

# CANADIAN GROCER

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

Montreal: 791-792 Eastern Townships Bank Bldg.

Toronto: 143-149 University Ave.

Winnipeg: 511 Union Bank Building

London, Eng.: 88 Fleet St., E.C.

New York: 115 Broadway

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No 17



## RIGHT IN YOUR LINE!

Don't let the druggist corner the big business  
offering in

## Robinson's Patent Barley

It is a food and right in your line, and it is an article that  
is in daily use in thousands of Canadian homes. It is  
equally efficient as a food for infants and invalids and a  
generous display will invariably result in a quick sale.  
Remember the name when next ordering—Robinson's

Agents for the Dominion of Canada

MAGOR, SON & CO.,

403 St. Paul  
Street,

MONTREAL

**Syrup That Satisfies!** There's a steady demand in every  
locality for a good syrup—a de-  
mand which you can fill, and fill with profit to yourself by featuring

## "CROWN BRAND" CORN SYRUP

This is a delicious syrup for table use, and is made from the finest  
selected white corn.

A little persuasion will induce your customers to buy a trial tin, and you may  
look forward with the utmost confidence to a regular succession of "repeats."

FOR SALE BY ALL JOBBERS IN CANADA

**EDWARDSBURG STARCH CO., LIMITED**

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



## The Best Proposition!

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

## UPTON'S Jams, Jellies and Marmalade

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

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

ORDER TO-DAY THROUGH YOUR JOBBER

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

# DOLLARS and CENTS

Versus

# BRAINS and SENSE

A dollar safely banked is better than two dollars' worth of doubtful merchandise in the store. The daily depreciation in goods of questionable character is a steady and startlingly heavy drain on your invested capital. After all it is not so much a question of Dollars and Cents as Brains and Sense, when you are stocking up, friend.

**Quality** is the pivot on which your wheel-of-fortune turns constantly. It lubricates business. Without it you will be as helpless as a rudderless ship. With the Brains and Sense that you possess, you'll certainly stock the two quality articles that we list below:—

## Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

## Griffin & Skelley's Fine Asparagus

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

Arthur P. Tippet & Co., Agents  
8 Place Royale, Montreal.



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

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

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

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

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

### FOR SALE

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

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

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

### WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

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

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

10 Garfield Chambers, Belfast, Ireland.

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

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

Warehousemen

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

## CURRANTS

To Arrive

Filiatras, Cleaned and Uncleaned  
Finest Vostizzas

**W. H. Millman & Sons**

Wholesale Grocery Brokers  
TORONTO

NEWFOUNDLAND  
**T. A. MACNAB & CO.**  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.  
Codes: A, B, C, 6th edition, and private.

**G. C. WARREN**

Box 1036, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

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

TORONTO

Grocery Brokers and Agents.

Established 1885

**BUCHANAN & AHERN**

Wholesale Commission Merchants and Importers  
QUEBEC, P.Q.

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

Correspondence Solicited. P.O. Box 29

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

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

**MacLaren Imperial Cheese Co.  
Limited**

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

JUST ARRIVED IN STORE

Shipment Bevan's extra selected 3 crown Shelled Almonds, also Bordeaux Whole Halves Extra Shelled Walnuts.

PRICES RIGHT

**Lind Brokerage Company**

73 Front St. East - TORONTO

**THE HARRY HORNE CO.**

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

**WATSON & TRUESDALE**

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

## —WINNIPEG—

**H. G. SPURGEON**

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

230 Chambers of Commerce. P.O. Box 1812

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

**A. Francois Turcotte**

COMMISSION MERCHANT

Room 16, Morin Block  
Quebec, - Canada

One or two more agencies wanted

FIRST CLASS CONNECTION

—MOOSE JAW—

**WHITLOCK & MARLATT**

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

## Some Good Lines for Summer Selling

### "ANGELUS" MARSHMALLOWS

A Message  
of Purity

WHITE - Cartons 3 doz., 90c doz.  
CHOCOLATE, Cartons 2 doz., 95c doz.

### "CRACKERJACK"

The only popcorn confection  
By far the largest sale of any on the market

Cartons 2 doz., 45c doz.

A NEW ONE—

### "ARM & HAMMER" SAL SODA

Cases 30/2½ lb. packages, \$1.10 Gross

—A SNAP IN PICKLES

### PARAGON Cases 1 doz.

40 oz. bottles \$2.40 doz.

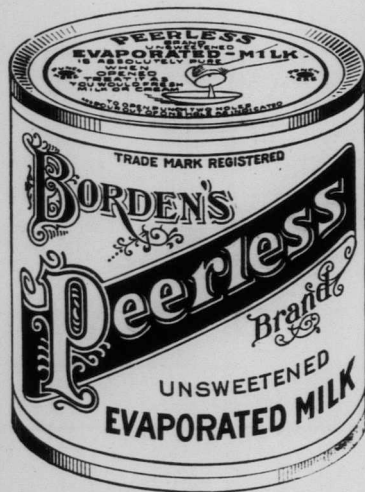
SEND US YOUR ORDERS

# EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto

**BORDEN'S  
EVAP-  
ORATED  
MILK  
PEERLESS BRAND**



**Makes  
Your  
Customers  
Satisfied**

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

Sales Offices and Agencies:—

MONTREAL TORONTO WINNIPEG  
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary  
WILLIAM H. DUNN,  
Montreal, Toronto and Vancouver

# COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

---

THE COWAN CO., Limited, TORONTO

THE CANADIAN GROCER

BY SPECIAL  
APPOINTMENT



TO HIS MAJESTY  
KING GEORGE V

ESTABLISHED 1817.

# Macfarlane Lang & Co's Biscuits

The High-class Biscuits of this old-established and widely known Scotch firm are now being regularly imported, and can be supplied in all parts of the Dominion. Special attention is directed to the following outstanding lines :—

**“Granola Digestive”** (Regd.)

**“Rich Tea”** (Made in two shapes,  
Round and Oval)

**“Playmate”** (Regd.)

**“Large Water”** (In Round Canisters)

Samples and full particulars from

SNOWDON & EBBITT,

325, Coristine Building, Montreal.

NEWTON A. HILL,

25, Front Street, Toronto.

MASON & HICKEY,

287, Stanley Street, Winnipeg.

THE STANDARD BROKERAGE CO., 852/864, Cambie St., Vancouver, B.C.

## An Investment that Pays Handsomely!

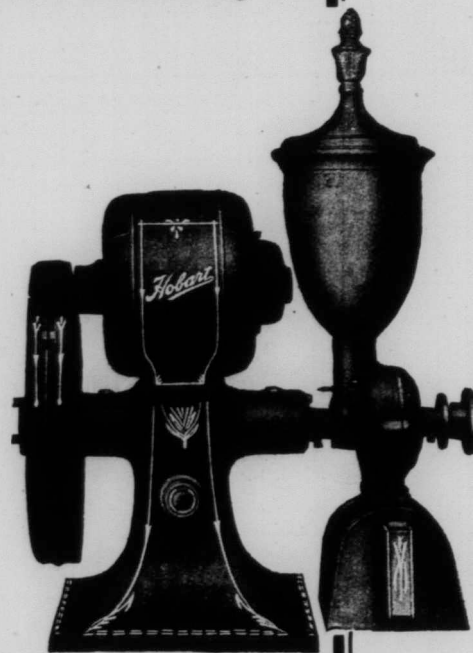
If you wish to impress people with the idea that you are in the coffee business right, you should instal a

### HOBART Electric Coffee Mill

Its handsome exterior, beautifully enamelled and nicked, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

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

Get in touch with us right away. We shall be happy to furnish full details, and quote prices.



CANADIAN AGENTS:

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

## Here Is Your Opportunity

We have arriving in May, by S.S. Fremona and S.S. Bellona, some choice Old Country Goods - Just read this List:—

50 000 boxes of Garofalo Macaroni  
200 cases of Roman Cheese  
400 " Orsi Estratto  
400 " " Vergine " Olive Oil  
125 " Tunny Fish in Oil  
50 " Asti Spumante (Sparkling Wine)  
200 " Chianti Wine  
100 " Italian Vermouth  
200 " Ferro China Garroni Bitters  
50 " Antipasto (Hors d'oeuvre)  
100 " tubs Gorgonzola Cheese  
50 barrels of Marsala Wine  
75 boxes of Capri and Lacryma Christi Wine

**Send your Orders now and you will be sure to Receive Them in the Right Time.**

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

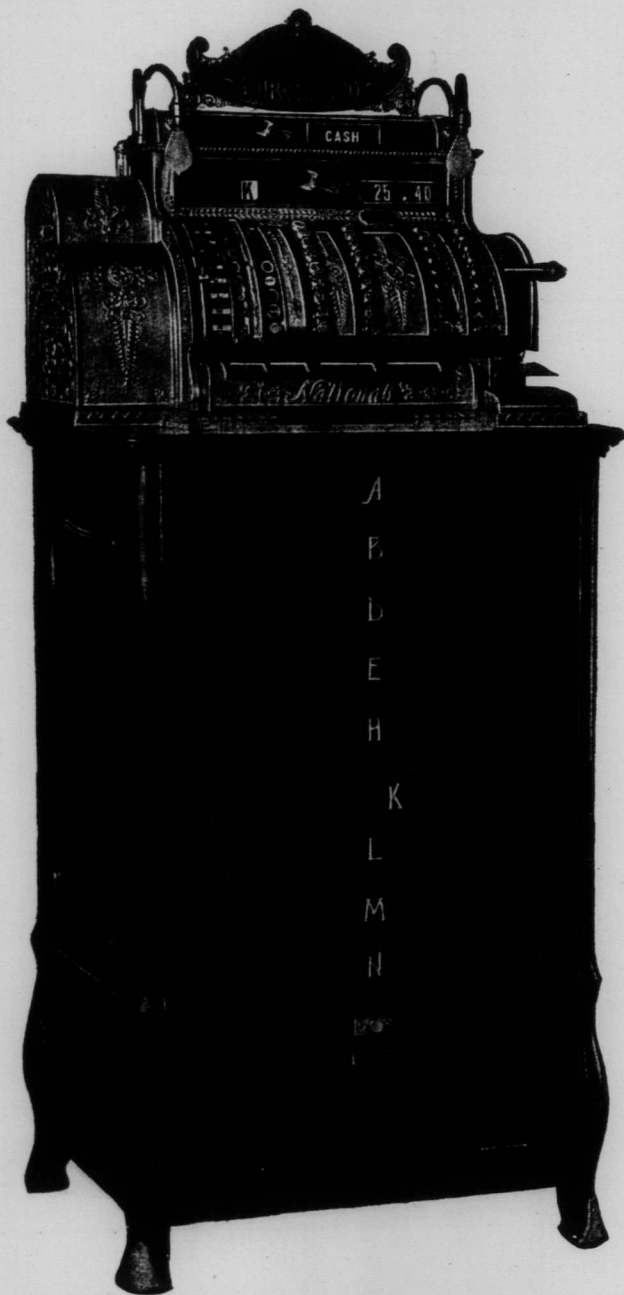
*The Charles*  
**Cicero**  
*Company* LIMITED

Enquiries from  
Ontario to our  
Toronto office.

SPECIALISTS IN ITALIAN PRODUCTS



# Merchant—Clerk—Customer ALL Need the PROTECTION Which Only a RECEIPT Affords



This Register tells you: 1—Total cash sales made by each clerk; 2—Total of your credit sales; 3—Total amount of money received on account, and 4—Total amount of money paid out. Has separate cash drawer for each clerk. Also secret adding counter tells you total amount of all cash taken in. Built to stand on floor or counter.

Issuing a receipt with every purchase protects the merchant against carelessness, mistakes and dishonesty—against disputes with customers about purchases paid for, amounts paid on account, etc.

Putting a receipt in every parcel protects clerks against suspicion, against the mistakes or carelessness of other clerks, and against misunderstandings with customers.

Protects customers, too. That's why

## Successful Merchants Put a Receipt in Every Parcel.

Why don't YOU?

How can you hope to make a success of your business by following the methods of unsuccessful merchants? The difference between success and failure is simply a difference in methods.

Are you being influenced by the wrong kind of business men?

## Why Aren't You Influenced By Successful Men?

They give every customer a receipt with every purchase. Why don't you? We'll send you a booklet showing you the best system—FREE

**National Cash Register Co.**

F. E. MUTTON, Manager for Canada

285 Yonge Street, . . . Toronto

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



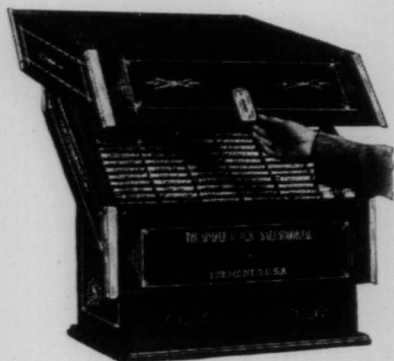
saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other - just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

## IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night*.



AS CONVENIENT TO OPERATE  
AS A ROLL-TOP DESK.

### The **KEITH** System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.



SELF-INDEXING, ONE-WRITING,  
FIRE-PROOF.

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too - all done with *one writing*.

**Our Catalogue Explains.**

**Send for Full Information.**

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE  
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.  
VICTOR ARCHAMBAULT, 28 Bridge Street, SHERBROOKE, QUEBEC, Representative for Quebec and the Maritime Provinces  
SYDNEY MCKEEVER, Box 843 Brockville, Ontario

# LOOK!

**RICHARDS POSTER** means  
increased sales to every  
merchant.

Use this for Every  
Purpose with Cold  
Warm or Hot Water



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

Give your order for this  
**MADE-IN-CANADA SOAP**  
to any Wholesaler or send it  
to The Richards Pure Soap Co.,  
Limited, Woodstock, Ontario.



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

**"ENTERPRISE"**

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

**"ENTERPRISE"  
Self-Priming and Measuring  
PUMP**

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

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

**The Enterprise Mfg. Co. of Pa.**

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

Quality  
Uniformity  
Courteous Service  
Right Prices

Go with every Can of

**Chase & Sanborn's  
High-Grade COFFEES**

**CHASE & SANBORN**  
MONTREAL

There's a Feeling of



Contractors to the  
War Office and Admiralty

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue,  
Winnipeg.  
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.  
Standard Brokerage Co., 1640 First Avenue,  
West Vancouver, B.C.  
W. A. Simonds, 89 Union Street, St. John, N.B.  
W. L. Mackenzie & Co., 606a Center Street,  
Calgary.

Solid Satisfaction

in handling so good a vinegar as

**White Cottell & Co's**

It's a good thing when there is satisfaction on both sides of the counter. Vinegar business prospers under such conditions. Let us help your prosperity by shipping a little lot of our Natural Malt Vinegar.

**White Cottell & Co.**

Camberwell, S.E., LONDON, Eng.

A  
House  
old enough to  
have a reputation,  
young enough to  
be abreast  
of the  
times.

**Packer's**

Celebrated

**Chocolates**

New Goods, New Packages, New Centres  
specially manufactured for the  
Canadian Trade.

Our Mr. J. P. Wright will be at the QUEEN'S HOTEL, TORONTO,  
in a few days, with a full set of samples of the latest productions.

**PACKER & CO.,** Chocolate Manufacturers, **BRISTOL,**  
England

THE CANADIAN GROCER

SOMETHING NEW  
DAINTY, TASTY AND  
UP-TO-DATE

# PERRIN'S CORONATION BISQUIT



## SANITARY CANS

FOR

## WINTER PACK

OF

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

# Women have

an instinctive dislike for peddlers, tea peddlers included. Women buy tea from peddlers in spite of this dislike, simply because the peddler offers what seems to be a better tea proposition than the grocers do.

It stands to reason that if you can offer your customers a better tea proposition than peddlers you can win back your own tea trade. And you can do this by selling

## "MAYBELL" CEYLON TEA in 5 and 10 lb. Decorated Chests

By selling "MAYBELL" you can offer your customers as good a quality, at as low a price, in as attractive a package and convenient a quantity, as any tea peddler in the business.

**NOTE THESE PRICES** — 5 lb. Boxes, 8 to a case, 24c. per lb.  
— 10 lb. Boxes, 4 to a case, 23½c. per lb.  
— 50 lb. Half Chests, 20c. per lb.

"ALL IN SEALED LEAD LINED PACKAGES"

SEND US A TRIAL ORDER OR WRITE US FOR SAMPLES

**CANADA BROKERAGE COMPANY, LTD.**  
TORONTO - - - ONTARIO

EIFFEL TOWER LEMONADE is

## The National Temperance Drink of England

It is used regularly and freely in the homes of all classes. Ask those customers of yours from the Old Country if they know EIFFEL TOWER LEMONADE. They will answer you with a smile that they used it regularly, and would use it now if you stocked it, and so would most of your customers if you will supply them.



### EIFFEL TOWER LEMONADE

offers a splendid opportunity for you to introduce to your customers an article that will meet with a ready sale, and it will at the same time return a substantial profit to you.

Be one of the early ones to take up this line, and associate yourself with a novelty of sterling merit and one that will be the

### Premier Temperance Beverage of Canada

Retails in 5c. packets. Also in 10c. and 20c. enamelled tins.

Agents: W. H. MALKIN CO., Vancouver, for British Columbia.  
The HARRY HORNE CO., 309 King St. West, Toronto, for Ontario.  
Agencies open for progressive Firms at other points.

