.

Halibut, per lb.	0 12	0 12
Trout, per lb.	0 11	0 12
Coho salmon, headless and dressed	0 12	0 12
Qualla salmon, per lb.	0 08	0 09
Sea herring, per 100	2 00	2 00
Lake Superior herring, per 100	3 00	3 00
Whitefish, per lb. straight	0 10	0 12



## THE CANADIAN GROCER

Headless pike, per lb. straight .....	0 07
Pickereel, per lb. straight .....	0 09
Lake Erie herring, per lb. straight.....	0 08
<b>FRESH CAUGHT FISH.</b>	
Steak, cod .....	0 08
Haddock .....	0 07
Flounders, per lb. ....	0 05
<b>SMOKED.</b>	
Ciscoes, per basket .....	1 00
Finnan haddie .....	0 09
Smoked fillets .....	0 12
Smoked bloaters, 60s .....	1 25
Kippers .....	1 25
<b>PREPARED.</b>	
Shredded cod, 2 doz. plugs, to box .....	2 25
Acadia cod, 2-lb. boxes, 12 to crate .....	2 80
Cod in loose strips, 25-lb. to box, lb.....	0 08 1/4
Skinless, cwt. (100 lb. boxes) .....	7 00
<b>SALTED AND PICKLED.</b>	
Labrador herring, per keg .....	3 25
Labrador herring, per barrel .....	5 75
Labrador trout, per keg .....	7 25
Scottish herring, Loch Fyne, per kit.....	1 10
Holland herring, per keg .....	0 80
<b>Oysters—</b>	
Selects, per gallon .....	1 75
Straight, 1 gal. lots .....	1 75
Straights, 3 gal. lots .....	1 70
Straights, 5 gal. lots .....	1 65
<b>Shrimps—</b>	
1 gallon cans .....	1 25
2 gallon cans .....	2 40
3 gallon cans .....	4 60
<b>Smelts—</b>	
No. 1, per lb. ....	0 11
Extra, per lb. ....	0 16

### HALIFAX.

**FISH.**—Not for a long time has there been such a scarcity of fresh fish on local market. Stocks that were held in storage are also being rapidly depleted. Bad weather off coast has greatly interfered with fishing operations. None of

the vessels have been able to reach the fishing grounds for more than a week. A small quantity of fresh halibut is offered at 25 cents per pound. At this price it sells strongly. Halibut, however, is cheaper here than in the United States market.

Only a few lobsters are offering, and shipments to Boston market are small. Fresh haddock has been advanced to eight cents per pound retail.

### WINNIPEG.

**FISH AND POULTRY.**—The Lenten trade has about come up to expectations, and supplies in the city are adequate. Poultry is featureless, with no very marked demand.

<b>Fish—</b>	
Oysters, per gallon .....	2 75
Fresh salmon .....	0 11
Frozen halibut .....	0 09
Fresh whitefish .....	0 08 1/4
Fresh pickereel .....	0 08
Block cod .....	0 10
Haddock .....	0 06
Finnan haddies .....	0 08
Holland herring, keg .....	0 72
Kippers, box .....	2 00
Smoked cod .....	0 12
Goldeyes, dozen .....	0 60
Labrador herring .....	4 20
Fresh trout .....	0 12

should be adhered to. In arranging a fish window next week make it appear like this. Place a table cloth on the floor of the window, the idea being to imitate a table. It would be better to raise the centre of the window up about a foot above the rest of the window.

In the centre of the cloth place a large platter of fillets of haddie, filling the platter liberally with the golden strips. On one side of this place another platter of salt Labrador herring, with a platter of salt lake trout on the other side. To support this main display, place around these three platters small platters of boneless cod, shredded cod, Digby chicks and Digby herrings. The background should be of kippered herring, with little kegs of extra selected salt mackerel and Lochfu herring.

To relieve the heaviness of the platter display use little kegs of anchovies and in the centre whole Georges codfish. To support this use bloaters, salt Gaspe salmon, Dutch herring, salt codfish and finnan haddie. To lend color to the display glass jars might be used of Anchovies, lobsters, sardines in tomato sauce, sardines and some sprigs of parsley. On each kind of fish place a neat card stating the variety of fish and the price of same, both in small and large lots. Have all the cards the same and in the same size of type. Then on the window, above the line of vision, place several suggestive menus and dishes.

### A Novel Trim.

Get one of the fish companies to supply you with a sword fish, which they will only be too glad to do to assist anyone to boost sales. Place this novel fish just above the display, having the snout of the sword fish against the window. Around the window might be shown a border of swords of as antique a variety as it is possible for you to obtain. This will lend an individual atmosphere to the display that will certainly attract attention and bring sales, especially if this display is used on Wednesday and Thursday. It could be strengthened by using a card worded thus: "The quality of our fish is mightier than the dread sword fish."

By using the newspaper just prior to putting in the display for purpose of calling people's attention to the special display the dealer will be able to arouse their interest, and this will result in more sales.

## Suggestions for Window Displays of Fish

Reproduction of Table Showing Platters of Various Kinds of Fish Recommended As Good Sales Producer—Desire To Possess the Article Displayed Must Be Created—Sword Fish Display Readily Gets Attention.

Now that the Lenten season is in full swing, the window displays should specialize on fish and specialties for this season. To give an added impetus to fish sales, novel displays that will attract attention, yet at the same time develop the interest of the passing consumer into a desire to purchase, and turning that desire into a sale, thus filling your cash drawer with the coin of the realm, should be studied out. Probably this sounds too theoretical to readers, yet this is the process that actually takes place whenever goods are sold. Especially is this true where goods are sold above the actual demand, for then the salesman has to create sufficient interest in the customer's mind to get her to look at the goods, then by stimulating the desire into action the sale is made.

### How Traveler Makes the Sale.

Just to illustrate this point, suppose a traveler comes into your store. He gets your interest the very minute you spy his sample case, but that is a long way from getting the actual order. He has to use many arguments, show many samples, and reason it out with you, pro and con, showing you just where and how you can make money by hand-

ing his particular line of goods. He got your interest when you saw his case, but he had to create desire on your part for the goods, and then stimulate it till you acted by giving the order. The salesman went laboriously through this process, step by step, till he secured your order.

Now if the retailer can do this same thing by the use of novel window displays or expert salesmanship it will pay him handsomely, and should he be able to do it successfully for any length of time it would not be long before his services would be in great demand.

That it can be done is demonstrated by window displays that one sees from time to time in different stores, but the trouble is that these displays seem to be the result of periodic "hunches" that flare up like a skyrocket on a dark night, attract attention for a while, and then slowly flicker out, falling back into the old rut.

### The Ideal Display Setting.

To attract the customer's interest there is no display more effective than showing the goods in the surroundings in which they are ultimately used. Of course, it is not always practicable to do this, but wherever possible this plan

The Ontario Gazette announces the incorporation of E. D. Smith & Son, Limited, Winona, capital \$1,000,000. The company will deal in fruit and nursery stocks of all kinds, and is empowered to carry on a land and building company. This was formerly simply E. D. Smith.



# FLOUR & CEREAL DEPARTMENT

## General Firmness Prevails in Flour Market

Decline in Rolled Oats Announced in Montreal—Cereal Market Dull—Inducements Offered to Buy Package Goods—Cold Weather Stimulates Trade in Bran—Other Mill Feeds Quiet.

Flour market has taken on a much brighter tone this week. In Montreal domestic demand is quite heavy and export demand steadily on increase. Heavy snowfall in New Brunswick has increased lumbering operations and stimulated trade to corresponding proportions. And in Toronto declining mill feed markets have caused proportionate firmness in flour.

Receipts of flour in Montreal for the week were 6,679 sacks as compared with 27,784 sacks for the same week of last year. The exports from Portland and St. John for the week were 74,504 as compared with 31,983 for the corresponding week of year ago. The stock of flour in store on spot in Montreal showed an increase of 27,043 sacks over stores of week ago and an increase of 58,410 as compared with same week of year ago.

This week rolled oats have declined in Montreal corresponding with decline in Toronto last week. Trade in bulk goods is reported as dull while in package goods greater briskness prevails owing to special offers made by manufacturers as an inducement to buy.