Address FOSTER CLARK Ltd., Maidstone, England.



## The Star Egg Delivery System

Gets the Business and Saves Your Money

### STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers, and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS. Write to-day for particulars and we will send you two valuable books: "NO BROKEN EGGS," and "SAMPLE ADS."

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

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

## Gossages' Magical Soap

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

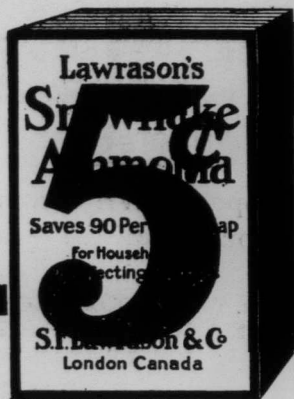
GUARANTEED GENUINE

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

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







LIVE GROCERS SELL

# LAWRASON'S SNOWFLAKE AMMONIA

IF YOU WANT TO GIVE YOUR CUSTOMERS THE BEST CLEANING COMPOUND — STOCK THIS LINE. IT WILL BE PROFITABLE FOR YOU.

ACTS AS A MAGNET IN HOLDING THE TRADE FOR ANY GROCERY BY WHOM IT IS SOLD.

**5c.** LARGE PACKAGE

S. F. LAWRASON & CO.  
LONDON, ONTARIO

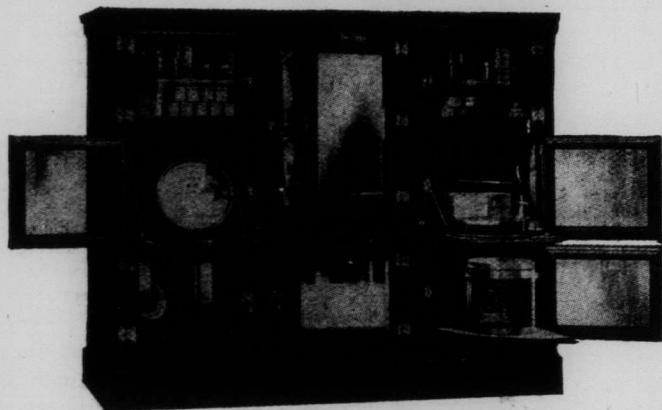
**GUARANTEE OF \$500**

THAT

**LAWRASON'S  
SNOWFLAKE AMMONIA**

EQUALS IN POWER ANY SIMILAR  
POWDER ON THE MARKET  
SELLING FOR TWICE  
ITS PRICE.

5c. PER GIANT PACKAGE 5c.



An Up-to-date Grocery  
Store is incomplete  
without a

## McCray Refrigerator

The cut shows our No. 410, the most popular of our grocers' refrigerators—perfectly adapted to grocery stores of average size. The exterior is of oak, antique finish; the interior is of odorless poplar or spruce, finished with two coats

of shellac. All doors are provided with two thicknesses of double strength glass, except the ice door, which is fitted with a beveled plate mirror.

One grocer says:—"I am well pleased with my McCray No. 410. It is a money-saver and trade-getter. I sell just four times as much butter as I did before installing it. Eight hundred pounds of ice is the most I have ever used in eight days, and that was the hottest weather we have had."

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

WRITE TO-DAY FOR OUR CATALOG No. 67 AND PRICES.

**McCRAY REFRIGERATOR COMPANY**

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

231 Lake Street, KENDALLVILLE, INDIANA

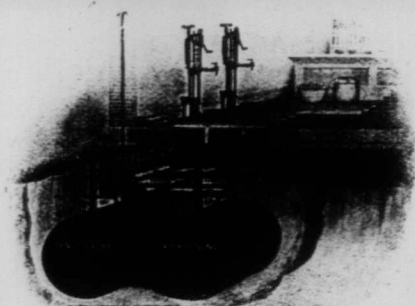
# FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

FARROW'S "A-1" is the only English Brand that has smashed the monopoly. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Maia St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax.



A Clean Store

A Sure Profit

A Safe Method

A Good Purchase

If you want these advantages in your oil department buy a

## BOWSER

Self-Measuring System

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

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

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

## Credit Selling—and Getting the MONEY

Credit business is as good as cash trade—if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

## Allison Coupon Books

HOW THEY WORK



JUST

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

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

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



TRADE MARK OF QUALITY

## SWEETHEART BRAND JELLY POWDER

A DELICIOUS DESSERT

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

If once used by your customers, always asked for.

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

**Feature**



**"TRIAM"  
Brand Goods**

Under this well-known label we import and pack the products of the best known firms in Canada, and the geographical positions of our various branches enable us to save you largely in freight charges.

Moreover, we can always give you the benefit of car load rates.

Our service is prompt and conscientious, and we invite your fullest enquiry.

Write Us To-day

**CAMERON & HEAP, Limited**

IMPORTERS AND WHOLESALE GROCERS

Regina, Sask. Fort William, Ont. Kenora, Ont. Prince Albert, Sask.

**NEW MAPLE SYRUP**

The **"SNOWSHOE" BRAND**

is the people's brand and one from which you can derive good profits this season—in fact, there is a steady demand for it the year round

**Why It Excels**

We make a thorough examination of the sap before we purchase, so that your customers are assured of an article made from the finest stock of a rich color.

**Its Guarantee**

is THE RELIABLE NAME OF A RELIABLE FIRM.

**Timely Advice:**—The recent cold snap has considerably delayed the flow, which was not so plentiful as in former years. Therefore place your orders early and take advantage of this profitable line.

**RAMSAYS LIMITED**

Successors to THE IMPERIAL SYRUP CO., Limited, MONTREAL

Agents—RAMSAY BROS & CO., Vancouver, B.C. J. D. BRACK & CO., Winnipeg. TEES & PERSE CO., Ltd., Edmonton.

**Tartan**  
**BRAND**

THE SIGN OF PURITY

When booking Canned Goods remember the quality and individuality of TARTAN BRAND, the pioneer which has stood the test of time. Our travellers have full data. If they do not call on you, a postcard will bring full information.

Phone 3595.

Exchange to all departments.

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

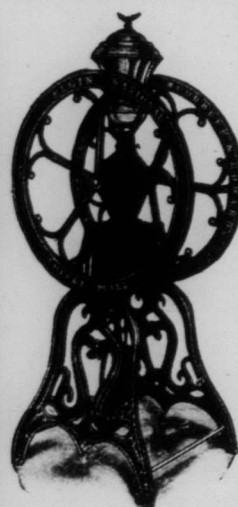
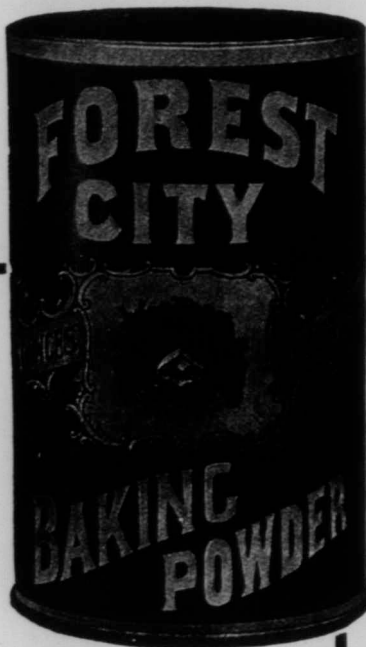
**Purity  
Personified!**

For 25 years  
**FOREST CITY**  
**Baking Powder**

has been recognized as the standard of purity—the lines you can honestly recommend.

6 oz. tins,	-	-	75c. doz.
12 oz. "	-	-	\$1.25 "
16 oz. "	-	-	\$1.75 "

GORMAN, ECKERT & CO., LTD.  
LONDON, Ont. WINNIPEG, Man.



**THE ELGIN**  
National  
Coffee Mill

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

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

Ask any of the following Jobbers for our descriptive Catalogue

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

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

**COFFEE** High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

**AURORA COFFEE**

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**

THE CANADIAN GROCER

# The Lines in Constant Demand!

## ROWAT'S PICKLES

AND

## PATERSON'S SAUCE

Are you handling these ready sellers?

### Rowat & Co.

GLASGOW

SCOTLAND

Canadian Distributors:

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



### Nothing in the World

JUST LIKE

## "KIT" COFFEE

It is a highly concentrated essence, and made from the finest quality Coffee and Chicory.

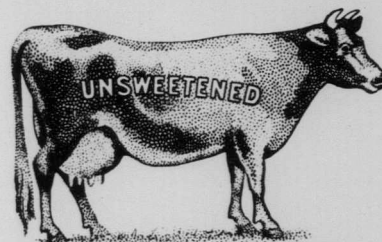
In an instant, anybody and everybody can make a cup of coffee that will overflow with magnificent flavor and aroma. "Kit" Coffee essence is daily proving to every Canadian housewife its superiority and usefulness over all imitations.

Mr. Retail Grocer,—Does your stock contain "Kit" Coffee? If not, why not?

Price— 5-oz. botts. (beautiful package) \$1.55 per doz.  
10-oz. " " " " " \$3.00 " "

Order at once from your wholesale grocer, or  
THE HARRY HORNE CO., 309 King St. W., Toronto,  
Agents for Ontario.

### The Kit Coffee Co., Govan, Glasgow



### ST. CHARLES MILK

## St. Charles Evaporated Milk

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

*Every can is guaranteed*

### St Charles Condensing Co.

INGERSOLL, ONT., CANADA



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

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

The moral is very simple—and very sound

**H.P.**

**SAUCE**

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

SELL

GINGERBREAD

BRAND

MOLASSES!

It Pays

THE WORTH OF  
**WHITE SWAN**

PERFUMED **100%** POWDERED

**LYE**

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS  
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

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

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

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

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The  
**Dominion Molasses Co.,**  
LIMITED

HALIFAX, NOVA SCOTIA



**SAFE — RICH — PURE**

Three sufficient reasons why every grocer should stock and feature

**Canada First Evaporated Milk**

**SAFE**, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

**RICH**, because Government Bulletin No 208 has found it richest in genuine food value.

**PURE**, because its preparation is one long tale of care, skill and cleanliness.

A line that pays you well to recommend!

MADE IN CANADA BY CANADIANS.

The  
**Aylmer**  
Condensed  
Milk Co., Ltd.

Aylmer,  
Ont.

Head Offices:  
Hamilton, Ont.

# HEADQUARTERS

## FOR JAPAN TEAS

### S. T. NISHIMURA & CO., Montreal

THREE OF  
CANADA'S PERFECT FOOD  
PRODUCTS



ST. GEORGE EVAPORATED MILK  
PRINCESS CONDENSED MILK  
BANNER CONDENSED MILK

Week by week we have improved the quality of these popular brands until we have produced a product on which it is difficult for science to improve.

These favorite brands are made from absolutely *pure, fresh, clean* Brant County milk with the addition of *pure* cane sugar.

The grocer who pays strict attention to these lines will daily promote his sales and gain new customers. Our prices will show you good profits.

ASK YOUR WHOLESALE  
FOR SAMPLE ORDER AND  
PROVE OUR STATEMENTS

J. MALCOLM & SON  
ST. GEORGE, ONT.

PEEK, FREAN'S

# BILLIKEN BISCUITS

PEEK, FREAN & CO.,

LIMITED

LONDON, - ENGLAND

AFTER ALL, GOOD QUALITY COUNTS MOST AND PAYS BEST

## "SKIPPER SARDINES"



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

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

CANADIAN REPRESENTATIVES

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

# ASEPTO SOAP POWDER

The Enemy of Dirt

RECOMMENDS ITSELF FOR 5 REASONS

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

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

ORDER FROM YOUR JOBBER.

ASEPTO SOAPS LIMITED, ST. JOHN, N. B.



## It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

### Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you.

Minute Tapioca Co., Orange, Mass.

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

# BAIRD'S WORCESTERSHIRE SAUCE

is

## DELICIOUS

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

Low in Price  
High in Quality



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

# "KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING,  
(J. A. Henderson)

Hamilton, Ont.  
Canadian Agents



By Special royal permission.



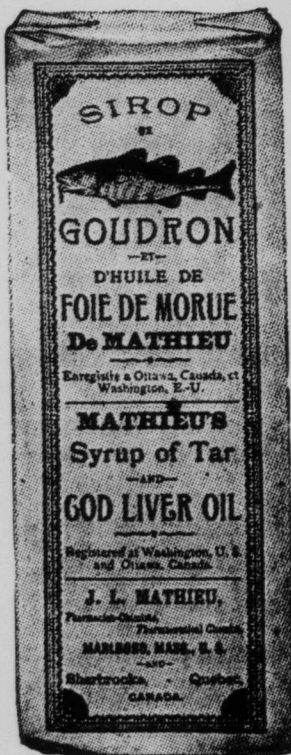
## HEAVY DEMAND

There has been such an unexpectedly heavy demand for our new package of lump sugar

# Crystal Diamonds Half Cartons

that we have been unable to fill all the orders promptly and must ask the indulgence of Merchants who have ordered this sugar, if there is some little delay in shipping the goods. This package is proving a great seller.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



### MATHIEU'S SYRUP

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

### MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada:

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

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

## The Only Account Register



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

Sheets lift out no fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

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

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

G. H. KNOWLES

Send Us a Postal for Full Information.

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

## SEIZE THIS OPPORTUNITY!

We are now booking orders for futures.

# QUAKER BRAND Canned Goods

at 2½ cents per dozen *under* the opening prices for Fall Delivery.

**Order now and save five cents a case.**

Our travellers will be round to see you; or write us.

**MATHEWSON'S SONS :: P.O. Box 2360, MONTREAL**

**Pure Goods Bring Increased Custom**

**Give Your Customers**

*Redpath*

**Extra Granulated Sugar**

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

No other sugar will compare with it.

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

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

**Montreal, Can.**

Established in 1854 by John Redpath

**Be Careful How You Buy Your Refrigerator**



**Don't get an "Ice Box."**

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

**EUREKA REFRIGERATOR CO., LTD., TORONTO**  
54-56 Noble Street.

**TO THE WHOLESALE TRADE**

**West India Co., Limited**

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

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

**SUGARS  
MOLASSES**

**and all West Indian Produce**

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

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

**West India Co., Limited**

**SELL**

**McLean's Cocoanut**

to your particular customer

It never fails to satisfy  
THE 'QUALITY' BRAND

The  
**Canadian Cocoanut Co.,**  
Sole makers  
**MONTREAL**



**TEA LEAD**

(Best Inocorrodible)

**Buy "PRIDE OF THE ISLAND" Brand**

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

**ISLAND LEAD MILLS, LIMITED**

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

Canadian Agents **ALFRED B. LAMBE & SON, TORONTO.**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**CECIL T. GORDON, MONTREAL**

The kind that always pleases!



Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

Retail at 15c.

*We also make all kinds of dainty and high-grade biscuits.*

**TELFER BROS., Limited, COLLINGWOOD, ONT.**

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Too much care cannot be taken by a Grocer in selecting his staple lines, for it is on these that he establishes confidence and builds up his general connection. He should, therefore, handle only leaders. In the line of Soaps nothing equals

**WONDERFUL SOAP**  
and  
**CRYSTAL SOAP CHIPS**

No laundry soaps are so good, so pure and uniform in quality, such thorough and rapid cleansers.

Wonderful Soap does not injure the most delicate fabrics. It's good value through and through. We offer no premiums. The soap sells on its own worth and reputation without any extraneous aid.

*Drop us a line for quotations.*

**THE GUELPH SOAP COMPANY**

QUELPH

ONTARIO

**STERLING BRAND**

LIME JUICE AND CORDIALS

Be Prepared to meet the thirsty weather demand for

**"STERLING" BRAND**

Lime Fruit Juice, Lime Juice Cordial, Raspberry Vinegar and Fruit Syrups.

As genuine thirst quenchers they are unrivalled, and they appeal most forcibly to the family trade.

Don't let this profitable trade go to your competitor. Replenish your stocks in good time.

**THE T. A. LYTLE CO., Ltd.**

Toronto



**Domeline Stove Polish**

IS SIMPLY THE OLD RELIABLE

**JAMES DOME BLACK LEAD**

in paste form. Put up in an attractive tin to sell at 5 cents. The DOME LEAD still continues to hold its own against all other brands.

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

**WHITE DOVE  
COCOANUT**



An easy winner, allowing its supporters good returns. Stake your reputation only on what you know is safe.

**W. P. Downey,  
MONTREAL**

THE PEOPLE OF  
**JAMAICA**

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

**KINGSTON**

**"GLEANER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

**The W. H. ESCOTT CO.**

WHOLESALE

**Grocery Brokers**

137 BANNATYNE AVENUE

**WINNIPEG**

COVERING

**MANITOBA and SASKATCHEWAN**

CORRESPONDENCE SOLICITED

The GRAY, YOUNG & SPARLING CO., Limited  
**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes.

**WINGHAM ESTABLISHED 1871**

CRANK WRINGING MOP  
THE TARBOX BRAND



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

CRANK  
WRINGING  
MOP  
THE TARBOX BRAND



Made by  
**TARBOX**  
Bros.  
Toronto.

**WINDSOR SALT**

**CAR LOTS OR LESS.** Prompt shipments  
Write us for prices. Please order our expense

**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, MANAGER

**POULTRY REQUISITES**

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

**Incubators & Brooders**

English and American, from \$8.50 up.