Demand for bran has increased greatly on all sides owing directly to colder turn of the weather. Prices have now gotten pretty well down to rock basis; \$20 is about as low as mills care to sell, but when trade is dull it seems better to sell at \$19 than pay storage. Were prices to go any lower, Canadian stocks could easily be disposed of on United States market.

### MONTREAL.

**FLOUR.**—A much brighter tone prevails in flour market here due to increased demand for export flour. The increased inquiry from Europe has strengthened local market considerably even though actual sales were small, thus promising brighter times ahead. There are no important changes on local market and prices remain stationary at quotations given last week. The local and

domestic demand continues quite heavy with good business from the country.

Winter wheat, fancy patents, in bags	4 50	4 75
Straight rollers, in bags	4 30	4 60
Manitoba 1st Spring wheat patents, bags	5 40	5 60
Manitoba straight patents, in bags	4 90	4 90
Manitoba strong bakers, in bags	4 70	4 70
Manitoba second, in bags	4 30	4 30

**CEREALS.**—The dull trading in cereals resulted in decline of 7½¢ in rolled oats. This decline was not unexpected as there has been a weak feeling in rolled oat market for some weeks. Prices were stated to be weakening in last week's issue. The demand has been stimulated some by decline and trading is better than last week. The exports of rolled oats from St. John and Portland this week were 945 sacks and 1,057 cases as compared with 4,250 sacks and 12,960 cases exported during corresponding week of year ago.

Cereals—		
Roller oats, in 25 sack lots	\$2 05½	
Roller oats, in single bag lots	2 25	
Roller oats, in bbls.	4 35	
Standard oatmeal, in single bag lots	2 25	
Granulated oatmeal, in single bag lots	2 25	
Fine oatmeal, in single bag lots	2 25	
(In 25 bag lots the price of the above is 10¢ lower.)		
Roller wheat, in barrels	2 70	
Hominy, in 98 lb. sacks	2 15	
Corrmeal, in 98 lb. sacks	2 05	
Roller oats, in cotton sacks, 5¢ more.		

**MILL FEEDS.**—There is a brisk demand for mill feeds owing to colder weather setting in and the resulting necessity of housing stock. Demand for bran especially has increased of late. As stocks are none too plentiful general firmness prevails in prices here.

Bran, in car lots, per ton	20 00
Shorts, in car lots, per ton	22 00
Middlings	24 00
Wheat moulee, per ton	26 00

### TORONTO.

**FLOUR.**—Greater firmness has prevailed in flour market during past week than for some time. This is owing, not to increased demand, but to low price here of mill feed. Feeds declining have made flour proportionately firmer. When there is little profit being made on mill feeds greater firmness must prevail in flour tending to keep profits on an even basis.

Wheat market has been quite firm this week, but with no sign of boom. Cold-

er weather during past week has permitted Ontario farmers to draw out wheat. Were big deliveries of wheat to be made, Ontario flour might decline, but not for long as spring setting in would soon put check on flow of wheat. The whole market just now is pretty much a weather market.

Manitoba Wheat.	
1st patent, in car lots, per bbl.	5 30
2nd patents, in car lots, per bbl.	4 80
Strong bakers, in car lots, per bbl.	4 60
Feed flour, in car lots, per ton	28 00
Flour, in cotton sacks, 10¢ per barrel more.	

Winter Wheat.	
Fancy patents, domestic consumption	4 85 5 15
Patents, 90 p.c., domestic consumption	4 55 4 85
Straight roller, domestic consumption	4 35 4 55
Blended domestic consumption	4 85 5 05

**CEREALS.**—All millers are wondering why Rolled Oats are so low, and what was the cause of further decline last week. Oats are running along at much the same price with firm tone to market. There hasn't been a change of more than ½ cent since the middle of January. Evidently some of the mills are overstocked and thus are cutting prices.

Some manufacturers of package goods have some deal on at present. To stimulate trade they are making special offers on 3 or 5 case purchases. The discount allowed in this way amounts to from 10 to 15 cents per case. Business is reported as steady and even fairly brisk in these lines.

Roller wheat continues unchanged. Manufacturers state there is a great deal of poor quality wheat on the market, causing a range of from 70 to 98 cents between poorest and finest quality.

Roller oats, small lots, 90 lb. sacks	2 15
Roller oats, 25 bags to car lots	2 05
Standard and granulated oatmeal, 98-lb. sk., small lots	2 35
Roller wheat, 50 lb. boxes	1 50
Roller wheat, small lots, 100-lb. bbls.	2 75
Roller wheat, 5 barrel to car lots	2 05
Corrmeal, 98 lb. bags, 25 bag lots, best quality	1 70 1 90
Corrmeal, 98 lb. bags, 25 bag lots, coarser grades	1 50 1 65
Roller oats in cotton sacks, 5 cents more.	

**MILL FEEDS.**—Recent cold weather has caused all cattle to be housed and fed inside. Thus demand for bran has increased greatly during past week. Before, merchants were buying on a hand to mouth basis, but are now beginning to stock up. At present mills are well stocked and increased demand is not at all likely to cause scarcity. Prices are likely to run on at present figures. Enquiry for shorts should begin soon causing greater firmness in market. At present there is little demand.

Bran, in car lots, per ton	19 00
Shorts, in car lots, per ton	21 00
Middlings	24 00 25 00





# Produce & Provisions



## Provisions Advancing; Market Very Firm

**Hams and Bacon Advance One Cent Per Pound on Toronto Market—Lard Also Up Quarter Cent—Further Advances Looked for Both on Toronto and Montreal Markets Owing to Great Scarcity of Hogs—New Laid. Offering Freely—Egg Prices Easier—Montreal Packers Forced to Unload at Reduced Prices in East—Butter Situation Slightly Improved.**

There has been a firmer feeling prevailing in provision market for past week. Offerings in raw material have been light for long time, causing steady advance in prices paid. As result, provision market shows marked firmness, with prices advancing. Hams and bacons have advanced about 1 cent a pound on all grades during past week on Toronto market. An advance of ¼ cent has also been made in prices on lard. Barreled pork has as yet been unchanged, but market is firm, with upward tendency. Further advances on most all lines may be expected on all markets, as prices are firm. Demand for all pork products has been especially good, considering that Lenten season is on.

Egg market is still on decline, and again prices are easier. Strictly new-laid are now coming from all country points, and with large supplies of these in the South, market is steadily declining. There are still quite a number of storage to be sold, but for these demand is light, and, as result, prices are practically nominal. Buyers are so scarce that holders are endeavoring to move out stocks at whatever can be got for them.

Supplies of choice dairy butter are scarce and demand heavy. Market is at present flooded with inferior quality dairy, but as this is season when poorest dairy is offering, it is expected that conditions will soon change. New Zealand butter is still being imported in Montreal, and on coast continues to form strong feature. Alberta and Saskatchewan are reported this week as having some New Zealand from the coast also.

### MONTREAL.

**PROVISIONS.**—Hogs advanced again this week, and are now bringing \$9.85 on hoof here. The supplies are still

under demand, with little prospects of getting relief. Some packers state that scarcity is result of cheap grain, and that farmers are feeding it to the hogs in preference to marketing it in the usual way. If this is the case, it will mean a good supply of hogs later on, but as hogs will be heavier it will hardly relieve the tension in choice cuts. Fresh killed hogs are selling at \$14.00 per cwt. There is good demand for lard, and although prices have not advanced as yet, it is expected an advance will be announced at any time. United States market is stronger, and is having its effect on local market. The same "up, up, up feeling" permeates the provision market.

Long clear bacon, heavy, lb. ....	0 15
<b>Hams—</b>	
Extra large sizes, 28 to 40 lbs., per lb. ....	0 14½
Large sizes, 20 to 28 lbs., per lb. ....	0 15½
Medium sizes, 15 to 19 lbs., per lb. ....	0 17½
Extra small sizes, 10 to 14 lbs., per lb. ....	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb. ..	0 17
Bone out, rolled, small, 9 to 12 lbs., per lb. ....	0 20
Breakfast bacon, English, boneless, lb. ....	0 19
Windsor bacon, skinned, backs, lb. ....	0 22
Spiced roll bacon, boneless, short, lb. ....	0 15½
Picnic hams, 6 to 12 lbs. ....	0 14
Ham, cooked, per pound ....	0 27
Wiltshire bacon (50 lb. sides) ....	0 18
Cottage rolls, small, about 4 lbs. ....	0 18
Collared ham, small, skinned, boneless ....	0 28
Hogs, live, per cwt. ....	9 75
Hogs, dressed, per cwt. ....	14 00
<b>Pure Lard—</b>	
Boxes, 50 lbs. net, per lb. ....	0 14½
Cases, tins, each, 10 lbs., per lb. ....	0 15
Cases, tins, each, 5 lbs., per lb. ....	0 15½
Cases, tins, each, 3 lbs., per lb. ....	0 15½
Pails, wood, 20 lbs. net, per lb. ....	0 14½
Tubs, 50 lbs. net, per lb. ....	0 15
Tierces, 37½ lbs., per lb. ....	0 14½
One pound bricks ....	0 15½
<b>Compound Lard—</b>	
Boxes, 50 lbs., per lb. ....	0 10
Cases, 10-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb. ....	0 10½
Pails, wood, 20 lbs. net, per lb. ....	0 10½
Tubs, 50 lbs. net, per lb. ....	0 10½
Tierces, 37½ lbs., per lb. ....	0 09½
One pound bricks, 60 lbs. to case. ....	0 11½
<b>Pork—</b>	
Heavy Canada short cut mess, bbl., 35-45	27 50
pieces	28 00
Canada short cut back pork, bbl., 45-55	27 00
pieces	27 50
Heavy short cut clear pork, bbl. ....	27 50
Clear fat backs, 6 lb. tins, per tin ....	23 00
Heavy flank pork, bbl. ....	23 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb. ....	0 15½
Plate beef, barrel ....	None offered
<b>Cooked Meats—</b>	
Jellied tongue, 10 lb. open tins, per lb. ....	0 28
Headcheese, per lb. ....	0 10
English brown, per lb. ....	0 12½
Jellied hock, 6 lb. tins, per tin ....	0 75
Cooked pickled pigs feet (in vinegar, kits 25 lb. per lb. ....	0 07
Tripe, in kits of 25 lbs., per lb. ....	0 06

**BUTTER.**—Prices remain firm, with fair demand. There is good call for small lots of finest creamery, but trade in big lots is rather dull. Receipts show a decrease of 11 packages over last week, and an increase of 181 over the same week of 1912. There is some New Zealand butter on market yet, but quantity is considerably less than year ago.

Creamery blocks	0 35½
Dairy tubs, lb.	0 28
Creamery, winter made	0 28

**EGGS.**—Eggs are still on the toboggan, new-laid having slid 2c again during week. The feature of the market is sharp decline of 2c to 3c in storage stocks. While stocks here are practically exhausted, the Ontario packers are unloading here as a result of no demand from the West. Up till 1913 there has been sufficient demand from the West to take care of surplus storage stocks, but this year this demand did not develop, thus leaving the storage men in the lurch, with result that prices again declined.

New laid eggs, per doz. ....	0 30
Selects	0 22
No. 1's	0 18

**CHEESE.**—There is nothing important to report on cheese this week. Prices remain same as last, with stronger tendency upwards. Trading is fairly active, and stocks are ample. Spot stocks have decreased owing to heavier demand from Europe. Receipts of cheese on local exchange show a decrease of 49 boxes when compared with last week, and an increase of 68 over same week last year.

Cheese—	New.	Old.
Large	0 14	0 14½
Twin	0 14½	0 15½
¼ Twin	0 15	0 15
Stilton	0 18	0 18

**POULTRY.**—There is a stronger feeling in poultry market this week, and prices are firming up. Turkeys especially are firm, and some extra fancy birds are bringing 25c per lb. Ducks have also advanced quite sharply to 22c.



# THE CANADIAN GROCER

<b>Poultry, Dressed—</b>		
Turkeys, per lb. ....	0 22	0 24
Ducks, per lb. ....	0 22	
Chickens, per lb. ....	0 16	0 18
Fowls, per lb. ....	0 14	0 15
Geese, per lb. ....	0 13	0 14

**HONEY.**—Trading is only nominal, and prices remain firm. There seems to be better tone to market, however, and dealers are more optimistic.

Clover, white .....	0 16	0 17
Clover, dark grades .....	0 14	0 13½
White, extracted .....	0 12	0 12½
Buckwheat honey .....	0 10½	0 11

## TORONTO.

**PROVISIONS.**—Light offerings in hogs and resulting high prices have finally had effect on provision market, causing most smoked meats to advance about 1 cent a pound, and lard about ¼ cent. With demand holding steady and offerings on primary market continuing light, it is expected that even higher prices will be reached shortly. Stocks, while not heavy, are ample to take care of present trade, which has been light since first of year.

<b>Smoked Meats—</b>		
Light hams, per lb. ....	0 17½	0 18
Medium hams, per lb. ....	0 17½	
Large hams, per lb. ....	0 16½	0 17
Backs, plain, per lb. ....	0 21½	
Backs, pea-meal .....	0 22	0 24
Breakfast bacon, per lb. ....	0 19	0 21
Roll bacon, per lb. ....	0 14½	0 15½
Shoulders .....	0 13½	0 14½
<b>Pickled Meats—</b> lc less than smoked.		
Heavy mess pork, per bbl. ....	22 00	23 00
Short cut, per bbl. ....	27 00	28 00
Cooked hams .....	0 25	0 26
Long clear bacon, light .....	0 15	0 15
Long clear bacon, heavy .....	0 14	0 14½
Long clear bacon, extra heavy .....	0 13	0 13½
Lard, tierces, per lb. ....	0 14	0 14½
Lard, tubs, per lb. ....	0 14½	0 14½
Lard, pails, per lb. ....	0 14½	0 15
Lard, compounds, per lb. tierces .....	0 09	0 09½
Live hogs, fed and watered .....	9 00	
Live hogs at country points .....	8 65	8 75
Dressed hogs .....		13 50

**BUTTER.**—Demand for butter is slightly better than week ago. Choice dairy is scarce, and is rapidly taken up. Supplies of No. 2 dairy on this market are heavy, but, owing to feedy and stably flavor, demand is light. Creamery butter is sought in much larger quantities, and in this supply is about ample to meet demand. Prices remain firm at figures quoted week ago.

	Per lb.	
Fresh creamery print .....	0 31	0 33
Creamery solids .....	0 29	0 30
Farmers' separator butter .....	0 26	0 27
Dairy prints, choice .....	0 22	0 23
Dairy solids .....	0 20	0 22

**EGGS.**—Egg market is still a shade easier than last week, and prices have been somewhat reduced. Supplies of new-laid are liberal. More of these are on market to-day than at end of March year ago. Storage eggs are now becoming pretty well cleared up. Last week it was estimated that storage stocks in Chicago amounted now only to 10,000 cases. Prices on both storage and pickled are to great extent nominal, as these are being moved out at what can be gotten for them.

<b>Eggs—</b>		
Strictly new laid, per doz. ....	0 27	0 30
Storage, per doz. ....	0 17	0 20
Pickled, per doz. ....	0 14	0 15

**CHEESE.**—No change to report in cheese situation. Demand keeps steady, and, though light, shows no sign of easing off.

<b>Cheese—</b>		
Old, large .....	0 14½	0 15
Old, twins .....	0 15½	0 15½
New, large .....	0 14	0 14½
New, twins .....	0 14½	0 14½

**POULTRY.**—Market for\* spring poultry is firm and prices tend upward. There is practically no supply on market, stocks being taken up immediately as soon as offered. Frozen lines are moving out well. All prices hold firm.

Spring chicks, milk fed, lb. ....	0 20	0 22
Spring chickens, dressed, lb. ....	0 15	0 18
Spring ducks, dressed, lb. ....	0 16	0 20
Fowl, dressed .....	0 13	0 15
Turkeys, dressed .....	0 23	0 25
Geese, dressed .....	0 17	0 18

**HONEY.**—Market holds firm, with firm demand. Prices continue unchanged.

<b>Honey, strained—</b>		
Clover honey, 60-lb. pails, per lb. ....	0 12½	
Clover honey, 10-lb. pails, per lb. ....	0 12½	
Clover honey, 5-lb. pails, per lb. ....	0 13	
Buckwheat, 60-lb. tins, lb. ....	0 10½	

## Good Money in Stock and Poultry Foods

**General Merchant and Country Town Grocer Will Find These Lines Profitable—Now the Time to Bring Them to the Front—Double Profit in Poultry Foods—Farmers' Attention Should Be Secured at Once.**

Early spring is the time to boost the sale of stock foods, and the present time is especially opportune for the promotion of the sale of "egg producers" and insecticides for chickens. The price of new-laid eggs at this particular time induces the chicken fanciers to use every artifice to coax the hens to lay the 3c egg, and the live dealer can get a nice slice of this business by going after it in the right way.