*Drop me a line. I have an interesting proposition.*

**A. CORISTINE**

119 Place D'Youville MONTREAL

**A. C. LANDRY  
JOBBER**

STE. FLAVIE STATION

Making speciality of wholesale in  
Groceries, Flour, Grain, Provisions, Etc.



No Odor

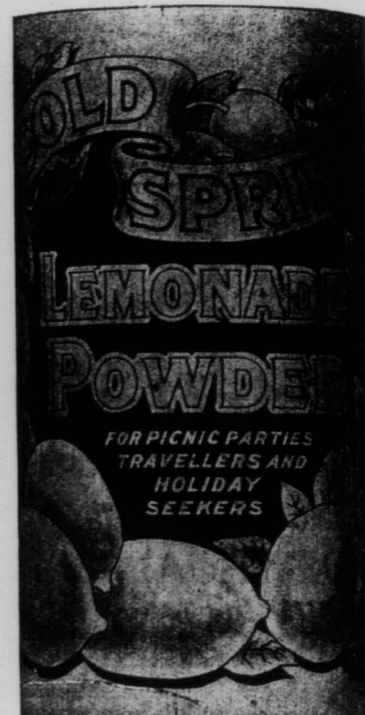
*It dries them up* **Common Sense**  
**KILLS** { *Roaches and Bed-Bugs*  
*Rats and Mice*

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

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

**COLD SPRING  
Lemonade Powder**

(World Wide Reputation)



We are filling orders already for this famous summer drink. Don't run the risk of having your order unavoidably delayed.

Write immediately.

**S. H. EWING & SONS**  
MONTREAL



**CHINESE  
STARCH**

HAVE YOU  
A STOCK?  
GREAT SELLER  
ALL THE TIME.

GET PRICES

**OCEAN MILLS**  
MONTREAL

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



When over 95% of your customers use

## WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand?

Windsor Salt satisfies everybody, and it is never dead stock on your hands

**The Canadian Salt Co.**  
LIMITED

Windsor

Ontario

## THE OLD RELIABLE

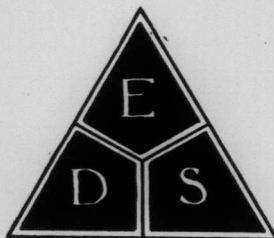
**Cook's  
Friend**

## BAKING POWDER

QUALITY NEVER VARIES  
PRICES NEVER CHANGE

NO ALUM IN IT. NEVER WAS.

**W. D. McLAREN, LIMITED**  
Montreal



**"E.D.S."**  
**Brand**

## Tomato Catsup

**L**IKE all other products issued under this well-known label, is the equal in every respect of the best catsups made. It is sweet, palatable and not overspiced, the rich flavor of the ripe tomato being retained to a remarkable degree by the "pressing-out" process—a specialty of our own. "E.D.S." Catsup is entirely free from peelings, contains no apples, and it is not over-cooked.

Feature "E.D.S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are family favorites and will influence more of the valuable family trade to your store.

Made only by

**E. D.  
Smith**

at his own  
Fruit Farms,

**Winona, - Ont.**

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





**What the Home Demands—**

the Grocer must be able to supply. KLENZINE is a profitable article for any Grocer to have on his shelves. It is a great favorite with the housewife because of its rapid cleansing and for its disinfecting properties.

KLENZINE has proved its worth for all kinds of cleaning, making glassware fairly sparkle and linen to look like snow.

Other lines manufactured by us are :

- ROYAL BLUE, RELIABLE BORAX,
- ANTY DRUDGE,
- HALF-TIME SHOE POLISH,
- ROYAL MEDICATED CHLORIDE
- OF LIME AND QUICK SHINE
- STOVE POLISH.

**ALPHA CHEMICAL CO.**  
BERLIN, ONTARIO

**Century Salt**  
**IT SELLS!**

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

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

Write off to-night for our Price List

**Dominion Salt Company, Limited**

Manufacturers and Shippers

SARNIA, ONTARIO

**TWO CENTS PER WORD**

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

**STEELE - BRIGGS SEEDS**

USE ONLY THE VERY BEST

TESTED FOR GERMINATION  
TESTED FOR PURITY

SOLD BY LEADING MERCHANTS EVERYWHERE



## A Tasty Breakfast Delicacy!

The morning meal gives an added satisfaction when rounded off with

# AYLMER

## Orange Marmalade

This delicious preserve is made solely from the choicest selected Seville oranges, imported by us direct, and finest quality granulated sugar, guaranteed absolutely pure. It is put up in 12 and 16 ounce glass jars and in 5 lb. gold-lined pails, and will prove a most satisfactory and profitable seller.



**Why Buy Imported Marmalades ?**

**Help Build Up Canadian Industries**

# **Dominion Canners Ltd.**

HAMILTON :: ONT.

# MAGGI SWISS SOUP

## SAMPLES FREE ON REQUEST

The Maggi Girl

Goods Right,  
Prices Right,  
Your trade will like them.

Send us your address

and we will send samples to try on  
your own table.

### MACLURE & LANGLEY, LIMITED

12 FRONT ST. E., TORONTO. 604 LINDSAY BLDG., MONTREAL.



# BRUSHES

are now among the most seasonable lines  
and if you wish to start the season right  
you will put in such leaders in Kalsomine  
Brushes as our

**POLAR  
ARCTIC  
KRACKER  
KLINKER**

In scrubs and all household brushes our  
genuine solid back goods are unequalled.

**Stevens-Hepner Co., Limited**  
PORT ELGIN . . . . . ONTARIO

## Get Wise

to catering for the better  
class trade!

### PURNELL'S

**Sauces, Pickles and Vinegars**

are quality goods that will  
add to your reputation  
and profit. They will  
surely influence the more  
profitable family trade to  
your store.

All jobbers handle the  
complete Purnell line.

Our Agents in Canada are: Charlottetown,  
Horace Hazard; St. John, N.B., E. C. McMichael;  
Montreal and Ottawa, C. S. Harding, Canada Life  
Building; Halifax, N.S., J. Killman, 236 Hollis St.;  
Quebec, Cy. A. W. Dunn, 67 St. Peter Street; To-  
ronto, Lind Brokerage Co., 73 Front St. E.; Hamil-  
ton, J. H. Stratton & Co.; Winnipeg, Carman  
Brokerage Co., 141 Bannatyne Avenue E.; Van-  
couver, B.C., C. E. Jarvis & Co., Room 10, Flack  
Block, Hasting Street.

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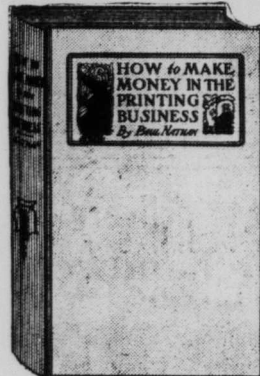
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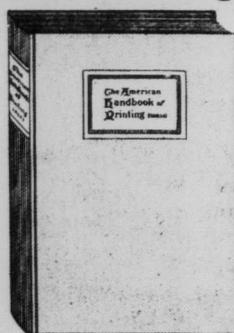
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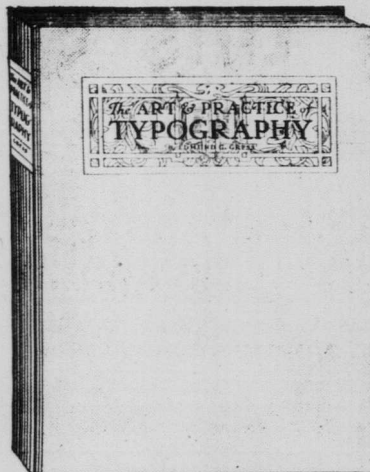
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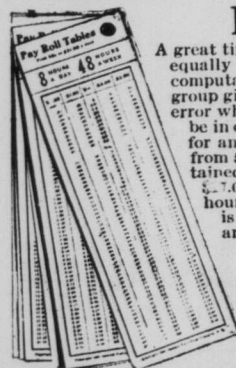
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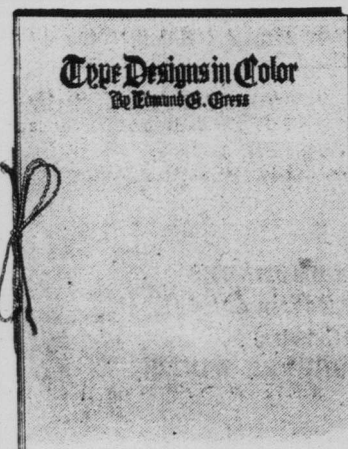
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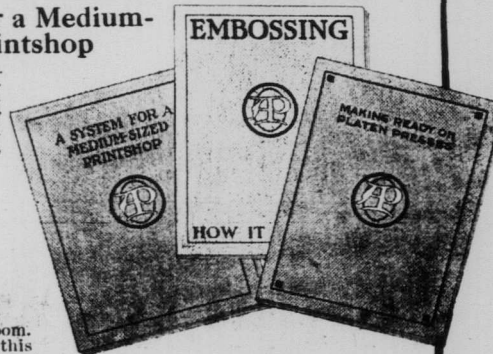
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# Londoners Revel in Speech and Song

Members of Forest City Retail Grocers' Association Celebrate Fourth Annual Banquet—An Harmonious Gathering—Col. A. M. Smith Talks of Defence of Canada—William Turnbull and J. S. McDougall Speak of Mercantile Interests—The Need of Deeper Waterways—The Pocketing of Profits—The Michigan Association—Plan to Beat Mail Order Business.

London, Ont., April 27.—Around the festive board at the City Hotel in London, on April 18th, last, there gathered one hundred and fifty retail grocers and their guests to celebrate the fourth annual banquet of the local association.

It was a happy and an auspicious occasion for no discord dwelt amongst them, and the spirit of speech and song held high revel until early in the morning. Not a man there but was made glad by his neighbor's company, and the hearty reception of toasts and responses kept the other inmates of the hotel out of bed and drew them to the entrance doors of the room where the feast was held. It was a good time in London and went far to show what wonders may be accomplished when unity becomes an harmonious thing.

## A Working Organization.

In the Forest City this organization has worked wonders for the good of the trade and for the well-being of the grocery clerks. Time was when no dealer in London even imagined it would be possible to close the doors before nine o'clock on week nights; but now clerks and proprietors alike doff their aprons, as the hands on the dial of the time-piece register the hour of 6.30, and some are talking openly of shortening the business day by half an hour more. Price-cutting too, was a bogey that was wont often to play havoc in the stores of this city, but, although one or two of the speakers during the evening found grounds sufficient to charge the assembled feasters with the folly, the so-called evil is in nowise so great as before the spirit of organization took hold of the members. And so great good nature and contentment with things as they are, shone in the faces of those one hundred and fifty retailers gathered under the baton of C. W. Summers, the retiring president, and the searching eyes of sundry wholesalers, manufacturers and travelers.

The banquet was late in starting, many of the members finding it difficult to get down town so soon after the cares of business had been laid aside, but this deficiency was well made up in the lateness which the gathering held together. True, there were some few who departed as the clocks of the city tolled out the hour of midnight but a goodly number held on until the last speech had been made, and the National Anthem sung with pleasing fervor.

## Introduced the President.

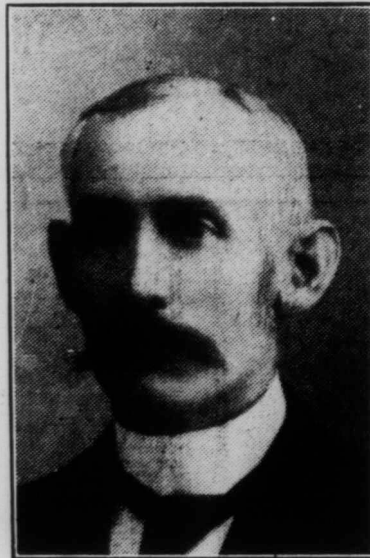
A pleasant feature of the evening was the installation of Norman McLeod, the president-elect of the association. Mr. Summers, in handing over the toast list to the new head, introduced him as one of the oldest grocers in the city and predicted a successful year for the association under his leadership. Amid applause, Mr. McLeod modestly replied that he was no speechmaker, though never in his life had he so wished for the gift as on this night, but he would try to compensate for the short-coming

by hard and increasing work for the good of the organization.

## Canada and the Empire.

Col. A. M. Smith, of the local wholesale house of that name, was the first speaker, his response being to the toast of "Canada and the Empire." The Colonel in the past has donated both money and service to the development of the military units of his city and, as may be assumed from the wording of the toast, his address was confined entirely to military matters, British traditions and sentiments, and to the peace movement now occupying a prominent place in the debates of the parliaments of nations.

Dwelling upon the sentimental bonds, which bind the British Empire together, the speaker said that while in the British West Indies recently he had been astonished at the intense loyalty exhibited by all classes. Even the negroes had been infected with it. But Canada's



NORMAN McLEOD,  
The President-Elect Who Wished to be  
An Orator.

place in the Empire, he said, was not the same as that of the British West Indies. Canada was a nation and the Monarchy was the only bond to hold her in the confederacy of nations. The Empire was not a thing girt about with iron bands, and if Britain became a republic the bond of sentiment—the only true bond—would be lost. The eyes of all the world were upon this country, the speaker continued, and it behooved Canada to look to her defences. It was not well to depend too much upon Great Britain for help, because Canada was a weakling no longer. The history of nations told all too clearly that those peoples that forgot the arts of war in the development of the commercial idea entirely always were easy prey for their stronger brethren. It was a sacred duty

of Canadians to bear arms and he sincerely hoped they would not neglect to do so.

"In the peace movement now going on," said Col. Smith, "only the nations that are strong are mentioned. In the list we find Japan and not China. Probably the next time this things comes up for attention China and not Japan may be the greatest nation. China is preparing. There have been peace movements in the past and I hope there always will be in the future, but only the strong can hope to be considered; only those who are prepared for war can expect to hold attention." The speaker sat down amidst great and prolonged cheering.

## Not a Drop of Blood.

The next toast which Mr. Summers proposed was that of "Our Mercantile Interests," to which the names of William Turnbull and J. S. McDougall were coupled. Mr. Turnbull was first to speak.

"This is a large subject and a varied one," said he, "and a great many men view it from a great many standpoints. It all hinges, in my mind on the condition of the times. In illustration of this let me tell you a story concerning one of our estimable retailers, Ed. Ryan. 'Ed.' was recently returned from a trip to the Ould Sod, and, when I met him on the street I inquired how times were in Ireland.

"'They're not so good; not so good as they once were,' Ed. remarked sadly. 'Why I attended a fair over there just before I came away and there was not a drop of blood spilt until after four o'clock.'"

The face of Mr. Ryan was overspread with blushes, and when the speaker could be heard in the din which followed the quip, he said: "This all goes to show that everything hinges on the condition of things as they are."

## For Deeper Waterways.

"But to be serious," proceeded Mr. Turnbull, "the one thing most important to retailers is that of freight rates. The tonnage of the groceries coming to this city exceeds that of any other business and the goods are such that they will not stand a high rate. The lower the freight rates the better it is for ourselves and for the consumer as well. So a very important matter is the lake carrying trade. The Port Stanley Railway which did not loom large in the life of the city of London to-day is also an important factor in that connection. When you consider that absolutely without it, goods would cost 4c a pound more than they do to-day you can get an idea of what it is worth to us.

"It used to be said that the cheapest freight rates in the whole world were those in force on the great lakes. Grain could be carried from Duluth, on Lake Superior to Buffalo, on Lake Erie for 1.8 cents a bushel, while coal was car-

ried back for fifty cents a ton. The most important factor in the transportation affairs of Canada to-day is her chain of waterways. So the most important thing Canada has to see to-day is the deepening of her canals that she may handle all the traffic between the west and the sea ports. These canals, Welland and those on the St. Lawrence should allow of vessels of 25 feet draught passing through in safety. Then the increase in trade would make Canada the greatest country in the world. Look at the increased tonnage passing through Ste. St. Marie to-day," he cried, "and think of what it will be when ten or fifteen millions more people have settled in the west. The present system will not suffice, but with its enlargement, the St. Lawrence will be the busiest river the world has ever seen. I want to call the attention of the grocers to this. Every man has influence. He should use it to bring this about."

**What is a Do-do?**

J. S. McDougall, who followed, lectured the dealers considerably on their price-cutting proclivities, and also told two good stories. The first one came after he had congratulated the previous speaker on his remarks in connection with the betterment of trade through the improving of the waterways. He could, he said, only add his "me too" to the address. Then he said:

"That reminds me of a story I heard about a certain Irishman and his wife. This son of Erin had always been accustomed to humble fare and humble surroundings, and, when he could, always paid cash on the nail. One day a legacy was left to this couple, which provided a princely income, and they soon decided to move to a better neighborhood. There was a fine corner grocery. Pat's wife, for some time paid cash. One night she came home with a grievance.

"Pat," says she, 'would you believe it, I'm the only wan of all the wimmin that goes to that store to pay cash. They always get their bills and pay wanst a wake. I want to do the same.'

"All right, Bridget," answered Pat, 'pay wanst a wake but be sure you pay.'

"Things went well for a time until one week the bill came. There had been a lot of company at the house and a quantity of bread had been consumed.

"Pat," says Bridget, with tears of anger in her voice, 'that young snip of a grocery clerk is doing me. He's charged me here with goods I niver ordered.'

"How's that," inquired Pat.

"Here it is," says his aggrieved spouse, pointing to the bill on which charge was entered for three loaves of bread on Tuesday, and on Wednesday "do-do" for a like amount.

"I niver ordered any of them "do-does," said she, 'and I don't even know what they are.'

"Pat put on his coat and hat, and with fire in his eye went to the store. After some time he re-entered the house, but sat down without a word. There was a world of disgust in his face.

"Did you find out," asked Bridget, timidly, at last.

"Shure I found out," shot back Pat. 'I found out I was a D—n fool, and you "do-do."'

**Should Pocket Profits.**

"Now, though it grieves me to say it,

that is where you dealers fail at times," proceeded the speaker when the laughter had died away. You are always doing "do-do." The association at large grows just the same as does the individual. Some of you keep putting progress away, and so the whole of you are deprived of profits which concerted action would have made possible. Whenever an opportunity arises to allow of you gentlemen making a little more profit than you have done there is always some one to give it away. A short time ago there was an excellent opportunity in sugar. Then somebody commenced cutting and everybody jumped in. You all lost the money instead of putting it into your own pockets though, if what I have heard is true, God knows you need it. No doubt a crowd of customers is attracted by the lowered price. But it is the kind of business that stays for months on the books. My advice to you is: If you have a man



"ED." J. RYAN,

Who Said Times in Ireland Were Not so Good as of Yore.

among you who cuts prices, let him do so while you can console yourselves as Hawkins was consoled.

"Hawkins," proceeded Mr. McDougall, "was a particular friend of a certain bishop, and the ecclesiastic had been sitting up nights with him. Then, worn out, the bishop said to his man: 'Harry I'm going to have a sleep; you sit up and if Hawkins gets worse, come for me, so that I may be able to console him before he goes.' So the bishop took himself off to bed. He slept well, it seems, and when he wakened in the morning he hurriedly dressed himself to see how Hawkins fared. On the way thither he met Harry picking his way along the street.

"How's Hawkins?" queried the bishop.

"Oh; Hawkins, he's dead," answered Harry.

"Man! man! why didn't you call me that I might console him before he died?" asked the cleric in some distress.

"I consoled him all right, my Lord," answered this man.

"How did you give the poor chap

consolation?" pursued the wondering bishop.

**Consoling 'Awkins**

"Oh, said Harry, 'I said, just when he was bad, 'Awkins you've been a bad beggar in your day.' He reckoned as how he had been. And then when he was a shade worse, I added: 'Awkins you've been a real bad beggar in your day.' 'Awkins fancied he had. Then to still further console the poor fellow, my Lord, I said: 'Awkins, do you know where you be going? you're going straight to H—l.' 'Awkins allowed as he was. And when he was just agoing, my Lord, I said: 'Well, 'Awkins, it's a blame good job you've got some place to go.'

"Now, that's what to do about this price-cutting business," proceeded the speaker, laughing. "Just stop and think as Harry did, when someone starts to lower sugar, that it's a blame good thing that class of the buying public has some place to go. If you lose money in selling the staple so low you have no one to blame but yourselves."

Ald. R. C. Eckert, in the absence of Mayor J. H. A. Beattie followed to respond to the toast "City of London."

"I told his worship when he asked me to speak for him to-night that I never felt at a loss in speaking to retail grocers," commenced Ald. Eckert, "because I was a retail grocer when cod fish came in sheets, and sugar in great casks. Possibly," he added amid laughter, "I may have forgotten a great deal since then because the grocery trade is always progressive.

**To Re-open Old Channels.**

"I have followed with interest the remarks of previous speakers in connection with freight rates, and especially those referring to the past history of the Port Stanley Railway. Some few years ago sugar used to come here at a low rate. It came by vessel from Montreal to Port Stanley and up the railway to this city. There used to be a great tonnage. I don't see why the system should not come back again. The trouble seemed to be that the grocer wanted his sugar from Montreal before breakfast. Would it not be a good thing for the retailer when buying, to ask the wholesaler if the staple came in over the Port Stanley Railway? As it stands the road is not a paying investment, but if we can get that tonnage back all will be well."

Ald. Eckert then gave a survey of the progress of the city in recent years.

M. Masinet, one of the oldest of local wholesale men, then gave a delightful, discursive address, to the toast "Past and Future." He alluded to the moral pitfalls digged for him in early years, and pointed out with pleasing humor the need of the formation of a band of Indian chieftains as a distinctive Canadian honor by the King.

Norman McLeod, was at this juncture installed as presiding officer, and assumed charge of the toasts until the close.

**Manufacturers Speak.**

John I. Hunt and John Stevely, local manufacturers, responded to the toast, "Our Manufacturers."

"The manufacturing situation in London, to my mind is peculiar," said Mr. Hunt. "One man told me a few weeks ago that during the summer he had to run part time for the reason that there was not enough help for him to

operate at full strength." The speaker thought an effort should be made to bring to the city manufacturers who could give employment to cheap labor. Electric roads should be encouraged so that young people from the country could come into the city to the factories in the morning and go home again in the evening.

John Stevely said that he knew of no city so favorably situated as London to capture the trade of Western Canada. He would gladly give the hand of welcome to any manufacturer who desired to come to the city and would tell them he knew of no place where he could do better.

**A Voice From Michigan.**

J. T. Percival, of Port Huron, secretary of Michigan State Association of Retail Grocers, was the next speaker, and his address, dealing with affairs in Michigan, was followed with the closest interest throughout. Now and again, one or other of the members would interrupt in approval of his views.

"When I was invited to come here," began Mr. Percival, "it was to speak to the subject, 'How We do Business in Michigan.'" That was quite a large order. Still, I feel that only good can come from an exchange of views and ideas between this association and ours.

"We have a large State organization, also locals affiliated with the National Association. We have conventions every year, when we get together and learn something about good business, credit and collection systems, and such like being taken up in open assembly. In regard to credit rating we have a system in Michigan whereby if a man leaves a town or forgets to pay, the man who is 'stung' informs the secretary, who in turn informs every other member of the association. So that the man cannot obtain further credit until he has settled that first account.

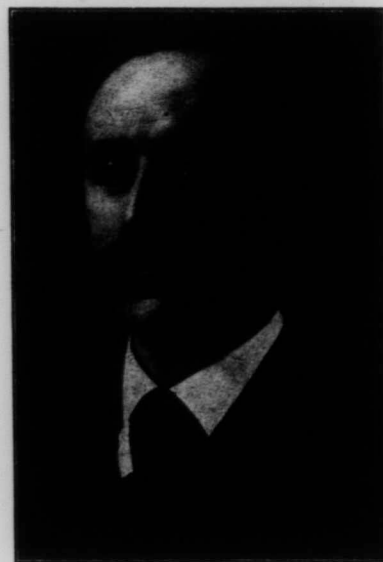
"From what I have found, the real trouble lies in the grocers being afraid of each other. It is a shame. All should help instead of each trying to cut the other's throat. In some towns I go into all are one happy family, while in others one dealer won't speak to another. Some fellows are so terribly independent. They know the whole business. No one can tell them anything, and they will cut prices just whenever it suits them. But price-cutting is a knife that cuts both ways. It reaches him as well as the other fellow.

**Should Meet Often.**

"Now I believe," proceeded Mr. Percival, "that grocers should meet often—at least as often as bank directors. It helps a lot. Over in Michigan I know of one association who meet every Tuesday afternoon. They get together and talk over all the local troubles and are able to harmoniously unravel any tangle. I would like to see you London men do the same thing. I know of another association in my State where the credit rating system has been perfected to a degree impossible in other centres. Even the undertaker is in it. They have there a list of all the fellows who forget to pay bills and also of those who send out to the catalogue houses. If a circular is sent out by the secretary with 'C' printed against the name the dealer knows at once that the man named has been sending money to the mail order houses, beating the whole town. Then when that fellow comes

along to get credit, he is turned down like a deadbeat.

"About early closing," continued the speaker, "let me tell you of my own experience. No one in my town thought closing could be accomplished before nine o'clock. We got together, and soon they were committed to close at eight. Then it was seven, and then six. Now you cannot buy a box of matches in Port Huron after 6 o'clock because, as soon as the clock strikes clerks have a race to the door. We all gave open credit there once too. Let me tell you of that. One fellow stuck me for \$35 and then left me. I tried to collect, and couldn't so I turned him out. My next neighbor down the street got him. The fellow kept going until he had 'stung' the nine of us silent grocers. At a subsequent meeting of the association we compared notes and found we had been beaten for \$236. Had I been sensible, I'd have gone over and posted Bob. That's where jealousy spoils things. One fellow tries to do all the



THOMAS SHAW,

The Genial Chairman of Banquet Committee.

business of the place, when he couldn't do it if he had the chance. That's the real benefit of an association. Men get acquainted and see what it is best for them sooner than they otherwise would. Another thing, always treat the traveling man right. He's your friend and can give you many inside pointers. It makes me sick to go into some stores and find the proprietor taking up his time driving out the cat or something so that he will not have to listen to the traveler.

"Thanks, old man," broke in a traveler. "That's about right." "I know it is," returned Mr. Percival.

**Co-operative Delivery in Michigan.**

Then the speaker turned to the working out of a co-operative delivery system over in a city of about 15,000 population in Michigan. "There are a good many co-operative deliveries in our State, but I want particularly to speak of this one. There is \$20,000 invested. When a start was made the delivery outfit of every dealer was appraised. The grocer and the butcher were each classified, and were given stock to that

amount. There is a superintendent, a bookkeeper, a barn boss, and also men to take care of the horses. There are three deliveries in the morning and two in the afternoon. These are made on schedule time. The dealers find it costs less than two-thirds of the expenditure that was necessary when each had individual deliveries. There are 18 wagons and 12 routes. Deliveries are made at 7, 9, and 11 in the morning, and 2 and 5 o'clock in the afternoon.

"Every household has been informed by card as to the hours when goods might be expected. No night work is done. Everything is closed out by six o'clock, and the dealers find this a saving. You couldn't get them to go back to the old system.

"Another thing I want to tell you about is a saving they have been able to make out of waste paper. Every dealer saves his waste in baskets or in barrels, and from these receptacles it is forwarded onto the central delivery. There it is baled and sold, the proceeds going to help bear expense of the system. In one month the returns showed that \$126 had been saved in waste paper alone. There are you see many wastes in the grocery business.

"There are two grocery trade papers in Michigan," concluded Mr. Percival. "It is a duty for each dealer to subscribe to one or other of these. You can't learn too much, and there is nothing like a trade paper to show you what the other fellows are doing."

**Mr. Moyer's Address.**

"The retailer is the salt of the earth," declared M. Moyer, treasurer of the Retail Grocers' Association, in rising to speak to the same toast. "I consider," said he, "that the retailer is even greater than the wholesaler and manufacturer, because he stands between the producer and the consumer. The country is prosperous, yet the retail grocer is not getting his proper share. The only way we can get it, is by organization." The speaker here gave a detailed description of how the Retail Grocers' Association came into being. He also outlined the career of three co-operative stores in Toronto, and urged notice of the effort now being made to secure another co-operative bill from Parliament at Ottawa.

"Now there is no class of people that can do more for the prosperity of the country than the retail merchant," he said. "That's a big statement, but it's true. So is it not time that we consider better trade methods, and get more harmony among the members than exists at the present time? Why do we sit here with folded arms and allow all our young men to leave Ontario farms?" he asked. "Even the schools are being depopulated. There are only two places to go—Toronto and the North-West. Again let me ask why this is? Because these places advertise. Yet I venture to say there's not a single farm of one hundred acres in the West, upon which buildings have been erected, that has not been more expensive than a similar acreage in Ontario. But the people go there because they got going. And that is why business is going to the mail order houses—because it got going.

**An Exchange in Shoes.**

"I was in a shoe store in a certain town in Ontario the other day when a lady came in with a pair of new shoes.

Continued on Page 40.

# The Canadian Grocer

Established - - 1886

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John Bayne MacLean - President

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PUBLISHED EVERY FRIDAY

## ADVANCE IN ROLLED OATS.

Giving the strength of the oat market as a reason manufacturers on Tuesday advanced the price of rolled oats by twenty cents a barrel.

As a general rule there is a weaker tendency to this cereal in the spring as the export call for the raw product is not then expected to amount to much. This year there appears to be a rather peculiar condition existing.

In Manitoba and the other Western provinces it seems that the growers have been averse to marketing their oats, believing presumably that the market would go higher as the season advanced. According to millers there are several million bushels in the hands of these men. In addition to that there is a growing demand for oats in Europe, and buyers are seeking the grain to satisfy this class of business.

Combined, all these circumstances make for a stronger market, and it is upon the strength of the oat market that the price of the cereal depends. Generally speaking, rolled oats are dearer this year than last by about fifteen cents a sack. The price will probably not come down until somebody in the west unloads holdings in considerable volume.

## INSPECTION OF SCALES.

A grocer of Clinton, Ont., who contends that the inspection of his scale is calculated to protect the public and who accordingly resents the demand upon him of a dollar and a half and upwards every time an inspector looks into his store on inspection bent, wants to know why the fees should not be paid from the public purse, quoting the payment of medical health officers as a precedent.

The comparison seems hardly apt, because it is just possible the inspection of the scale might work a saving for the grocer sometimes. It would look strange if it did not, and the public would be the first to seize upon the fact as another argument, "showing how it is continually done." But that isn't the point.

There are two questions involved in this situation. The first is whether the inspection is useful, or needed; the second, who should pay for it. Regular inspection of scales would be a guarantee to the public. It would lull the suspicions of the housewife, and have a tendency to improve things all round. But such an inspection must be regular, and often. Again, owing to the general honesty of dealers, only once in many times does the inspector find the machines giving wrong weight. So it would appear the inspection is not needed.

As to the payment, there appears to be a great difference of opinion. If an inspection is to be regular it thereby becomes a PUBLIC SERVICE and should be paid for out of public funds. If it is not regular but intermittent and calculated to trip up the merchant, then it is only a Government test. In such a case it would seem that the only logical manner of treating the payment issue would be to have no charge when the scales are right and a penalty when they are found to be wrong.

That would cover the trouble and tend to keep them ALWAYS RIGHT. It would also serve as a guarantee to the public. It would appear to be an equitable arrangement. The Grocer would like to get the views of other dealers on this question, because our Clinton friend is not the only one interested.

## THE DISCOUNT EVIL.

At different points in the United States bitter conflicts are being waged between trading stamp companies and retailers who stand up for business conducted on a NON-DISCOUNT BASIS.

In some cases reported the dealers seem to be winning. In the city of Cedar Rapids, Iowa, they appear to have compelled the trading stamp concerns to solicit companies and manufacturing plants generally not touched upon in contests of this kind. But in Cedar Rapids, and, for matter of that, in the whole of Iowa, an effort is being made to have all retailers sign a "pledge" to abstain from giving trading stamps for some definite period, usually a year. At last reports the responses were most liberal.

Canadian dealers should not forget how lately they have escaped from the same evil in this country. They should bear in mind also that all such things, defeated in one way, always seek to re-enter the fold in some other guise, so

covered that the particular scheme may seem most truly lamb-like and innocent. Be on the watch always, for these propositions are hatching even while sleep has closed the eyes of most honest merchants.

There are some towns in Ontario and other provinces where dealers have been "stung" by these so-called "business-getters." It is almost safe to predict that these towns will not be worked again.

## THE MENACE IN CO-OPERATION.

William Maxwell, of Rothesay, Scotland, President of the International Co-Operative Alliance, who is touring Canada with the object of stimulating interest in co-operation, does not seem to be meeting with any great measure of success.

Already Canada has seen several stores of this class start, do business for a short time and then go out like a sputtering candle, while numerous poor folk, induced by alluring promises to join, mourned the loss of their small savings.

The real trouble with these concerns lies in the fact that the partial Governmental endorsement, contained in an Act of Incorporation imparts an idea of stability, and of prospective profits that is not warranted. It is a lamentable fact that everywhere this halibadge of gentility, and solidity is used as a bait to draw from banks, and hoards the timorous dollars of the honest poor. In such schemes as these there lurks always the possibility to deceive the inexperienced investor. It is a pity.

Freedom to embark in legitimate enterprise can be denied no one, but it is to be hoped that Parliament in its wisdom, will see clearly the advisability of preventing the Co-operative Bill now before the House of Commons, going on the statute books. So long as the retailers of the country hold together, and keep an unsleeping eye turned on Parliament Hill, it is probable the measure will not pass. But it may slip by in an unguarded moment. It is this fact that must be considered in every retail store in Canada.

While addressing a meeting of retailers in Kingston recently, H. A. Harrington, Dominion organizer for the R.M.A., made the statement that those who were in the library competition were breaking the law by using a device which could be construed as a discount or bribe to customers. It is reported that some of the dealers present expressed pleasure at the prospect of having a clear field of competition. Others in the town are credited with having taken the remark of the R.M.A. man less kindly.

## Cutting Knots for Correspondents

One Dealer Could Not See How Grocer Arrived at Year's Statement Printed in Previous Issue—Some Doubt Even in the Answer—The Query as to How a Merchant is to Know When He is Obeying Law on Produce and Lines of Foodstuffs.

By Henry Johnson, Jr.

March 9, 1911.