The very best way to get this profitable trade is to keep a complete stock of poultry requisites, stocking every article that a poultry man would need. The writer knows of one live dealer at Niagara Falls South, Ont., who carries a wide range of poultry supplies, and poultry men go for ten and as many as twenty miles to this store to get a particular article they need. There are few dealers who cater to this class of trade, and it is to be wondered at, as there is a nice margin in this line of goods.

The hatching season is just commencing, and it is up to the live dealer to get his share of this trade. It is a line that will give a double profit, and possibly a third profit, and offers many avenues for the development of business.

First, you sell the fancier the eggs to start hatching; then you sell him the feed to keep the chicks alive, and the many remedies, etc., that are needed from time to time. Then the fancier comes back and sells you the young broilers, and later the fresh eggs, which you in turn retail to your customers, thus completing the chain.

One dealer in a small country town of 5,000 offers a prize of \$5.00 for the most chickens raised from a given number of eggs in the hatching season from March 1st to June 1st in his county, and a prize of \$10.00 for the largest number of chicks raised by any of his customers, this latter prize being confined exclusively to his customers who buy their chicken feed from him. Thus he stimulates the consumption of chicken feed among his own customers, and at the same time opens up a big field for the

sale of grit, charcoal, lice powder, lime, insecticide, cut clover, egg meal, etc., and later on egg carriers, baskets, boxes, grains etc. By encouraging interest in chickens the dealer is doing a two-fold good—he is increasing his sales and aiding to increase the production of eggs, thus reducing the cost of living.

There is also an excellent field for the sale of stock foods, and every country merchant should give this line attention at this particular season, for it is at this time that the farmer is getting his stock into shape for marketing. Few farmers there are to-day who do not use some kind of stock feed at this critical time in their anxiety to get the top notch price for their beef cattle, sheep and hogs. Horses are also fed, conditioning preparations to get them fit for the strenuous spring work on the farm. By giving prominence to the stock foods at this time the dealer is taking advantage of the increased demand for these goods at this time.

Talking stock food reminds one that it is getting near seeding time, and at once the customer's attention is drawn to your display of seeds, which should be in stock at this time. It is best to get in touch with customers early and have their orders booked ahead, as thus you head off your competitors and get orders that would go to them if left till later in the season.

This bears out that old adage that if you want anything in this world you have got to go after it, and go after it mighty hard—just a little harder than the other fellow, if you want to get more than your share. Don't be content with just "your share of the trade," but use progressive methods and get a goodly share of the trade the other fellow lets go begging. And of all the different lines the general merchant handles the stock of animal preparations is one of the most neglected ones, and thus offers immense possibilities to the live dealer who will get after this trade in an up-to-date manner.





**THE "RENFREW"**  
**Handy Two Wheel Truck**  
**SCALE**  
—the grocer's labor and time saver

This scale has the widest field of usefulness for every grocer or general merchant of any scale in Canada. It has a capacity of from one pound to one ton, with construction that admits of the greatest weight and roughest usage. The "Renfrew" is guaranteed accurate by the Canadian Government, and is an insurance against short weights in receiving goods and overweights in selling.

No other scale on the market to-day will give the service and absolute satisfaction that the Renfrew Truck Scale will. We give a written guarantee with every scale.

Can you apply this useful scale to your business? We will send information and prices on request. Write and learn all about the Renfrew Truck Scale.

*Write to-day for circulars and prices.*

**RENFREW SCALE COMPANY**  
Renfrew, Ontario

# QUOTATIONS FOR PROPRIETARY ARTICLES

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

## BAKING POWDER.

W. H. GILLARD & CO.

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

## ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime .....	0 95
" 1/4-lb. ....	1 40
" 6-oz. ....	1 95
" 1/2-lb. ....	2 55
" 12-oz. ....	3 85
" 1-lb. ....	4 90
" 3-lb. ....	13 60
" 5-lb. ....	22 35

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

## WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

## BORWICK'S BAKING POWDER

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

## COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen .....	2 40
No. 1, 1-lb., 2 dozen .....	2 50
No. 2, 5-oz., 6 dozen .....	0 80
No. 2, 5-oz., 3 dozen .....	0 85
No. 3, 2 1/2-oz., 4 dozen .....	0 45
No. 10, 12-oz., 4 dozen .....	2 10
No. 10, 12-oz., 2 dozen .....	2 20
No. 12, 4-oz., 6 dozen .....	0 70
No. 12, 4-oz., 3 dozen .....	0 75

## In Tin Boxes—

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

## FOREST CITY BAKING POWDER.

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

## BLUE.

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

## COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

## UN-NUMBERED.

Under 100 books ....each	0 04
100 books and over, each	0 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book 1/4 cent.

## CEREALS.

## WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.  
The King's Food, 2 doz. in case, per case, \$4.80.  
White Swan Barley Crisis, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.  
White Swan Self-rising Pancake Flour per doz., \$1.  
White Swan Wheat Kernels, per doz., \$1.50.  
White Swan Flaked Rice, \$1.  
White Swan Flaked Peas, per doz., \$1.

## F. COWARD,

402 Spadina Avenue, Toronto.  
Flaked Rice, Sago, and Tapioca in 5c cartons, per doz., 45c.  
Potato Flour (finest) in 10c cartons, per doz., 90c.  
Self-raising Flour (as prepared in England), in 10c cartons, per doz., 95c.

## DOMINION CANNERS.

Aylmer Jams. Per doz.  
Strawberry, 1912 pack .... \$ 2 15  
Raspberry, red, h'vy syrup 2 15  
Black currant .....

2 00  
Red currant .....

## Jellies.

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

## Marmalade.

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

## Pure Preserves—Bulk.

	5 lbs. 7 lbs.
Strawberry .....	0 60 0 95
Black currant .....	0 60 0 95
Raspberry .....	0 60 0 95

14's and 30's per lb.  
Strawberry .....

## COCOA AND CHOCOLATE. THE COWAN CO., LTD.

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

Unsweetened Chocolate—  
Supreme chocolate, 1/2's 12-lb. boxes, per lb. .... 0 35  
Perfection chocolate, 20c size, 2 doz. in box, doz.. 1 80  
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. .... 0 90

Sweet Chocolate— Per lb.  
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes ..... 0 40  
Queen's Dessert, 6's, 12-lb. boxes ..... 0 40  
Vanilla, 1/4-lb., 6 and 12-lb. boxes ..... 0 35  
Diamond, 6's, 6 and 12-lb. boxes ..... 0 28  
Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 24  
Diamond, 1/4's, 6 and 12-lb. boxes ..... 0 25  
Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.. 0 90

Chocolate Confections—Per lb.  
Maple buds, 5-lb. boxes ... 0 36  
Milk medallions, 5-lb. bxs. 0 36  
Chocolate wafers, No. 1, 5-lb. boxes ..... 0 20  
Chocolate wafers, No. 2, 5-lb. boxes ..... 0 25  
Nonpareil wafers, No. 1, 5-lb. boxes ..... 0 30  
Nonpareil Wafers, No. 2, 5-lb. boxes ..... 0 25  
Chocolate ginger, 5-lb. bxs. 0 30  
Milk chocolate wafers, 5-lb. boxes ..... 0 36  
Coffee drops, 5-lb. boxes .. 0 36  
Lunch bars, 5-lb. boxes .. 0 36  
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35  
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box ..... 0 85  
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. .... 0 36  
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. .... 0 36  
Nut milk chocolate, 5c bars, 24 bars, per box ..... 0 90

## EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.  
In 1/4, 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. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen ..... 0 90  
Mott's breakfast cocoa, 2-doz. 10c size, per doz. .... 0 85  
Nut milk bars, 2 dozen in box ..... 0 80  
" breakfast cocoa, 1/4's and 1/2's ..... 0 36  
" No. 1 chocolate ..... 0 30  
" Navy chocolate, 1/2's .. 0 28  
" Vanilla sticks, per grs 1 00  
" Diamond chocolate, 1/4's 0 24  
" Plain choice chocolate liquors ..... 20 30  
" Sweet chocolate coatings ..... 0 20

## WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, 1/4, and 1/2-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, 1/4, and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, 1/2-lb. pkgs., 4-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

## CONDENSED AND EVAPORATED MILK.

## BORDEN MILK CO., LTD.

East of Fort William, Ont.  
Preserved— Per Case  
Eagle Brand, ea. 4 doz.... \$6 00  
Reindeer Brand, ea. 4 doz. 6 00  
Silver Cow Brand, ea. 4 doz 5 40  
Gold Seal Brand, ea. 4 doz 5 25  
Mayflower Brand, ea. 4 doz 5 25  
Purity Brand, ea. 4 doz... 5 25  
Challenge Brand, ea. 4 doz 4 75  
Clover Brand, ea. 4 doz.... 4 75  
Evaporated (Unsweetened)—  
St. Charles Brand, small, ea. 4 doz. .... 2 00  
Peerless Brand, small, ea. 4 doz. .... 2 00  
St. Charles Brand, Family, ea. 4 doz. .... 3 90  
Peerless Brand, Family, ea. 4 doz. .... 3 90  
Jersey Brand, Family, ea. 4 doz. .... 3 90  
St. Charles Brand, tall, ea. 4 doz. .... 4 60  
Peerless Brand, tall, ea. 4 doz. .... 4 50  
Jersey Brand, tall, ea. 4 doz. .... 4 50  
St. Charles Brand, Hotel, ea. 2 doz. .... 4 25  
Peerless Brand, Hotel, ea. 2 doz. .... 4 25  
Jersey Brand, Hotel, ea. 2 doz. .... 4 25  
St. Charles Brand, gallons, each 1/2 doz. .... 4 75  
"Reindeer" Coffee & Milk, ea. 2 doz. .... 5 00  
"Regal" Coffee and Milk, ea. 2 doz. .... 4 50  
"Reindeer" Cocoa & Milk, ea. 2 doz. .... 4 80

## CANADA FIRST BRAND. The Aylmer Condensed Milk Co.

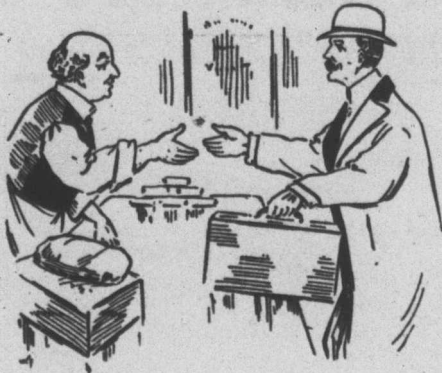
	Per Case.
Canada First Baby Evaporated Milk .....	2 00
Canada First Family Evaporated Milk .....	3 90
Canada First Medium (20 oz.) Evaporated Milk....	4 80
Canada First Hotel Evaporated Milk .....	4 25
Canada First Gals Evaporated Milk, Manufacturer's Special .....	4 75
Canada First Condensed (sweetened) .....	5 25
Rose Bud Condensed Milk.	3 15
Beaver Condensed Milk ...	4 50



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# The Glad Hand of the West



awaits your goods if you will allow us to open the market to you.

With our immense facilities—five large warehouses at the best points, and a wide-awake staff of representatives covering the entire territory all the time. We are in a position to introduce your line more quickly and effectively than would be thought possible.

Our experience and success in Western Canada enables us to guarantee sales.

Will you get in touch with us now?

**Nicholson & Bain,** Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

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## Lucky Pod Peas From Old England

The Green Peas of England are said to be the finest in the world. They certainly taste very good, and these will please you and please your customers. Put up in one pound packages, three dozen and six dozen in a case, and sold at \$1.00 the dozen.

Established 1854.

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## Try Us on BULK MINCE MEAT

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

**J. H. WETHEY, Limited**  
ST. CATHARINES

"THE MINCE MEAT PEOPLE."

# Special Announcement

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**T**HE pure food law enacted by the Dominion Government is now in force. Grocers throughout Canada have, heretofore, recognized SHIRRIFF'S EXTRACTS as being of the highest standard of excellence.

## SHIRRIFF'S True Vanilla

is one of the oldest Canadian extracts on the market. It is absolutely pure, and grocers everywhere can safely order our extracts with the knowledge that they conform to the Government standard for purity in every particular. Vanilla and Lemon are the only extracts so far standardized by the Government, and SHIRRIFF'S EXTRACTS, we are pleased to say, are stronger than the Government standard calls for.

**IMPERIAL EXTRACT COMPANY**

Steiner and Matilda Streets

**TORONTO**



WE ARE BOOKING ORDERS NOW  
For 1913 Pack  
**CANNED GOODS**



**GAZELLE,**



The Brand which leaped into popularity in years gone by, still maintains its eminent position, and is to-day

**The Foremost  
Brand of Canned Goods**  
in Canada and elsewhere.



**HUDON, HEBERT & CO. Ltd.**

Wholesale Grocers and Wine Merchants  
(Established A.D. 1839)

The Most Liberally Managed Firm in Canada

# THE CANADIAN GROCER

## "SOCLEAN."

### THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size .....	\$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.) .....	7 20
75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.) .....	6 75

### "ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz	1 40
5 lb. tins, 1 and 2 doz., crates, per doz. ....	3 00

### STARCH.

<b>EDWARDSBURG STARCH CO.</b>	
Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry..	.05½
40 lbs., Canada white gloss, 1 lb. pkgs. ....	.06
48 lbs., No. 1 white or blue, 4 lb. cartons .....	.06½
48 lbs., No. 1 white or blue, 3 lb. cartons .....	.06½
100 lbs., kegs, No. 1 white	.06
200 lbs., bbls., No. 1 white	.06
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters .....	.08
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08
100 lbs., kegs, silver gloss, large crystals .....	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ...	.07½
40 lbs. Benson's Enamel (cold water), per case ..	3 00
20 lbs. Benson' Enamel (cold water), per case ..	1 50
Celluloid—boxes containing 45 cartons, per case .....	3 60

### Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn .....	.07½
40 lbs. Canada pure corn starch .....	.05½
(20-lb. boxes ¼c higher.)	

### BRANTFORD STARCH.

Ontario and Quebec.	
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs....	.05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06
First Quality White Laundry—	
3-lb. canisters, cs of 48 lbs	.06½
Barrels, 200 lbs. ....	.06
Kegs, 100 lbs. ....	.06
Lily White Gloss—	
1-lb. fancy cartons, cases	
30 lbs. ....	.07½
6-lb. toy trunks, lock and key, 8 in case .....	.08
6-lb. toy drums, with drumsticks, 2 in case...	.07½
Kegs, extra large crystals,	
100 lbs. ....	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case .....	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case .....	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.05½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

## OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.00; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6 75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc maige 48 8-oz., \$4; Ocean borax, 48 9-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.00.

### SOUPS—CONCENTRATED.

#### CHATEAU BRAND.

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

### SYMINGTON'S SOUPS.

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

### SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.  
Case of ½-lb., containing 120 packages, per box, \$3.00.  
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

### SYRUP.

**EDWARDSBURG STARCH CO. CROWN BRAND CORN SYRUP.**  
2-lb. tins, 2 doz. in case... 2 40  
5-lb. tins, 1 doz. in case... 2 75  
10-lb. tins, ½ doz. in case. 2 65  
20-lb. tins, ¼ doz. in case. 2 60  
Barrels, 700 lbs. .... 3½  
Half barrels, 350 .... 3½  
Quarter barrels, 175 .... 3½  
Pails, 38½ ..... 1 75  
Pails, 25 lbs. each ..... 1 25  
**LILY WHITE CORN SYRUP.**  
2-lb. tins, 2 doz. in case... 2 75  
5-lb. tins, 1 doz. in case... 3 10  
10-lb. tins, ½ doz. in case. 3 00  
20-lb. tins, ¼ doz. in case. 2 95  
(5, 10 and 20-lb. tins have wire handles.)

### BEAVER BRAND MAPLE SYRUP.

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

Terms: 30 days net. No discount for prepayment.

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

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

### MOLASSES.

**THE DOMINION MOLASSES COMPANY, LTD.**  
Gingerbread Brand.  
2s., Tins, 2 doz. to case.  
Quebec, per case .....\$ 1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ... 2 60  
Alberta, per case ..... 2 70  
British Columbia, per case 2 40

## DOMOLCO BRAND.

2s., Tins, 2 doz. to case. . . . .  
Quebec & Ontario, per case 2 60  
Manitoba, per case ..... 3 00  
Saskatchewan, per case ... 3 20  
Alberta, per case ..... 3 30  
British Columbia, per case. 3 10

### SAUCES.

**PATERSON'S WORCESTER SAUCE.**  
½-pint bottles 3 and 6 doz. cases, doz. .... \$0 90  
Pint bottles, 3 doz. cases, doz. .... 1 75  
H. P.

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... \$1 90

H. P. Pickles—  
Cases of 2 doz. pints ... 3 35  
Cases of 3 doz. ½-pints. 2 25

### HOLBROOK'S IMPORTED PUNCH SAUCE.

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

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

Per doz.  
Rep. ½ pints, packed in 6-doz. case ..... \$2 25  
Imp. ½-pints, packed in 4-doz. case ..... 3 15  
Rep. qts., packed in 2-doz. case ..... 6 50

### STOVE POLISH.

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

### NUGGET POLISHES.

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

### TOBACCO.

**IMPERIAL TOBACCO COMPANY OF CANADA.**  
Chewing—Black Watch, 6s .. 45  
Black Watch, 12s ..... 45  
Bobs, 6s and 12s ..... 46  
Bully, 6s ..... 44  
Currency, 6½s and 12s.... 46  
Stag, 5 1-3 to lb. .... 39  
Old Fox, 12s ..... 44  
Pay Roll Bars, 7½s ..... 59  
Pay Roll, 7s ..... 56  
War Horse. 6s ..... 42  
Plug Smoking—Shamrock, 6s, plug or bar ..... 45  
Rosebud Bars, 6s ..... 45  
Empire, 6s and 12s ..... 44  
Ivy, 7s ..... 50  
Starlight, 7s ..... 50  
Cut Smoking—Great West Pouches, 8s ..... 59  
Regal Cube Cut, 9s ..... 70

### TEAS.

**THE "SALADA" TEA CO.**  
East of Winnipeg.  
Wholesale R't'l  
Brown Label, 1's and ½'s .25 .30  
Green Label, 1's and ½'s .27 .35  
Blue Label, 1's, ½'s, ¼'s and 1/8's ..... .30 .40  
Red Label, 1's and ½'s... .36 .50  
Gold Label, ½'s ..... .44 .60  
Red-Gold Label, ½'s .... .55 .80  
**LUDELLA CEYLON TEA.**  
Orange Label, ½'s ..... .34 .30

Brown Label, ½'s and 1's .28 .40  
Brown Label, ¼'s ..... .30 .40  
Green Label, ½'s and 1's. .35 .50  
Red Label, ½'s ..... .40 .60

### MELAGAMA TEA.

#### MINTO BROS.

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

### Wholesale R't'l

Brown Label, 1-lb. or ½. .25 .30  
Red Label, 1-lb. or ½.... .27 .35  
Green Label, 1's, ½ or ¼ .30 .40  
Blue Label, 1's, ½ or ¼. .35 .50  
Yellow Label, 1's, ½ or ¼ .40 .60  
Purple Label, ¼ only ... .55 .80  
Gold Label, ¼ only ..... .70 1.00

### "KOLONA" TEA.

Ceylon Tea, in 1 and ½-lb. lead pkgs., black or mixed ..... .24

### BLACK LABEL, 1-LB., RETAIL AT .....

Black Label, 1-lb., retail at ..... 20 25  
Black Label, ½-lb. retail at ..... 21 26  
Blue Label, retail at .... 24 30  
Green Label, retail at ... 30 40  
Red Label, retail at .... 35 50  
Brown Label, retail at... 42 60  
Gold Label, retail at.... 55 80

### JAMS AND JELLIES.

#### T. UPTON & CO.

**Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in case, 37½c per pail; No. 7 tin pails, 6 pails in case, 52½c per pail; No. 7 wood pails, 6 pails in case, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.**

**Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in case, 37½c per pail; No. 7 wood pails, 6 pails in case, 52½c per pail; 30-lb. wood pails, 7½c per lb. Packed in assorted cases or crates if desired.**

**Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in case, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in case, 57½c per pail; 30-lb. wood pails, 8c per lb.**

### JELLY POWDERS.

#### WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz in handsome counter carton, per dozen ..... \$0 90  
List Price.  
"Shirriff's" (all flavors), per doz. .... 0 90  
Discounts on application.  
**YEAST.**  
White Swan Yeast Cakes, per case, 3 doz. 5c packages ..... 1 15



# DIAMOND CRYSTAL

The name Diamond Crystal in connection with salt stands for the very best article that is manufactured, either for table, dairy or cooking.

The factories where this salt is manufactured are models of excellence, and it is safe to say that nowhere is there a plant which is worked in a higher scientific manner than this one.

At the present time the Diamond Crystal Salt Co. are offering to buyers of 5 barrels or cases of their salt an opportunity to buy some very handsome calendars at a price away below what they could be purchased for direct from the lithographer.

Salt your salt business by giving your customers the best.

Diamond Crystal Salt, barrels,	120 x 5c. bags	3.50 brl.
"	" " " " 60 x 10c. bags	3.25 "
"	" " " " 20 x 25c. bags	3.25 "
"	" " " " barrels asst'd. 5c. and 10c. bags	3.50 "
"	" " " " barrels loose 280 lb. dairy	2.75 "
"	" " " " bags 28 lbs. dairy	35 bag
"	" " " " bags 56 lbs. dairy	70 "
"	" " " " Cooking Salt, cases 24 x 10c. pkgs.	1.60 case
"	" " " " Shaker Brand Table Salt cases 24 x 10c. pkgs.	1.60 case

SEE OUR TRAVELLERS ABOUT THE CALENDAR DEAL.

## H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

**SCHNEIDER'S**  
HIGH GRADE  
**GERMAN SAUSAGE**

Let us prove to you that this will be a popular and profitable line for your meat counter.

Write for a trial order and be convinced of their Absolute Purity.

Prices and shipping terms sent on request.



BERLIN, . . . . . ONTARIO

**Fresh Fish**  
**Commands**  
**Trade**

Shipments of all varieties arrive daily.

Our facilities for prompt handling ensure you having fresh fish.

**Georgian Bay**  
**Apples**

We have a limited quantity of high grade apples left. Order now.

**LEMON BROS.**

Owen Sound, Ontario

**TRACUZZI'S**  
**LEMONS**

are very fine, try

**"St. Nicholas"**  
**"Home Guard"**  
**"Puck" and**  
**"Kicking"**

*They Always Satisfy*

**J. J. McCABE**

Agent

Toronto, - Canada

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A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

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An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

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in price on a cheap article like

**SAL SODA**

should not count when quality is considered

**BRUNNER, MOND & CO.'S**

**ENGLISH SAL SODA**

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

**WINN & HOLLAND, LIMITED**

SOLE AGENTS

**MONTREAL**



**CALIFORNIA AND FLORIDA  
- CELERY -**

We are headquarters for high-class

**Celery  
Fresh Tomatoes  
Ripe Pineapples**

Lettuce, Rhubarb, and other lines of green stuff.

Don't forget to include your order for Fish and save carriage charges.

**WHITE & CO., LIMITED**

Wholesale Fruit and Fish Dealers  
TORONTO and HAMILTON

**It's Up To You**

Like all perishable commodities, BANANAS require attention when received and while in stock, and produce the most profitable results when quickly sold in best condition to please the consumer.

**It's Up To Us**

To give you the very best BANANAS in the very best condition, and we do it. We buy only the first quality, and our fifty years' experience, together with our modern facilities for handling and ripening enable us to give you

**THE VERY BEST IN BANANAS**

Order some and be convinced.