Mr. H. Johnson, Jr.  
cr. The Canadian Grocer,  
143-149 University Ave.,  
Toronto.

Dear Sir,—I have been reading with considerable interest your articles which have been appearing from time to time in our trade paper, "The Canadian Grocer," and may say that I have received some very valuable pointers on many of the topics which you have touched on.

There are one or two questions which I would like to ask you in connection with articles appearing in issues of Feb. 17th and March 3rd. In your article of Feb. 17th, you give a copy of a grocer's first year's statement, and I notice that in this statement he arrives at the conclusion that his net profit on year's business is \$1,426.70. In looking over the figures I quite see that the profit is 2.81 p.c. plus on sales, but do not see exactly how he arrives at the amount. As it is his first year in business I presume the difference between his assets and liabilities, allowing for depreciation on fixtures, bad debts, etc., must represent his profit, but as stated do not see how he arrives at the figure.

### Expenses Seemed Low.

In your article of March 3rd, I read with interest of the success attending the efforts of our friend from the Old Country, and quite agree with your statement, that he started in right, and made good by sticking right on the job. I am interested, however, in knowing in just what part of the Dominion he is doing business, as his percentage of expense on gross sales seems particularly low to grocers doing business in this Western Country. Possibly he is working under more favorable conditions than we are, as our percentage of expense in — runs nearer 12½ p.c. than 9½ p.c.

Trusting you will find time to answer my communication when convenient, believe me,

Yours sincerely,  
W. A. E.

### One Arrangement.

I have tried to get my former correspondent to write an elucidation of his statement along the lines suggested by W. A. E., but he does not reply, so I have had to do some "digging" myself. Here is the way it works out as I see it:

Gross sales .....	\$50,760.20
Less cost of goods .....	35,934.00
<b>Gross profit .....</b>	<b>14,826.21</b>
Less net expense .....	9,129.51
<b>Net profit .....</b>	<b>5,696.70</b>
Portion represented by stock on hand .....	4,270.00
Leaving amount for dividends..	1,426.70

### Another Compilation.

But, on the other hand, here is something which might modify his conclusions. Suppose we look at it this way:

Assets are .....	\$9,270.10
Less liabilities, bills pay., capital stock .....	7,843.40

Which leaves, as above .....	1,426.70
Which tangible assets have been scaled for F. & F. and bills received .....	413.55

Apparently leaving available for dividends only .....	1,013.15
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I am not clear on this point, though I have thought over it a good deal. Question is: If the total tangible surplus is \$1,426.70, and we cut into it to the extent of \$413.55, can we by any process of correct figuring have the entire amount of \$1,426.70 on hand for dividends?

The "friend from the Old Country" is located in New Jersey.

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### Just Hated to Ask.

Here is a merchant whose troubles are those of legal pure foods:

Hornell, N.Y., March 9, 1911.

Gentlemen,—I receive so much knowledge from you that I hate to ask for special information. But I would like to know about farm made butter, vinegar, maple syrup and maple sugar. How are we to know when we obey the law? We want to obey the law to the letter, but cannot tell whether butter contains 16 p.c. moisture, or vinegar 40 p.c. acid, or maple sugar all maple, rice glazed, or not. We are told to stamp oleo, process butter, cottosuet, compound, cottolene, vegetole, and soon to have a stamp for all teas, unless natural. Kindly advise.

Respectfully,  
PURE FOOD COMPANY.

### The General Risk.

You cannot tell about farm produce and must simply take the risk unless the seller will give you a written guaranty, in which case you are relieved of responsibility and the trouble is up to him. Butter which is well "worked" is likely to come within the law and pure cider vinegar, made from apple juice only, should always be safe for 4 p.c.—not 40 p.c.—acetic acid. But your farmer may not know about these tests and may then decline to give you a guaranty. In the case of maples, however, he can know, and his refusal to give the guaranty is prima facie evidence that you had better let his stuff alone. As to rice, that is bought from people who are in position to give and from whom you are in position unequivocally to demand a guaranty, and you should get it every time.

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### Fail Through Ignorance.

Gentlemen,—I was much interested in your sample pages relating to store ex-

penses. I have been in the retail grocery business over twenty-five years and during that time have seen the rise and fall of a number of so-called grocermen, and my honest opinion is that more grocermen fail from not knowing how to figure percentage than from any other cause. I am sending you my way of figuring expense. If you care to publish it, you have my consent; but would rather you would not mention my name or place of business.

Yours truly,  
G. O. W.

### His Method.

Capital stock .....	\$3,000.00
Store rent, per month .....	\$30.00 \$360.00
1 clerk, per month .....	40.00 480.00
Myself, per month .....	75.00 900.00
Fuel, per month .....	2.50 30.00
Light, per month .....	3.00 36.00
Insurance, per month .....	3.00 36.00
Taxes, per month .....	3.00 36.00
Telephones, per month .....	2.50 30.00
Advertising, per month .....	2.50 30.00
Delivery horse and wagon, per year .....	50.00
Incidentals, per year .....	50.00
Int. in Investment, 6 p.c. ....	180.00
<b>Total expense .....</b>	<b>\$2,578.00</b>

### Luck on Horse-Keeping.

Yearly sales, \$18,000.	
20 p.c. gross profit, 1-6th of sales .....	\$3,000.00
Expense .....	2,578.00

Net profit .....	\$422.00
\$2,578 divided by 18,000 equals 2 1-3 per cent. expense.	
\$422 divided by 18,000 equals 2 1-3 per cent. net profit.	

Which I pass upon as a very conservative statement, which probably fairly reflects local conditions of competition, etc., but it looks like he is very lucky in his horse keeping expense. It costs me as much every sixty days to keep one horse.

### GROCERS IN POLITICS.

#### John W. Vanwart Defeated for the Council in St. John.

St. John, N.B., April 27.—John W. Vanwart, proprietor of Vanwart Bros., grocers and meat dealers, who has been in the city council for the past six years, was defeated last week, in the annual elections, by about 400 votes. Ald. H. G. Smith, the west side grocer, was returned with a comfortable majority. George W. Colwell and Thomas J. Dean, two retail grocers who sought to break into civic politics, were unsuccessful in downing their opponents.

This will be the last year for the present aldermanic system as the people voted by a majority of 2,246 in favor of government by an elective commission composed of a mayor and four commissioners instead of the present council, consisting of a mayor and seventeen aldermen. The new regime begins next year.

### TO FORM RETAIL ASSOCIATION.

A committee has been formed in Medicine Hat, Alta., to take preliminary steps in the organization of a Retail Merchants' Association. One of the first questions which will be dealt with is an early closing by-law.



## Dishonest Agent Victimizes Grocers

**Man Who Represented Himself as Agent for Manufacturer for House Cleaning Product Plays Sad Havoc in Business of Chatham Dealers—The Forged Orders and Flood of Goods—Manufacturer Appears Guiltless.**

Chatham, Ont., April 27.—A number of grocers in this city and vicinity are the victims of what appears to have been rather unscrupulous methods of securing orders in connection with an advertising campaign. Apparently, the manufacturers and wholesalers have been also victimized in the matter.

About four weeks ago an agent made his appearance in the city and conducted a house to house canvass, representing that he was acting on behalf of the manufacturers or wholesalers of a certain product designed for sweeping and housecleaning purposes. The agent stated that he was representing the firm which manufactured the goods.

The following was what actually occurred at one house where he called. When the man had introduced himself and his goods the lady of the house declared that she didn't want to buy any.

### The Interview.

"But we're not really taking orders," explained the man. "We're just going around, representing the firm and advertising the goods, to give the grocers an idea of how much to put in stock."

The lady still protested that she didn't want any.

"Of course, this doesn't cost you anything," the man assured her. "I am not taking orders."

He then asked if she had ever used the stuff. She said she had not, but that a neighbor had, and from what she could learn it was very good. Some time she might use it herself, but didn't intend to order except through her grocer.

"I am not taking orders," persisted the agent.

He then produced a book, similar to the order-book usually handled by canvassers, with a carbon sheet for duplicating. He asked where the woman dealt, and her name; and secured these, also the street number. He then handed the book to the woman to sign.

### She Reads the Paper.

"I suppose since I am to sign this, I might as well read it and see what it is," she commented; and read the printed blank which had been filled in by the agent, and which, besides the information given, contained these words: "This is an order for a can of — for which I agree to pay 35 cents upon delivery."

"That is an order," declared the woman. "I don't want the stuff now. I may order later; but if so, I'll order through my grocer."

The man explained that the goods would be sent to the grocer, and delivered to her at any time she liked; and she didn't have to pay unless they were delivered. However, the woman ended by telling him flatly that she didn't intend to order. When she wanted the stuff she would go to the grocer.

### The Second Act.

This was Act 1 of the drama. Act 2 was pulled off toward the close of an April afternoon, some three weeks later. The scene was the selfsame kitchen. There came a violent rap at the door. The latter being opened, the grocery boy handed in a can of —.

"Here's your —, Mrs. —," he cried.

"But I didn't order any," protested the woman.

Thereupon the boy showed her the duplicate order blank, filled in with her name, the grocer's name, the street address, countersigned by the agent, presumably in his own handwriting, and with the woman's name ostensibly signed in the blank left for her signature. The woman's "signature" was written in a feminine hand, quite different from the agent's; though it was not, of course, the woman's actual handwriting, but a clumsy forgery.

### The Goods Refused.

The man of the house happened to be handy, and he promptly told the boy to take the stuff away, that they didn't want it in a gift, and that somebody had been guilty of forgery. The boy took the goods back to the grocer.

Interviewed later, the same grocer stated that this was not the only case. About half the orders he had been handed (taken ostensibly by the agent or agents) had produced similar complaints. In some cases the people had never signed at all; in others they had signed upon the understanding that the goods were not going to cost them anything.

### Others Have Like Experience.

Other grocers have had a like experience. One man ordered a couple of cases of the goods on the strength of these advance orders, only to find that a large percentage of the orders had never been actually given. Of course the grocer never knew there was anything wrong till he or his man went to deliver the goods. Then the cans of — came tumbling back on him in veritable showers. The grocer could do nothing. Where the customer declared he had never signed, it was out of the question, on grounds of policy alone, to dispute his statement. Where the signature had been actually given, but under the impression that there was no expense involved, to force the goods upon the customer would be equally impolitic. The grocer, in short, found himself loaded with twice as much of the stuff as there was any demand for. In most cases orders had been given by the grocer in considerable excess of the advance orders ostensibly secured by the agent, so that when approximately half of the latter vanished into thin air, the grocer felt him self pretty badly "stung."

### Made Sales Difficult.

But this didn't end the grocer's predicament. The goods were excellent; the stuff should, under ordinary circumstances have been easily salable; but the peculiar methods referred to speedily became a matter of common talk. Hence the grocer who undertook to sell these goods to ordinary customers was engaging in very uphill work; and to sell to such as felt an attempt had been made to swindle them was practically impossible.

That the bad advertising given the product by the methods of the agents was injurious to the product itself is

the best evidence that the manufacturers were guiltless of any complicity.

### Shy Second Time.

This seems to have been by no means the only case of the kind, however. About the time the cans of — came tumbling in, another agent made a house to house canvass for a flavoring extract — again, from all accounts, a very good product. The first mentioned grocer, however, having been bitten in the first instance, proved shy in the second. The agent for the flavoring extract, who appears to have made fewer misrepresentations in the course of the canvass, brought him one day fifteen orders for the product at 50 cents a bottle. He glanced through the orders, and as he did so, one woman whose name he noticed came into the store. His previous experience was still fresh in his memory. Quietly calling the customer to one side, he showed her the order.

"Did you sign this?" he asked.

"I most certainly did not," she declared.

The grocer had already ordered two dozen of the product on the strength of the advertising campaign, but he immediately cancelled half the order, taking his chances on disposing of the other half.

### TORONTO BRANCH AND R. M. A.

Toronto, April 27.—A peculiar situation developed at the last meeting of the Toronto branch of the R.M.A., on Monday night, when President R. W. Dockeray, First Vice-President Harry Ellis, Second Vice-President George H. Cooper, Secretary George E. Gibbard, and Treasurer F. C. Higgins, the entire executive of the branch, tendered their resignations to the meeting on the ground of inability to work in harmony with other sections of the association.

Some time ago these officers, who comprise the executive of the branch, forwarded to the Dominion board a request that changes be made in the constitution to allow the local branch a greater measure of autonomy. This was done because of the discovery that the branch had little or no authority in working out its own affairs. They wanted an amendment to allow of any branch setting its own yearly fees, while sending on a stated per capita tax to the Dominion body. They also desired to exclude all past officers from places on executive committees, and have on these bodies men who were actually holding office.

These things the Dominion board, in their deliberations on Easter Monday in Montreal, did not deem to be in the best interests of the association as a whole, and so the required changes were not made. The local executive, after stating their case, placed their resignations before the meeting. The membership, however, after listening to all the explanations, voiced its disapproval of this procedure, and on a vote being taken the meeting divided 25 to 24 in favor of the officers staying on. They were averse to doing this, but finally, on a motion by Ald. Yoemans, it was decided that they hold a meeting themselves some time during this week, and submit to a meeting of the branch on Monday night next a report, setting forth just what they consider should be done for the best interests of the retail dealers in Toronto.

There was some talk of secession, but several members of the executive spoke against this, pointing out that the only hope of the dealers of the country lay in unity from coast to coast.

INTERESTING NEWS FROM THE AMBITIOUS CITY

Synopsis of the Principal Topics of Conversation in Hamilton Grocerdom—The Annual Picnic—The Motor Truck for Delivery Purposes—A New Suggestion — The Late Arrival of Maple Syrup—Mr. Maxwell to Speak at Canadian Club Banquet.

Hamilton, April 27.—Hamilton grocers have their committees appointed to arrange details for their annual picnic, but as yet have not decided where it will be held. Niagara Falls and Grimsby Beach seem to be the most popular points mentioned. The action of the railways in raising the rates came unexpectedly, and this may make a difference in route selection.

**Motor Deliveries.**

Motor truck or horse for delivery purposes is becoming quite a subject for discussion among the trade. All realize that in the near future the horseless wagon will be a necessity. It has been suggested that ten or fifteen grocers should combine and give a manufacturer an order that would enable him to make a considerable reduction in price.

Eastern maple syrup is coming in now, this being the latest delivery in years, with orders only partially filled. It is proving an unprofitable business for the grocer, as any warm day it may be lost by fermentation.

**Canadian Club Feature.**

The Canadian Club feature Mr. Maxwell, the promoter of co-operative societies, as a drawing card for a banquet. It is to be wondered if they knew the nature of the business he is promoting before they heard him, as most of the members are merchants or manufacturers that stand to lose more than any other people by the introduction of co-operative concerns in Canada.

**Always Figure Profits on the Selling Price**

Here is a letter arising out of an article which recently appeared in "Canadian Grocer," outlining the views on profit figuring of C. E. Jamieson, of St. Catharines.

Editor Canadian Grocer.—I was much interested in the article "Profit Figured on Capital Employed," which appeared in a recent number, and though I am not good explaining on paper, I should like to ask one or two questions on this subject. Let me give an example why we should figure profit on selling price.

Supposing we figure on cost and we purchase at 80 cents to sell for \$1 and call that 25 per cent. Now you tell your clerks that you are making 25 per cent. and one of your neighbors comes and wants to be obliged and the clerk is told to let him have it at cost. First thing he would take off 25 per cent., which will not give you the price you paid; which on the other hand had you told him 20 p.c., the "correct" percentage, he would have at least got you your cost.

Another example: "A" commission merchant; "B" merchant:

A sells \$10 of goods 25 per cent. commission, \$2.50 returned to shipper, \$7.50; B sells \$10 worth of goods, makes \$2.50 returns to wholesale, \$7.50.

Thus you see, two men sell \$10 and both at end of day have \$10 in the till. Both make \$2.50, both return to creditor \$7.50. Why should that be 25 per cent. on \$10, and 33 1-3 per cent. on the other? I claim that the easiest and safest way must be the right and best, in spite of what school books say. I for one would not go to the schoolmaster for business advice. I think C. E. Jamieson must have taught school till quite late in life before taking up business.

Still another example: Suppose a biscuit manufacturer invoiced his biscuits at selling price and allowed us 20 per cent., we would send back to them 20 cents out of every dollar's worth sold. Should I call that 20 per cent. or 25 per cent. profit? As I am too busy to take private lessons, I will still continue to figure the right way.

J. F. HOLLOWAY,  
Toronto.

**PICTON AND FREIGHT RATES.**

Pictou, Ont., April 27.—For some time past local retailers have been urging that some action be taken to adjust freight rates, which appear, on the face of things, to be of a nature discriminatory against dealers in this town.

The matter came to a head last week, when the Board of Trade took it into consideration at its regular meeting.

There was some discussion and as a result a resolution was passed setting forth the views of the body with regard to the alleged discriminations. A copy of the resolution was ordered to be sent to the parties concerned.

Retailers are hopeful this action will have the effect desired. If it does not, some of the local men are disposed to have the matter brought to the attention of the member of Parliament for the constituency. If necessary, they would carry it even further, they say.

**LONDONERS REVEL IN SPEECH AND SONG.**

Continued from Page 36.