**THE HOUSE OF QUALITY.**

**HUGH WALKER & SON**

GUELPH and NORTH BAY  
Established 1861

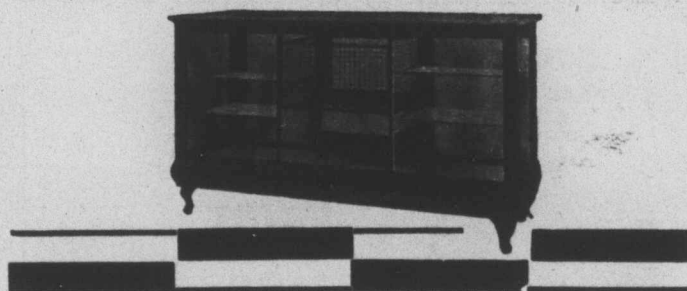
**Don't Overlook a  
Good Quality Trade**



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

**CARR & Co. CARLISLE ENGLAND**

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



**Silent Salesman  
Arctic Refrigerator**

Goods that you did not think possible to display can be given great prominence, and thereby increase your sales, by using one of our Silent Salesmen. These are fitted with sanitary and rust proof fittings throughout. These cases will pay for themselves in a short while.

Send for 1913 Catalog.

AGENTS IN WEST:

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J. D. BRACK & CO.

Regina, Sask.  
Winnipeg, Man.

**JOHN HILLOCK & CO., Limited**  
TORONTO, ONTARIO

## ROSE QUESNEL

### A Pure Canadian Smoking Tobacco

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

and

## KING GEORGE

### NAVY PLUG

### A Chewing Tobacco

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

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

**Rock City Tobacco Co., Limited**  
Quebec



## EVERY POUND OF ANCHOR BRAND FLOUR

**IS GUARANTEED TO AN OUNCE**

and to-day we have completed extensive experiments covering the practical analysis of all popular flours in Canada, whereby our new product, Anchor Brand Flour, will be found to excel anything ever offered to the public to date. This new formula involves new expensive machinery, but such expense is nothing compared to our desire to make the last word in flour, alone incorporated in Anchor Brand.

Don't hesitate to try a car or two and make sure of **Quality** and **Uniformity** for all time.

**Leitch Brothers' Flour Mills, Ltd.**  
OAK LAKE :: MANITOBA, CANADA



## QUEEN SQUARE FRUIT JARS

are the biggest selling Lightning Style Jars in the United States and Canada. This practical shaped jar has been tried and tested by thousands of housewives and has always been found tight and true. You will please your customers and rake in a good profit

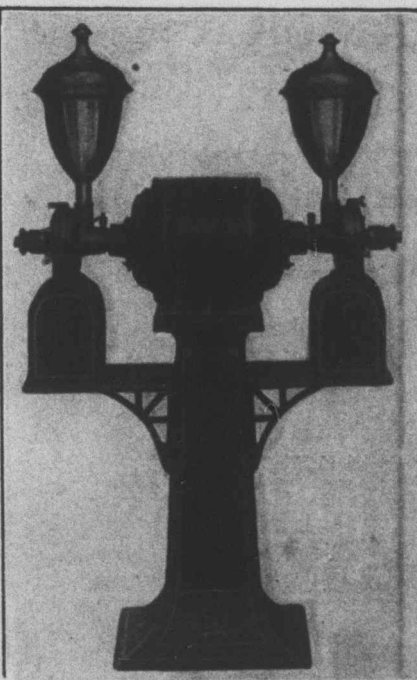
—the fame of these jars will spread at once, and a big trade will come your way. Insist on the genuine. Beware of imitations. There is only one "QUEEN."

Manufactured by

**SMALLEY, KIVLAN & ONTHANK**

BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.



## Connected Direct

The motor on the Troemmer Double Coffee Mill is connected direct with the grinders — no waste power. Fuller particulars and prices sent on request.

We are agents in U.S. and Canada for Henry Troemmer Agate Bearing Scales, exclusive tea, coffee and spice bins. Attractive and modernly equipped stores draw custom. Lowest possible prices, estimates and information furnished on request.

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Spring is on the Way

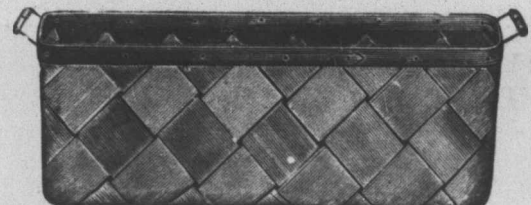
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With Suitable Goods  
of "Quality."

**QUALITY Brooms, Brushes,  
Baskets, Woodenware**

and all Staple Grocers' Sundries  
may be had from

**W. W. & Co.**



**WALTER WOODS & COMPANY**

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**STUHR'S**  
**GENUINE CAVIARE,**  
**ANCHOVIES IN BRINE**  
*(Salted Sardels).*  
 In Tins and Glasses.  
 Sold by all High-Class Provision Dealers.  
**C. F. STUHR & CO., HAMBURG.**

**SUGGEST MAPLEINE**



to your customers as a change of "Flavour." It can be used like lemon or vanilla.  
 It makes delicious table syrup when added to white sugar and water.  
 Order from your jobber or **Frederick E. Robson & Co.,** 25 Front St. E., Toronto, Ont.  
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**The Crescent Mfg. Co.,** SEATTLE, WASH.

**Reduce Credit Risks**

The longer an "account" is allowed to run, the greater the risk. If you offend the credit customer you may lose both customer and his "account." If you let him go on you stand a chance of losing still more.


**ALLISON Coupon Books**

reduce the risk because they enable you to hold the credit customer "in control." And they please the customer—that's a big thing.

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A man wants credit. You think he is good. Give him a \$10.00 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 the ten dollars—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 \$10.00 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.  
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53 Highest Awards in Europe and America

**WALTER BAKER & CO.'S**  
**CHOCOLATE & COCOA**




Registered Trade-Mark

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

**Walter Baker & Co. Limited**  
 Established 1780  
 Montreal, Can. Dorchester, Mass.

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

**Have No Hesitation**  
 in recommending to your best customer  
**'Bluenose' Butter**



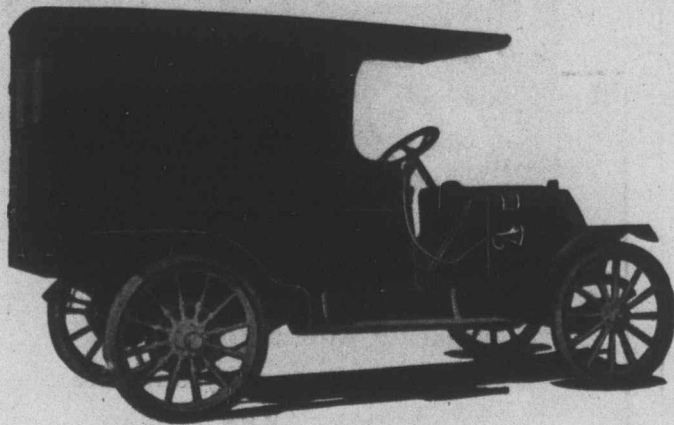
It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS  
**SMITH & PROCTOR, - HALIFAX, N.S.**

**SMITH AND PROCTOR**  
 SOLE PACKERS  
 Halifax, - N.S.

**LASCELLES DE MERCADO & CO.**  
 General Commission Merchants  
 KINGSTON, JAMAICA  
 EXPORTERS OF  
 Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce





The Menard Commercial Car

## Why It Pays

An auto delivery car will do from two to four times as much as a horse and wagon outfit.

The promptness and efficiency of an auto delivery system draws trade—the dealer who gives the best service gets the most trade.

Larger territory can be covered, making a larger business. A Car

will not tire out—many long trips can be made in a day.

When not in use the car is little or no expense. The cost of a car is figured as a necessary expense, the efficiency determining to a large extent the concern's standing among its customers.

THE MENARD COMMERCIAL CAR is a quiet, reliable car with good speed and great power. It reduces delivery expenses and enables you to give a greater service.

Write for information to-day. It costs nothing.

# Menard Commercial Motor Car Co'y

WINDSOR, ONT.



### Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax.

St. George Evaporated Milk, 4 doz. in case .....\$3.50  
Princess Condensed Milk, 4 doz. in case...\$4.20  
Banner Condensed Milk, 4 doz. in case...\$5.00

J. Malcolm & Son, St. George, Ont.



## Dirt Must Give Way to Wonderful Soap

It can't withstand the attack of this wonderful cleansing medium. Wonderful Soap gets to the bottom and frees the dirt, then removes it without leaving the finest fabric injured or discolored in the slightest degree. Please your customers and profit yourself by selling this satisfactory soap.