'I bought these in a mail order house by catalogue,' she told the dealer. 'They don't fit and I want to exchange them. I'll pay you the difference, because of course you cannot afford to sell as cheaply as the big places can. The dealer looked at the boots, and then brought down a pair of the same size and brand from his shelves. They were fifty cents cheaper. The woman was astounded, and could hardly believe her eyes. She wouldn't have either only the marks on the shoes had undoubtedly been there before she entered the place. Still they go to the catalogue houses to buy goods, just because they got going.

"It's a common thing to see dealers exchanging goods bought from these big establishments. They do it every day.

"Now what I say is that we must go further than simple organization of our own and must organize with the customer. The dealer has got to start a campaign to tell the farmer what to do. This movement must come from all the people in the country. The consumer must understand the retailer. Find out why these people send money away to mail order houses. They cannot really serve the people, except in small part. But find out why it is done. Make the farmer see he is losing more if the country stores close than he can possibly gain from the other end."

**Hold Public Meetings.**

"Public meetings could be held with speakers from outside points to address them, so that personal bias would not enter in. The situation could be explained in full, and those in the audience could be asked to take their part in the movement. You could appoint joint committees of merchants, mechanics and farmer and work out some systematic plan for the good of the many. There's been a little too much secrecy in this business. Because of this tendency on the part of the dealer to keep things hidden the consumer has come to think he is being "done" all the time. Don't let it get any worse."

The toast to "Our Trade Journal," was responded to by W. J. Whiteside, editor of The Canadian Grocer.

C. W. McGuire spoke a few words for the travelers, and the meeting closed with "God Save the King."

**Some of the Feasters.**

Among those present were the following: J. T. Percival, Port Huron; M. Moyer, Toronto; Wm. Turnbull, J. I. A. Hunt, Lieut.-Col. A. M. Smith, C. W. Summers, M. Masuret, John Stevely, Ald. R. C. Eckert, James S. McDougall, Wm. Gorman, N. McLeod, F. Webster, W. T. Mullins, F. L. Evans, M. J. McKeough; W. J. Whiteside, Toronto; C. W. McGuire, Wm. Spittal, R. J. Donaghy, F. E. Tobias, J. H. Boyd, S. F. Stevenson, Clem Garvey, F. W. Paul, W. E. Watson, Edwin Smith, G. W. Hammett, Thomas McCarthy, J. H. Wilkey, E. E. Sinnell, F. T. Manning, Fred H. Traver, N. M. Ripley, M. A. Young, T. J. Cohoon, J. M. Duncan, E. M. Insley, H. Fountaine, E. S. English, H. English, W. C. Maker, Thomas H. Janes, D. J. Patterson, Thomas Shaw, E. J. Ryan, G. B. Drake, J. A. McFarlane, T. Selby, W. Hayes, Jack Anderson, W. Kidner, O. Falkner, Fred Jones, W. Richards, H. James, William O'Loughlin, J. A. Beechie, R. Collins, A. M. Masuret, Thomas Fitzgibbin, E. Bodkin, George Fulcher, R. Jupp, Jas. Jupp, J. A. Wilson, C. H. Tune, A. Duncan, L. T. McIntyre, H. Lewis, R. A. Ross, G. E. Eccleston, Harry T. Bell, James McLeod, C. H. O'Brien, Walter Lee, George Tupholme, W. A. Bailey, H. Lance, John Murray James McKenzie, E. F. Clegg, Ken McCormick, J. Fortner, H. Geach, K. L. Elliott, R. A. Thompson, P. A. Sands, W. V. Charlton, A. McNaughton, T. H. Haskett, James Haskett, J. Hawkins.

# Latest Review of Grocery Markets

Dried Fruits Continue Firm—Stocks of Prunes and Evaporated Apples Especially Scarce—Raisins Another Line Singled Out—Sugar Considered Quite Strong Though Trade is not Brisk—Montreal Reports Higher Market for Tarragona Almonds and New Crop Brazils.

See also Provisions, Cereals and Fruit, Pages Following.

## QUEBEC MARKETS

### POINTERS—

Tarragona Almonds—Higher.  
New Brazils—Received; higher.  
Seeded Raisins—Advance noted.

Montreal, Apr. 27th.—The reports from the wholesale houses indicate healthy conditions in the grocery market. Orders are coming in freely, payments are quite satisfactory, conditions in regard to most of the articles are favorable and a prosperous summer seems to be looming up. During the past week the market has been rather uneventful as to prices but the conditions of trade remain bright.

This week practically marks the opening of navigation which with consequent lower freight rates for which the trade has to a certain extent been waiting should give business a new impetus. Flour is somewhat stronger and rolled oats are firming up. New Brazil nuts are on the market, sugar at the recent advance is firm and in good demand.

Canned goods are in practically the same position they occupied a week ago. The demand continues good, especially in tomatoes. This is the time of the year when home stocks are beginning to run low and the grocer is called upon for supplies.

In dried fruits seeded raisins show a slight advance and the whole market is strong. One firm stated that 100 to 110 prunes sold in a wholesale way at 9 cents recently. The smaller varieties are in limited supply and are bringing a good price to those who have them to offer.

The arrival of new strawberries in increased quantities and at a lower price should be of interest to the grocers who handle new fruits, this pointing to the fact that the big season is rapidly approaching.

Sugar.—At the recent advance sugar is firm with a fair enquiry. There are reasons why the demand is still only fairly brisk, the fact that many of the retail trade not having disposed of the heavy stocks they secured some time ago, the awaiting for the opening of navigation, and the heavy character of the roads coming with the breaking up of winter being the foremost. There is a fair business passing, however, and the market is considered strong.

Granulated, bags.....	4 50
" " 50-lb. bags.....	4 70
" " Imperial.....	4 45
" " Hammer.....	4 45
Fine lump, boxes, 100 lbs.....	5 50
" " " 50 lbs.....	5 50
" " " 25 lbs.....	5 50
Red Seal, in cartons, each.....	5 50
Crystal diamonds, bbls.....	5 50
" " 100 lb. boxes.....	5 50
" " " 50 lb. ".....	5 50
" " " 25 lb. ".....	5 50
" " " 10 lb. cartons, each.....	5 50
Crystal Diamond Dominoes, 5-lb. cartons, each.....	5 50

Eggs ground, bbls.....	5 05
" " 25-lb. boxes.....	5 15
" " 50-lb. boxes.....	5 45
Powdered, bbls.....	4 85
" " 50-lb. boxes.....	5 05
Phoenix.....	4 60
Bright coffee.....	4 55
" " yellow.....	4 35
" " ".....	4 35
" " ".....	4 20
See granulated and yellow may be had at the above bag prices.	

Syrups and Molasses.—Molasses at present are rather quiet but there is interest in the fact that the first arrival of the new crop is reported for next week by steamer. The opening price is that which has been reported for futures. The demand is fair at present but with the opening of navigation and the arrival of new stocks there should be renewed activity. Syrups are moving out well, continuing the business that has been experienced of late.

Molasses, to arrive, car load lots.....	0 28	0 29
Fancy Barbados molasses, puncheons.....	0 31	0 33
" " " barrels.....	0 34	0 36
" " " half-barrels.....	0 36	0 38
Choice Barbados molasses, puncheons.....	0 31	0 33
" " " barrels.....	0 34	0 36
" " " half-barrels.....	0 36	0 38
New Orleans.....	0 25	0 28
Antigua.....	0 28	0 30
Porto Rico.....	0 40	0 42
Coro syrups, bbls.....	0 62	0 64
" " 1-bbl.....	0 62	0 64
" " 25-lb. pails.....	1 70	1 70
" " 50-lb. pails.....	1 90	1 90
Oases, 2-lb. tins, 3 doz. per case.....	2 25	2 25
" " 5-lb. " doz. ".....	2 60	2 60
" " 10-lb. " doz. ".....	2 80	2 80
" " 25-lb. " doz. ".....	3 45	3 45

Dried Fruits.—A slight advance in the price of seedless raisins is reported owing to a scarcity of the old stocks and reports in regard to futures. Evaporated apples and peaches are becoming scarcer every week and prices seem to be naturally seeking a higher level. The market in practically every instance is firm and will likely remain so for some time to come. Some of the houses are in a better position in regard to dried fruit. One will report apricots still in fair supply but evaporated apples done, while with another the condition will likely be the reverse.

Evaporated apricots.....	0 18	0 21
Evaporated apples.....	0 14	0 15
Evaporated peaches.....	0 11	0 12
Currants, fine Alsatian, per lb., not cleaned.....	0 07	0 07
" " " " cleaned.....	0 06	0 06
" " " " cleaned.....	0 05	0 05
Dates.....	0 05	0 06
Figs.....	0 11	0 11
Figs, 3 crown.....	0 08	0 08
Figs, 4 crown.....	0 09	0 09
Figs, 5 crown.....	0 10	0 11
Prunes.....	0 14	0 16
30-40.....	0 14	0 15
40-50.....	0 14	0 14
50-60.....	0 13	0 14
60-70.....	0 13	0 13
70-80.....	0 10	0 12
80-90.....	0 08	0 12
100 and over.....	0 09	0 10
Bonnie prunes.....	0 11	0 12

Raisins.....	0 08	0 08
Choice seeded raisins.....	0 08	0 08
" " fancy seeded, 1-lb. bags.....	0 07	0 08
" " loose muscades, 3-crown, per lb.....	0 07	0 08
" " " 4-crown, per lb.....	0 07	0 08
Select raisins, 7-lb. box, per box.....	2 40	2 40
Malaga table raisins, clusters, per box.....	0 07	0 07
Valencia, fine off stalk, per lb.....	0 05	0 05
" " select, per lb.....	0 05	0 05
" " 4-crown layers, per lb.....	0 05	0 05

Nuts.—New Brazils are practically on the market now. Local houses report

them arrived or on the way and the price rather stiff. There is not a great deal of interest in nuts at the present time. A steady demand is noted but otherwise there is nothing new to report. The market is firm. Tarragona almonds are reported very scarce and some of the jobbers are quoting higher prices.

In shell.....	0 15	0 18
Brazils.....	0 11	0 13
Filberts, Sicily, per lb.....	0 15	0 18
" " " " ".....	0 15	0 18
Tarragona Almonds, per lb.....	0 17	0 19
Walnuts, Greenhills, per lb.....	0 16	0 18
" " " " ".....	0 16	0 18
Almonds, 4-crown selected, per lb.....	0 35	0 37
" " 3-crown.....	0 31	0 33
" " 2-crown.....	0 27	0 29
" " (in bags), standards, per lb.....	0 15	0 17
Cashews.....	0 15	0 17
Peanuts.....		
American.....		
Coon, roasted.....	0 08	0 07
Coon, green.....	0 08	0 07
Diamond G, roasted.....	0 08	0 07
Diamond G, green.....	0 11	0 11
Bon Ton, roasted.....	0 10	0 10
Bon Ton, green.....	0 10	0 10
Spanish, No. 1.....	0 15	0 15
Virginia, No. 1.....	0 17	0 18
Pecans, 3 crown, per lb.....	0 17	0 18
Pistachios, per lb.....	0 75	0 75
Walnuts.....		
Bordeaux halves.....	0 54	0 57
Broken.....	0 50	0 52
Grenobles.....	0 17	0 17

Rice and Tapioca.—There is a fair enquiry for rice. Jobbers report that Carolina rice shows a slight reduction this week. The reason advanced is to the effect that the area of rice cultivation in the southern part of the United States has been greatly increased and with the source of supply larger the amount of rice to offer undoubtedly becomes greater. But at the same time it is admitted that for American rice the demand has always been about equal to the supply. However, the report as given is the statement of one of the local houses on the conditions of the market as they find it. For other varieties of rice the demand is steady and tapioca is also going out well before what is apparently the beginning of a summer demand.

Rice, grade B, bags, 250 pounds.....	3 10
" " " 100 ".....	3 10
" " " 50 ".....	3 10
" " " pockets 25 pounds.....	3 30
" " " 12 1/2 pounds.....	3 30
" " " grade a.c., 250 pounds.....	3 00
" " " 100 ".....	3 00
" " " 50 ".....	3 00
" " " pockets, 25 pounds.....	3 10
" " " 12 1/2 pounds.....	3 10
Velvet head Carolina rice, per lb.....	0 09
Brown sago.....	0 04
Tapioca, medium pearl.....	0 05
Seed.....	0 54

Teas.—The market is steady with a good demand for teas of all kinds. There is practically no change as far as quotations are concerned.

Japan.....		
Chaict.....	0 40	0 50
China.....	0 35	0 35
Yunnan.....	0 30	0 35
Medium.....	0 25	0 30
Good common.....	0 21	0 24
Common.....	0 17	0 21
Oryz.....		
Broken Orange Pekoe.....	0 31	0 31
Falcoo.....	0 25	0 25
Paloo.....	0 25	0 25
India.....		
Three Banchang.....	0 19	0 20
Ceylon.....		
Young Hyson.....	0 24	0 25
Hyson.....	0 24	0 25
Gungowden.....	0 10	0 35



THE CANADIAN GROCER

<b>Syrups—</b>	<b>Per case</b>	<b>Maple Syrup—</b>	
5 lb. tins, 2 doz.	2 25	Gallons, 5 to case	4 25
in case, 1 doz.	3 40	Quarts, 24 "	4 40
10 lb. tins, 2 doz.	2 50	Pints, 24 "	4 00
in case, 1 doz.	2 45	<b>Molasses—</b>	
Barrels, per lb.	0 02 1/2	New Orleans,	
Half barrels, lb.	0 03 1/2	medium	0 30 0 35
Quarter "	0 03 1/2	New Orleans,	
Full, 50 lbs. ea.	1 70	bb's	0 25 0 32
" "	1 20	Barbados, extra	
		fancy	0 45
		Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—“You won't find any wholesalers pushing prunes because stocks in general are down to a decidedly low basis. I don't think you could get over 100 boxes on the street,” said one wholesaler, while all agreed that stocks were small. For this reason even at the present high quotations, prunes are firm. Valencia raisins which some dealers reported are moving better of late is another item that shows some strength. “If purchased at the present time,” said one dealer, “I would have to pay as high a figure anyway as I am selling at now.” Peaches and apricots under pressure of general scarcity of dried fruits are decidedly steady and for that matter the same thing can be said of the dried fruit list in general.

Frost in the California fruit districts has damaged crops to quite an extent. Included in the fruits damaged are prunes, raisins, peaches and apricots. Apricots were particularly hard hit but it is asserted by some that it will probably be another week before an accurate conclusion in regard to how much injury was done can be arrived at.

<b>Prunes—</b>		
30 to 40, in 25-lb. boxes	0 15 1/2	
40 to 50 " "	0 15	
50 to 60 " "	0 14	
60 to 70 " "	0 13 1/2	
70 to 80 " "	0 13	
80 to 90 " "	0 12	
90 to 100 " "	0 11 1/2	
Same fruit in 50-lb. boxes 1/2 cent less.		

<b>Apricots—</b>		
Standard, 25 lb boxes	0 16	0 16 1/2
Fancy, " "	0 16	0 17
<b>Candied Peels—</b>		
Lemon	0 09	0 11
Orange	0 10	0 12 1/2

<b>Figs—</b>		
Elmes, per lb.	2 1/2	0 11 1/2 0 12 1/2
1 1/2 inches	0 08	0 10
1 1/4 "	0 08 1/2	0 10 1/2
1 1/8 "	0 09 1/2	0 11
Umbrella boxes	0 12	0 14

<b>Apples—</b>		
Standard	0 04	0 04 1/2
Choice	0 04 1/2	0 06
Dried peaches	0 10	0 10 1/2
Dried apples	0 09	0 09 1/2

<b>Currants—</b>		
Black	0 07 1/2	0 08
White	0 08	0 08 1/2
Unseasoned 1/2 less		

<b>Raisins—</b>		
Standard	0 10	0 12
Fancy	0 11	0 13
Extra fancy	0 14	0 16
Valencia selected	0 08	0 08 1/2
Seeded, 1 lb packets, fancy	0 08 1/2	0 09
16 oz packets, choice	0 07 1/2	0 08
12 oz "	0 07	0 07 1/2

<b>Dates—</b>		
Half boxes	0 05 1/2	0 06 1/2
Full boxes	0 05 1/2	0 06 1/2
Package dates, per 1 lb.	0 06 1/2	0 06 1/2
Fancy choicest	0 10	0 10 1/2

Tea.—The local tea situation shows no particular change, the same steadiness in regard to prices continuing, with dealers reporting a fairly satisfactory movement.

Coffee.—The local situation in coffee shows but little change. Willets & Gray's Journal says of coffee, “The prospects of the coming crop are such as to portend the same outcome in the markets as started with the current crops. The trees are not there in condition for large crops, and large crops must be dismissed from calculations. The growing 1911-

1912 crop has been pictured as high as 11 to 12 millions in Santos, 3 to 4 millions in Rio. The very latest estimates from the most reliable sources show a considerable reduction from these outside figures. It is said that a careful survey of the plantations is being made in order that a closer line can be drawn on the probable outturn. Such will be made public just as soon as completed but already it is supposed the estimates will not exceed much, if any, the yield of the current season. The coffee world appears to resent such ideas, but the truth is coming out that the next crops are small, and when thoroughly verified the markets must respond.”