THE GUELPH SOAP COMPANY  
GUELPH, ONTARIO

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from the Old Country

Some of the most popular Biscuits in Britain are made by

## M<sup>c</sup>VITIE & PRICE

Biscuit Manufacturers  
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

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W. G. PATRICK & CO., Ltd., York Street, TORONTO  
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Alberta  
CAMPBELL, WILSON & HORNE, Limited, CALGARY  
British Columbia and Yukon  
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

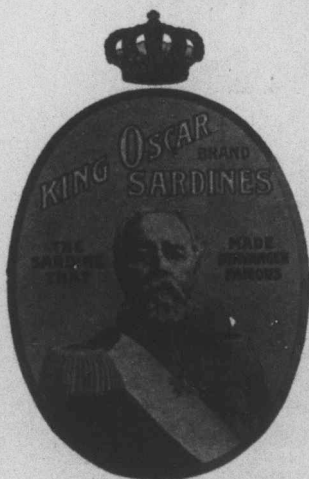
## JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

**Sardines with the real sea flavor**

**"KING OSCAR"**



By Special Royal Permission.

From the moment the sardine is taken from the water until it is packed in hermetically sealed tins it goes through its several operations in the utmost cleanliness, and so quickly that it still retains its true sea flavor. Being packed in the finest quality olive oil, it retains this flavor.

"KING OSCAR" Sardines represent the most tasty and nutritious fish produced on the market to-day.

Get them from wholesalers.

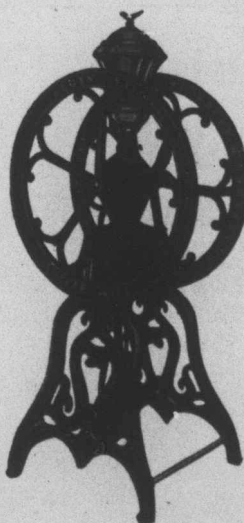
CANADIAN AGENTS,

**J.W. Bickle & Greening**

(J. A. Henderson)

Hamilton,

Ontario



## BUILT ON MERIT

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

## 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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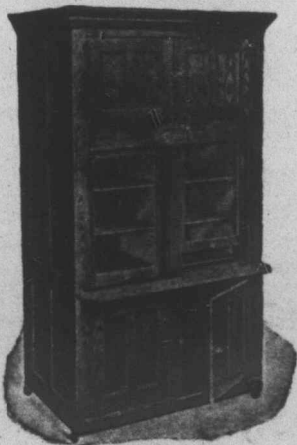


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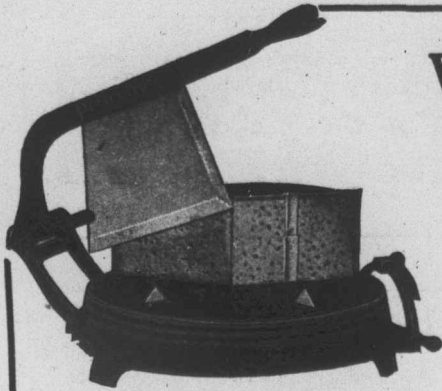
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# KING (BRAND) JAM

(COMPOUND)

has already proven its worth and retailers always find it a repeater.

Particular care is taken in the packing, in short no effort is spared to make it the equal of the best.

**PACKED TO SUIT YOUR TRADE**

in 5 lb. and 7 lb. Pails  
Jars, Cartons and Glass  
also in Barrels for Manufacturers

**ONTARIO MANUFACTURER'S AGENTS**

We want to hear from you. We can make you an interesting proposition

**WRITE**

**Labrecque & Pellerin, - Montreal**

**BULL  
DOG**  
Ammonia  
Powder

**BULL  
DOG**  
Chloride  
of Lime

**BULL  
DOG**  
Borax

**BULL  
DOG**  
Liquid  
Bluing

**BULL  
DOG**  
Liquid  
Ammonia



Get and hold the  
trade with the  
**Bull Dog Five**

**House-cleaning  
campaign is on**

To get the trade with Bull Dog Specialties is a comparatively easy matter, but holding it is a much easier proposition for they all give entire satisfaction.

The spring housecleaning will be on before you fully realize it, and with it comes the big sales of cleaning materials. In offering you the fine Bull Dog lines we are presenting salers which are not duplicated in the market.

They are known and sold from coast to coast.

Secure your stock now.

Manufactured by

**The John B. Paine Co., Ltd.**  
TORONTO

AGENTS :

J. W. Gorham & Co., Halifax, N.S.  
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W. and F. P. Currie, Montreal, Que.  
Marshall Brokerage Co., London, Ont.  
Dodd & Read, Saskatoon, Sask.  
W. Lloyd Lock & Co., Winnipeg, Calgary and  
Vancouver, B.C.





## Save Your Time for the Work that Pays

Do you find it hard to get time enough to trim your windows frequently and well—to look after your advertising—to make your store as attractive as it might be?

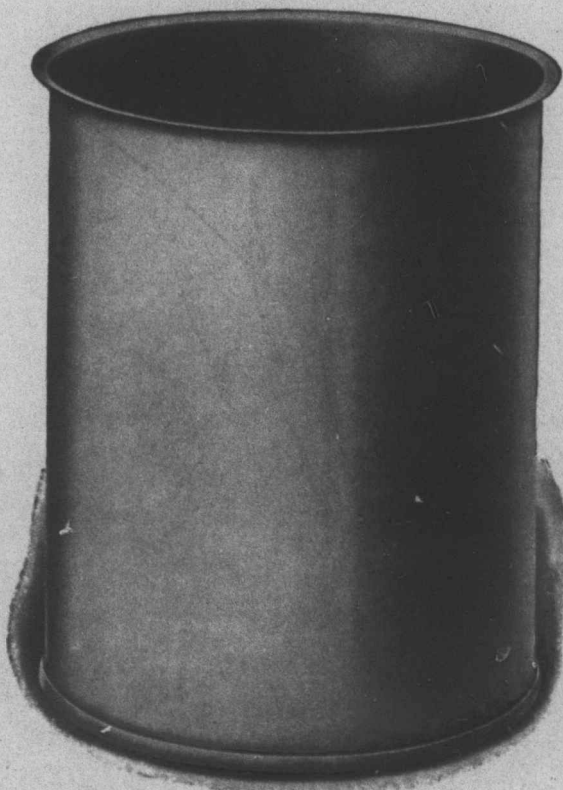
One way to save some time for these important matters is to handle

# Redpath

Extra Granulated **SUGAR**


in ORIGINAL PACKAGES. These 2-lb. and 5-lb. Sealed Cartons and 20-lb. Cloth Bags come to you all ready to hand across the counter. They save you the time it takes to parcel out the sugar—the cost of bags and twine—and the loss from overweight. More important still, they please customers, and give them a favorable impression of your store and service.

**The Canada Sugar Refining Co.**  
MONTREAL LIMITED



## Sanitary Cans

*“The Can of Quality”*

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

**Sanitary Can Co., Ltd.,**

NIAGARA FALLS, ONT.

THE CANADIAN GROCER



## Have YOU ever tried to switch her from FIVE ROSES?

Thousands of grocers sell this flour simply because they *couldn't* make her change.

Who has lost sales thereby?

Not he who sells FIVE ROSES, Brother Grocer, since its sales have increased *faster* than the population.

Thus proving that not only does it hold your customers but gets *new* ones for you.

Why have the FIVE ROSES sales increased from 800 barrels to 11,500 since 1888, from 1600 bags to 23,000 bags every selling day?

Every woman has a different reason for sticking to FIVE ROSES—and it is all these reasons put together that have made FIVE ROSES the *best-selling* flour in Canada to-day.

Why should YOU row against the current? Why not make more flour sales with less trouble?

This flour is packed to suit your trade in barrels and halves, and in bags of 7, 14, 24, 49 and 98 lbs.

Won't YOU ask your jobber to-day, or write our nearest office?

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Capacity, 11,500 bbls. Daily

MONTREAL

# Five Roses Flour

Not Bleached



Not Blended