Rio, roasted	0 18	0 20	Mocha, roasted	0 20	0 25
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 23	0 24	Mexican	0 25	
Maracibo	0 22	0 22	Guatemala	0 22	0 24
Bogotas	0 23	0 25	Jamaica	0 20	0 22
			Chicory	0 12	

Nuts.—A steady demand for this season of the year is in evidence. There are no price changes but most lines are steady at present quotations. Almonds will be a short crop in California this year and have been recently damaged by frosts.

Almonds, Formigetta	0 14	0 15
Tarragona	0 15	0 16
shelled	0 33	0 34
Walnuts, Grenoble	0 15 1/2	0 16
Bordeaux	0 14 1/2	0 15
Marocca	0 38	0 40
shelled	0 12	0 12 1/2
Filberts	0 18	0 20 1/2
Pecans	0 14 1/2	0 15
Brazils (new crop)	0 10	0 13
Peanuts, roasted	0 10	0 13

Spices.—Prices in the different lines of spices are unchanged but there is firmness noticeable in a number of lines such as pepper, cloves and mace in the primary market.

	Bbl.	Pells or Boxes	Tins	1/2 lb. pkgs. ds	1/2 lb. tins ds
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 25	0 26	0 28	0 90	0 90
Green Saffron	0 25	0 26	0 28	0 90	0 90
Curry powder	0 22	0 24	0 25	0 80	0 80
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	0 22	0 24	0 26	0 80	0 80
Nutmegs	0 22	0 24	0 26	0 80	0 80
Pepper, black	0 15	0 16	0 17 1/2	0 75	0 80
Pepper, white	0 24	0 25	0 26 1/2	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	0 15	0 16	0 18	0 75	0 75
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20

Rice and Tapioca.—There is nothing eventful in the rice trade at the present time. Tapioca in the primary market is firmer, reflecting strength on the local market, and some firms are asking higher than present quotations. The tapioca trade is of a steady nature.

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

Beans.—There is no particular feature to the bean market, the situation being about similar to a week ago, with only a normal amount of business being done.

Prime beans, per bushel	1 20	2 00
Hand picked beans, per bushel	2 05	2 15

Evaporated Apples.—The amount of business being done in evaporated apples is decidedly small and for a reason with which dealers are already acquainted, namely scarcity of stocks.

Evaporated apples	0 14 1/2	0 15
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Sardines.—A large importer of sardines has recently received a report from Europe showing that the imported article is likely to rule higher. This is due to the higher price of olive oil in which they are packed and also to the prospects of the coming sardine fishing season which opens in July, and which are none too favorable. This importer said that he would not be surprised to see an advance of 50 or 75 cents per case which means 1/2 to 3/4 cents a tin and which may not seem very large to the small dealers but is to the big handler of this article.

Another dealer in speaking in regard to sardines said, “The high price of olive oil this year may lead unscrupulous manufacturers to substitute a great deal of cottonseed oil in packing their sardines and dealers will have to be more than ever on the lookout for sardines packed in the inferior oil. If he wants to be assured of the best, the dealer should receive a guarantee that they are packed in pure olive oil.”

“There is another side to the packing of sardines,” said another dealer, “The packer who uses only pure olive oil may in some cases on account of its high price use an insufficient quantity and the sardines would not be properly preserved, but when cottonseed oil is mixed, more can be used and the sardines will be well preserved, although the oil may be inferior. However, the reputable dealer will attempt to keep his product at the former standard.”

MANITOBA MARKETS

POINTERS—

- Sugar—Advanced.
- Dried Fruit.—Scarce.
- Syrup.—Higher tendency.
- Coffee.—Stronger after decline.

Winnipeg, April 27.—Trade in all lines of groceries have swung back during the week into their natural grooves. The ideal weather of the last week has enabled farmers to start seeding, and as prospects are better for a good crop than they were two weeks ago, the optimistic feeling is having an encouraging effect on the volume of trade being transacted. Country roads are nearly all opened up, and in another week supplies will be able to be freighted out to the more distant points of the country.

Spring housecleaning is now in active operation throughout the entire west and consequently there is still an active call for all lines necessary in this operation.

Many fluctuations have taken place during the week and new prices will be noted in some instances. Sugar has again been on the advance and is now quoted 5 cents a pound higher. Syrup is also showing tendency to advance owing to the strength on the corn market in the south. An advance is looked for in all products such as starch, glucose, syrup and etc.

The dried fruit market is also a source of speculation. Four cars of prunes are



## What the Grocer Can Do in Month of May

**Some Suggestions Thrown Out For Benefit of Dealer That He May Not Fail to Take Advantage of the Season—Selling Cereals, Their Display and Introduction—The Pushing of Vegetables and Fruits—Possibilities of Inducing Trade in Country Produce—Seeds.**

By J. W. Bryans.

May should be a busy month for the live merchant. But he must be willing to put forth the necessary efforts to secure his share of the trade.

One thing that he should remember is that the house cleaning season is not yet over. While most housewives are anxious to start in early on the regular spring clean up, still there are a good many who postpone this semi-annual duty until the weather can be depended on to continue favorable for the time necessary for the work. It therefore behooves the merchant to keep a sharp lookout on his stocks of house cleaning supplies, that they may not run short and he should not as yet give up his selling attention to these lines.

### Selling Cereals.

As the spring opens up and the weather gets warmer, there is a noticeable increase in the sale of cereals and breakfast foods, and the merchant should be after his share of this trade. In this as in most lines of groceries, proper display and personal salesmanship are the important factors in moving out these lines. In the display a mere pile of the article will receive in most cases only passing attention. If the packages are

built into some unusual design, the attention of passersby is attracted first to the design of the display and then to the goods themselves. In showing package cereals or breakfast foods if they are at all new and the people likely to be in ignorance as to what they are like, it is well to have a package emptied into a dish, so that the customer will have an idea of what it is like.

### Fruits and Vegetables.

Attention to fruits and vegetables during May can be made profitable. Oranges are of good quality and can be made good sellers, the weather is now quite favorable for bananas, and pineapples will be cheaper as the month advances. Green goods can be handled perhaps better at this season than at any other. There is no danger of frost and an absence of the heat which makes their handling difficult in the real summer time. Both fruit and green goods are lines which are bought by customers at the store mostly and if you get them coming for them, it will be helpful to other lines in your business.

### Country Produce.

Such lines as eggs, butter, cheese and hams should be given some attention

during this month also. The securing of supplies of good quality butter and eggs during the summer months is a difficult problem for the housewife in some districts. Make some arrangement for obtaining the best in these lines and maintain a high standard. You will then be sure of this portion of the customer's trade which is also a holder on the rest. The merchant can also, by proper methods, build up a fair trade in smoked, pickled and cooked hams, and other lines of provisions. Those grocers who do not now handle them should consider the advisability of doing so, as most customers like to be able to purchase all their food supplies at one store. This line will also give to the merchant a fair margin of profit if he manages it with care. See that your meats are kept where they will not lose weight by drying out and give attention to disposing of the ends of hams and sides.

### The Seed Trade.


In most parts of the country the big part of the seed trade is just nicely getting under way and the merchant should give it, proper attention. Display at the beginning of the season is a mighty good move, but it is also of value at any time, showing customers that you still have complete stocks. Now is the time to push the sale of garden and flower seeds. Make a display on one of the counters and suggest this line to all customers who enter during the next couple of days. Then, in about a week, do the same thing again. The season for seed corn begins in May and dealers who handle it should be making preparations by getting the farmer interested now.

FOUNTAIN PENS

# SPECIAL OFFER


## THE PORT ARTHUR AND FORT WILLIAM CHRISTMAS CARD AND NOVELTY CO., PORT ARTHUR, ONTARIO

UNIVERSAL VICTORIA  
14-KARAT GOLD NIB, CHASED VULCANITE, LARGE CONE CAP, IRIIDIUM TIPPED WITH GLASS FILLER




**\$3.25**  
each

VICTORIA IMPERIAL  
MOUNTED WITH 2 HEAVY HAND CHASED 18-KARAT ROLLED GOLD MOUNTS WITH GLASS FILLER, IN PLUSH LINED LEATHER CASE



**\$4.50**  
each

VICTORIA POPULAR  
CHASED VULCANITE, TWIN FEED AND SPIRAL INK REGULATOR THE BEST VALUE IN 14-KARAT GOLD NIB PENS



**\$2.75**  
each

**ALL OUR PENS ARE GUARANTEED. ALL PENS WITH POCKET CLIPS.**  
**SPECIALS IN SELF FILLING FOUNTAIN PENS**

Sterling Silver Cased Self-Filling Fountain Pens, Mounted Barrel and Cap in Handsome Plush Lined Leather Case, 14-Kt. Gold Nibs	\$5.50 complete
No. I-L.C.E.L. Victoria Self Filling Fountain Pens, made of Extra Strong Celluloid. Fitted with Gilt Nibs, Fine, Medium, Broad	75c. each
No. I-L.C. Self Filling Fountain Pens with Fine Orb Pointed Gilt Nibs and Patent Clip	\$1.25 each
No. I-G.C. Self Filling Fountain Pens, 14-Karat Gold Nibs Chased Vulcanite	\$2.25 each
Extra 14-Karat Gold Nibs kept in stock to suit all pens	\$1.00 per Nib

**ABOVE PRICES ARE FOR CASH WITH ORDER**

Agents wanted in every town and city in Canada to handle our Private Christmas and New Year Greeting Cards for the months of July, August, September and October. Handsome Satin Cover Sample Books.

Address: PORT ARTHUR AND FORT WILLIAM CHRISTMAS CARD AND NOVELTY CO.
BRENT ST., PORT ARTHUR, ONT

FOUNTAIN PENS

THE CANADIAN GROCER

# Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

## W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade  
Coffees.

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

Mail orders promptly attended to.

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

TRY A

### Condensed Ad.

IN

Canadian Grocer

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

The Condensed Ads. in this  
Paper will bring good results

## VICTORIA FRUIT GROWERS' ASSOCIATION

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

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

## McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

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

## THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern  
Grocery Fixtures Manufactured in  
Canada.

It affords the best-known facilities  
for handling a grocery stock of any size  
and displaying that stock to the best  
advantage.

A "Walker Bin" Outfit will put  
new life into your business, and the cost  
will be small compared with the results  
that are bound to follow.

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

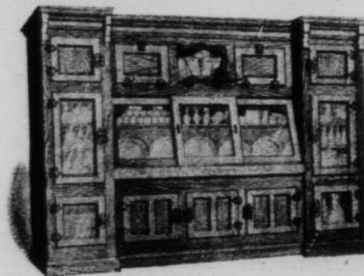
## Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:-

Manitoba; Watson & Truendale, Winnipeg, Man.  
Saskatchewan and Alberta: J. G. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

## Aubin's Patent CABINET REFRIGERATOR



is the most up-to-date. Its  
construction is the best com-  
bination ever put on the  
market in a Refrigerator.

### Dry Air Ventilating System

Best of insulation.

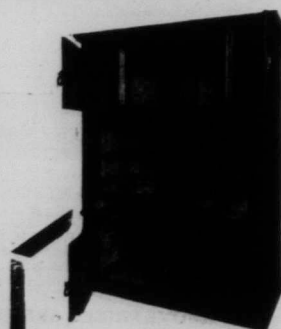
Made in 10 sizes:

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

## C. P. FABIEN, MONTREAL, CANADA

TORONTO REPRESENTATIVES:

Stewart & Co., - 122 Wellington Street West.



## The Best is Always Cheapest

That's why hundreds of wide-awake  
grocers are buying

## Arctic Refrigerators

Cold, dry air constantly circulating;  
absolutely sanitary—can't collect dirt  
or rust or corrode; shelves and sec-  
tions specially for grocers; all parts  
separable; case of ash; hardware of  
solid brass with lining of spruce,  
shellacked. Write now for complete  
information.

## John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne  
Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



The  
Cleaning  
Season

is now on



No dust, no  
moths,  
bright car-  
pets, rugs  
and floors,  
satisfied  
customers

Are some of the results you get from  
selling

**"SOCLEAN"**

The dustless sweeping compound.

Ask your wholesaler for the "BROWN  
POWDER" or order direct.

**SOCLEAN LIMITED**

444 King St. W. TORONTO Phone M. 6735

**DOMINION  
Silent Matches**

strike without spluttering, won't lose  
heads, are even in size, with good quality  
stems.

Make New Friends for the Dealer!

Try a Sample  
Order.

Prices on  
Request.

**The Dominion Match Co., Ltd.**  
DESERONTO ONT.

OR  
Canada Brokerage Co., Ltd., Toronto



**Queen Quality Pickles**

never fail to  
bring satis-  
faction to  
your custo-  
mers and  
profit to  
yourself,  
because  
they are  
a line that  
always  
reaches  
you in  
perfect  
condition.

Feature  
this rapid  
selling  
line. The  
demand  
for it is  
largely  
increas-  
ing.



Choicest select-  
ed vegetables  
and other pure  
ingredients  
alone find their  
way into  
"Queen"  
Quality  
Pickles and the  
entire manufac-  
ture is  
marked  
by un-  
usual  
skill, care  
and  
cleanli-  
ness.

Put up in  
10 oz. and  
20 oz.  
bottles.

Try our PURE TOMATO-CATSUP.  
Send to-day for discounts and prices.

**Taylor & Pringle Co., Ltd., OWEN SOUND, ONT.**

**OK**  
ENGLAND'S  
LEADING  
FRUIT SAUCE  
25 years' reputation, and the only  
sauce backed up by a purity guar-  
antee of  
**1000 GUINEAS**  
Sells at 15 cents and 25 cents  
BE WARY OF IMITATIONS

**SAUCE**  
**GEO. MASON & CO.**

LIMITED  
Sole Manufacturers - LONDON, ENG.

Canadian Agents—DARBY & TURNBULL  
179 Bannatyne Ave., WINNIPEG

# Concentrated Strength



It Pays to Keep  
**BOVRIL**  
Well to the Fore

For—

- It gives you a good profit.
- It never spoils.
- It is pure concentrated beef.
- It is universally known and a display in your store will call it to your customers' attention and make sales.



Send a post card for a prepaid supply of cards to

**Bovril Limited, Montreal**

# YOU WANT TO SEE NEW FACES

in your store?

Well, the only way is to have something special which you can recommend yourself and which will be freely recommended by others.

**CASTOLS** is the most recent discovery of modern science; a preparation containing all the medicinal properties of castor oil and a sure and healthy purgative.

A Pleasant  
Sweetmeat.

**CASTOLS**

Good for  
Young or Old



**CASTOLS**

**CASTOLS**

Children  
Think It's  
Chocolate

**CASTOLS**

What a Boon!  
No More  
Castor Oil!

COST TO YOU - half-gross (in display tin) \$2.25

COST TO CONSUMER—half-gross - - \$3.60

PROFIT PER GROSS—\$2.70

This is a splendid line. There's money in it.

WRITE US

**SNOWDON & EBBITT**

325 Coristine Building, MONTREAL

Sole Canadian Agents

## Westward Ho!

**T**HE opportunity for manufacturers and shippers of Eastern Canada, Europe and the States to introduce their goods to the Great West is now exceptionally favorable. The Westerner is a good spender at all times, and he has the money to spend. Why not get in on the ground floor? Our extensive connection with Western Canada and our sound financial standing, place us in a better position to build up sales for you than any other firm in the West.

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

*Write us advising what you have to ship. We know we can help you*

**NICHOLSON & BAIN,** Wholesale Commission Merchants and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY



### CANE'S JUBILEE WASHBOARD

is a heavy solid zinc board with a perforated rubbing plate, a feature original with us and later widely copied, though never as successful as ours owing to the extra weight and perfect construction of Cane's goods

## Your Recommendation

WILL SELL ALMOST ANY WASHBOARD

You only need **show**

### CANE'S WASHBOARDS

to make sales and your recommendation will be given heartily after they have brought other customers through the advertising of good service.

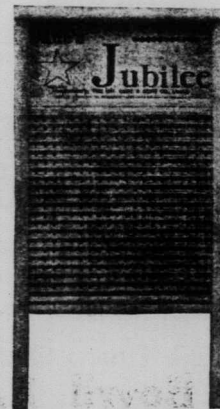
**WE MAKE MANY STYLES**

and can furnish the proper grade for your trade.

Send for information and illustrated catalog of Cane's washday woodenware. There is good profit awaiting you.

THE  
**Wm. Cane & Sons Co.**  
LIMITED

NEWMARKET, CANADA



## GUNNS QUALITY ROAST PORK WITH DRESSING



The seal of Public Approval.  
Made from fresh Hams with  
a special dressing. Slices  
nicely and shows you a big  
profit.

*Try a sample order.*

### GUNNS LIMITED

PORK AND BEEF PACKERS  
WEST TORONTO

## New Cheese

is now on the mar-  
ket. Quality is not  
equal to last Sep-  
tember cheese, but  
price is much low-  
er. We shall be  
glad to supply you  
either large or  
twins.

**F. W. Fearman Co.**  
*LIMITED*  
HAMILTON



## The Babies Eat What is Given Them

The child cannot choose like the grown-  
ups. The choice of food for the infant  
rests with the parent. Give the babies

### Reindeer Brand Condensed Milk

It is pure, sterilized and free from germ  
life—carries none of the infection liable  
through raw milk.

**The Truro Condensed Milk Co., Limited**  
TRURO, N.S. HUNTINGDON, P.Q.

## Roll Bacon

ESPECIALLY MILD CURED.  
AS FINE AS ANY BREAK-  
FAST BACON.

WE ARE MAKING A SPEC-  
IAL CUT IN PRICE AT  
PRESENT.

### THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
FERGUS

70-72 Front St. East  
TORONTO

## Larger Receipts Make Butter Easier

The Arrival of Butter is Larger, With a Consequent Drop in Prices—Live Hogs are Steady—Provisions in Montreal are Easier—Supplies of Eggs are Not as Large as Expected—Prices are Steady.

Live hog prices show a little steadier feeling this week, Canadian markets ruling about the same, while United States markets, with a fairly active arrival of hogs, are a shade higher. The old country market for provisions is reported dull. Montreal provisions are easier in accordance with the drop in live hogs there last week.

The steadiness noticeable in live hogs this week has led some dealers to believe that perhaps the bottom has been reached. During the past few months prices have been materially reduced, and with the improvement in trade which is expected, and which is already being felt, they have hopes that the provision market may be put in a more favorable condition.

Still, there are differences of opinions. Patrick Cudahy of the Cudahy Packing Company, Chicago, is authority for the statement that provisions will be lower, while an exchange which generally is reliable, says: "There is nothing 'bullish' in the situation at the present time, neither do we expect to see prices go a great deal lower."

Egg arrivals have not been as large as expected, following the close of Lent. Some dealers hint that they are being stored. At any rate, shipments have been curtailed, and with a fairly large demand, prices continue steady.

Butter, however, is feeling the effects of large arrivals and prices are easier. The demand continues favorable. The arrival of new make will control future prices to a large extent, while the quantity of old make will also be a factor. In some centres the amount of this held stock is conceded to be quite large, and in others small. One dealer states that the demand which centered on choicest for so long, is now broadening.

In regard to the butter market it may be noted that cream is bringing a lower price in the United States than it is in Canada just now, with the result that Canadian farmers are not shipping their cream as was done last summer. This cream is therefore being made into butter, hence one of the reasons for the present plenty of the new make butter. Prices show the effect of the new receipts in the drop that has occurred during the past week.

### TORONTO.

Provisions.—With the exception of a further decline in lard of 1/4 cent per pound, there are no features to the provision market this week. Live and dressed hogs are unchanged, as are also the other pork products. General trade is gradually becoming more satisfactory to wholesale dealers.

Long clear bacon, per lb.	0 11 0 11
Smoked breakfast bacon, per lb.	0 16 0 17 1/2
Pickled shoulder.	0 09 0 11 1/2

Roll bacon, per lb.	0 11 0 11 1/2
Light hams, per lb.	0 15 0 16
Medium hams, per lb.	0 14 0 15
Large hams, per lb.	0 12 0 13
Cooked hams	0 20 0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb.	0 18 0 18 1/2
" pea meal	0 18 0 19 1/2
Heavy mess pork, per bbl.	20 08 21 00
Short cut, per bbl.	23 00 24 00
Lard, tierces, per lb.	0 10 0 11 1/2
" tubs	0 11 0 11 1/2
" pails	0 11 0 11 1/2
" compounds, per lb.	0 09 0 10 1/2
Live hogs, at country points	6 15
Live hogs, local	6 50
ressed hogs	8 50 9 00

Butter.—The expected has happened in the butter market. Arrivals of both creamery and dairy have increased in volume and prices are a full cent lower than those of last week. Demand continues quite brisk. The supplies of old butter are thought to be quite limited on this market.

Fresh creamery print	Per lb.	0 26 0 27
Creamery solids	0 23 0 24	
Farmers' separator butter	0 22 0 23	
Dairy prints, choice	0 20 0 21	
Fresh large rolls	0 19 0 20	
No. 1 tubs or boxes	0 19	
No. 2 tubs or boxes	0 17 0 18	

Eggs.—Egg prices have not made the downward flight some dealers believed they would, after the close of Lent. This week they remain unchanged and at the same figure as the week preceding Easter. Supplies for some reason are not coming forward in any large quantity, while demand is keeping at a good steady volume. However, egg arrivals may show an increase at any time.

New laid eggs	0 18 0 19
---------------	-----------

Cheese.—Quotations are given this week on new cheese, 13 cents for large and 13 1/4 for twins. Old cheese remains steady at present prices, with the total amount of trade not overly large.

New cheese—	New twins	0 13 1/2	
Large	0 13	Stiltons	0 14 1/2 0 15
Old cheese	0 14 0 15		

Poultry.—The poultry trade continues quiet, with no change in prices.

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

### MONTREAL.

Butter.—Heavy receipts have been pressing the market down, and locally it is weak. New milk creamery is arriving freely, receipts showing a big increase over the figures for the same time last year. Demand is good, but it is not sufficient to meet the present supplies.

New milk creamery	0 23
Dairy, tubs, lb.	0 18 0 20
Fresh dairy rolls	0 20

Eggs.—Receipts of eggs are not as liberal as they were a week ago, showing a falling off that suggests the cold storage route for what would be the surplus. The market is practically unchanged. Prices are steady before a good demand, and the surplus stocks are going into cold storage for use next winter. A recent report says a Chicago firm offers

to sell eggs to local dealers at 17 cents a doz., to be delivered next January, and to be held in cold storage at Chicago until that time at the expense of the American house. Should the reciprocity compact be embraced and the present slight duty removed, Montreal will likely get cheaper eggs. The agreement is said to be under consideration, and if carried out on a big scale would surely alter local conditions.

New laids	0 18 0 19
Selects	0 22 0 23

Cheese.—The market is quiet. Receipt of new make are coming in fairly liberal. At Brockville recently 600 boxes, mostly of colored, were sold at 11 cents for both kinds. The factories are reported almost all open again, and from now on offerings may be expected to show a weekly increase.

New make	0 13 0 14
Quebec, large	0 14
Western, large	0 14
" twins	0 14
" small, 20 lbs.	0 14
Old cheese, large	0 16

### WINNIPEG.

Provisions.—An active trade continues in all lines of provisions. Lard continues to decline owing to weaker market to the south for live hogs. New quotations will be noticed below:

Hams, large	0 13 1/2	Tomato sausage	0 10
Hams, medium	0 15 1/2	per lb.	0 09
Breakfast bacon	18 1/2	Pork sausage	0 09
bellies	18 1/2	Beef sausage	0 07 1/2
Breakfast bacon	0 19 1/2	Lard, in tierces	0 11 1/2
backs	0 12	per lb.	5 90
Shoulders	0 12	50-lb. tubs	2 40
Long rolls	0 17 1/2	20-lb. pails	7 35
Short rolls	0 17 1/2	10-lb. pails, cases	7 45
Long, clear sides	0 11 1/2	5-lb. pails, cases	7 50
per lb.	0 15 1/2	3-lb. pails, cases	2 35
Boneless backs	0 15 1/2	Compound, 20-lb	0 10 1/2
per lb.	24 50	Compound, 10-lb	0 10 1/2
Mess pork, bbl.	12 50	Steers heifers	
Mess pork, 1/2-bbl	12 50	abattoir killed	

Butter.—A drop of four cents per pound in Manitoba creamery bricks has taken place during the week. Large stocks of storage butter have been offered on the market and this has resulted in bringing about the decline in prices. One speculator who bought butter last fall offered two car loads on the market at a price, it is said, 5 cents below what it had cost him to that date. Eastern creamery bricks are also a little weaker but not so marked, while dairy butter remains unchanged. Receipts of sweet cream to the city are by no means heavy and local creameries stated that they could use a great deal more than they are getting for the ice cream and fresh cream trade of the city. Sour cream is coming in in fair quantities but more could also be used.

Creamery butter—	
Manitoba fancy fresh-made bricks	0 23
Eastern creamery bricks	0 27
Manitoba	0 23 0 26
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 16 0 17
No. 2, delivered Winnipeg	0 15
No. 3, delivered Winnipeg	0 12 0 13

Eggs.—The price of eggs this week is slightly easier owing to the increased receipts. Some firms are offering 16 1/2 cents while some are a half cent higher. Lower levels are looked for as the season advances.

Cheese.—Prices remain unchanged from last week and trade is still normal. Prevailing quotations are 14 1/2 to 15 cents for old and 13 1/2 to 14 cents for new.



## Does Advertising Help You Any?

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

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

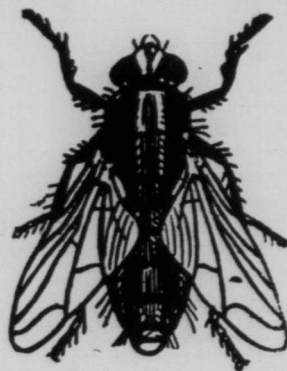
And we haven't mentioned one very important fact—their relative attractiveness. **Dromedary Dates**, selected fruit, clean and moist in a tight carton; and bulk dates, exposed to the dust and sold from a broken and crumbling bundle.

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

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

**The Hills Brothers Co.**  
Beach and Washington Streets, NEW YORK

## WILSON'S FLY PADS



The demand for these best of all fly killers is growing largely every season.

## BY THE CARLOAD

We have now  
**BANANAS,  
TOMATOES,  
CABBAGE,  
and CELERY**

arriving regularly in carload quantities, and we are in a position to serve the trade with all requirements.

Order now for these ready sellers.

## Lemon Bros.

Owen Sound, Ontario  
and Sault Ste. Marie  
Wholesale Fruit, Fish and Produce  
Commission Merchants, and dealers  
in Hides, Wool and Raw Furs.



## A REVOLVING DISPLAY STAND

Filled with green vegetables at this time of the year would be simply irresistible, and your sales would be increased; goods saved from waste and profits doubled.

LET US TELL YOU ABOUT IT.

George Bonnycastle, Winnipeg, Canada



## LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery



# MAGIC BAKING POWDER

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. GILLETT CO., LTD., Toronto, Ont.

## "Kitchener Pork & Beans"

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

**Delicious  
Appetizing  
Satisfying**

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

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

**The Oshawa Canning  
Co., Limited**

OSHAWA :: :: ONTARIO

## Grocers' Attention

is called to our special

**30 Day Trial Offer**

AT

**\$45.00 FOR OUR REGULAR \$75.00**

Self-measuring Coal Oil

**Pump and Tank.**

We offer 50 of these pumps thus, as an advertisement, and with the object of introducing our pumps generally.

**SEND FOR PARTICULARS TO**

**Self - Measuring Pumps**

LIMITED

53 Richmond St. E.

TORONTO

CANADA:

No better  
Country



MOTT'S:

No better  
Chocolate

## "Elite"

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

## Diamond

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

Ask your jobber.

**John P. Mott & Co.**

**Halifax, N.S.**

SELLING AGENTS:

J. M. Douglas & Co. Montreal R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg Tees & Perse Calgary Johnston & Yockney Edmonton Frank M. Hannum, Ottawa

# BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

It Pays to Stock

## M<sup>c</sup>VITIE & PRICE'S BISCUITS

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

All goods packed in hermetically sealed tins.

AGENTS for Manitoba and Saskatchewan:

**RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG**

AGENTS for British Columbia and Alberta:

**DONNELLY, WATSON & BROWN, Vancouver & Calgary**

## Sell Mushrooms

There's Good Money in it

We are arranging with one leading grocer in each town to handle our mushrooms during the coming season.

As the supply of these dainties very seldom equals the great demand, the men who secure a local agency for our product are sure of big sales at extra good profits.

Better write us to-day for full particulars before your competitor closes for the exclusive rights in your locality.

WRITE US TO-DAY

**Canadian Mushroom Growers**  
Limited

LINDSAY :: ONTARIO

## Don't Run Away

with the idea that all sauces are alike in flavour! There's a difference in sauce made according to the old Mason recipe.

Why not handle this well-known line that is so pure and palatable, and is, moreover, made and bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer you can handle.

**MASON'S**  
**No. 1 SAUCE**

**MASONS LIMITED**

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented.



## Rolled Oats Advance 20 Cents a Barrel

**Announcement Made on Tuesday—Higher Oat Market Responsible—Flour is Unchanged—Wheat is Higher Than a Week Ago—Russian Crop Report Causes Rise in Values—The Conditions of American Crop Continues Favorable—Cornmeal is Steady.**

The feature of the cereal market this week was the announcement of an advance in rolled oats of 20 cents per barrel due to the recent rise in the oat market.

The Winnipeg exchange is particularly strong on this grain. Conditions in regard to supplies have caused some dealers to wonder if the advances in oats of late were altogether warranted, and if they will maintain their steady position. Within the past week there has, however, been an improvement in the export demand for oats. An exchange says: "The mid-April suns are transforming the pasture fields which are always something of a factor in the markets for coarse grains, and this, and the fact that May is now only a week away, has quickened popular interest in the stories of the combination in Western oats existing in the Winnipeg market. The line of oats carried by the Grain Growers' company, the selling agents of a large number of Western farmers, is said to amount to something like 4,000,000 bushels. It has been somewhat erroneously described as a corner in oats. No corner actually exists but a good deal depends, nevertheless, upon what the May deliveries of oats bring forth. Some grain growers themselves in addition to holding back their oats, have become buyers as individuals."

The corn market also is ruling firmer and cornmeal in sympathy is steady.

Some mills report a slight increase in the demand for flour, but taken generally there has been but small improvement in trade since the reduction in price. The business passing now is mostly in small lots.

Wheat shows more strength than it did a week ago, crop reports from different parts of the world having had an effect on the market. One feature was a cable from Russia stating that the estimate of winter wheat there on April 15th, was 76 per cent. against 84 per cent. for the same time last year. Some dealers however, fear a reaction because of the continued favorableness of the United States crop situation. One dealer in speaking of this crop said, "though the winter wheat crop is getting along well, there is still plenty of chance for trouble before it is harvested while the spring crop is just seeding."

### MONTREAL.

Flour.—There is a good demand reported for flour with conditions in the primary market showing increased strength. Local quotations are:

Winter wheat patents, bbl.....	4 80
Straight rollers, bb.....	4 30
Manitoba 1st spring wheat patents, bbl.....	5 30
" straight patents, bbl.....	4 80
" strong bakers.....	4 60
" second ".....	4 20

Cereals.—The demand for cereals continues fairly brisk even with the arrival of fine weather. An advance of 20 cents per barrel is announced in rolled oats this week.

Fine oatmeal, bags.....	2 35
Standard oatmeal, bags.....	2 35
Granulated ".....	2 35
Bolled cornmeal, 100-bags.....	1 70
Rolled oats, bags, 90 lb.....	2 15
" barrels.....	4 60

### TORONTO.

Flour.—There is no particular change in the flour situation. The reduction in price has failed to increase the amount of new business to any great extent, buying being done in small quantities. Local wheat in sympathy with higher values elsewhere was advanced as high as 99½ cents for No. 1 Northern at the beginning of the week but has taken on a little easier feeling since then.

#### Manitoba Wheat.

1st Patent, in car lots.....	5 10
2nd Patent, in car lots.....	4 60
Strong bakers, in car lots.....	4 40
Feed flour, in car lots.....	3 00 3 20

#### Winter Wheat.

Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—In sympathy with the higher values for oats, rolled oats and oatmeal have been advanced 20 cents per barrel. The rise in oats was sudden and this has caused some dealers to wonder if they will continue to keep their steady position. Corn is firmer and cornmeal therefore rules steady. Trade is normal.

Rolled oats, small lots, 90 lb. sacks.....	2 15
" " 25 bags to car lots.....	2 05
Standard and granulated oatmeal, 68 lb. sacks.....	2 35
Rolled wheat, small lots, 100 lb. brls.....	2 76
" 5 brls. to car lots.....	2 65
Cornmeal, 100-lb. bags.....	1 70 1 80

### BROCKVILLE R. M. A. OFFICERS.

Thirty-One Members Pay Their Fees at Last Meeting.

Brockville, Ont., April 27.—The Brockville branch of the R.M.A., at their last meeting elected their new officers. H. A. Harrington who has been recently appointed provincial organizer for Ontario, addressed the meeting upon points of interest to the retail trade. Thirty-one members paid their fees of five dollars and the following officers were elected:—

President—R. Davis, dry goods.  
1st Vice-Pres.—H. T. Murray, grocer.  
2nd Vice-Pres.—D. D. Donovan, grocer.  
Treas.—Wm. Rhodes, grocer.  
Secretary—A. M. Patterson, dry goods.

## Once Again

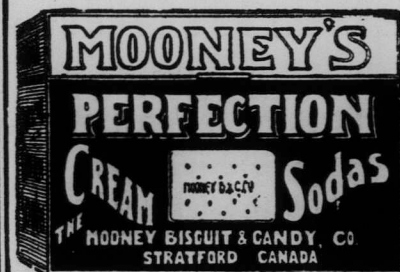
let us draw your attention to the fact that **MOONEY'S PERFECTION CREAM SODAS** are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

### The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont.      Wianipeg, Man.



MAKE MONEY WITH

## MAPLEINE

Mapleine is a new and delightful flavoring.

Put it in your stock—the demand for it is large and growing. We keep it constantly before the consumer. All you have to do is to sell it

Frederick E. Robson & Co., Sales Agents

26 Front St. E., Toronto



# HOLBROOKS

## ENGLISH Specialties

Holbrooks Punch Sauce

Holbrooks Pure Malt Vinegar  
in bulk or bottle

Holbrooks Pure Pickles  
Sweet or Sour

Holbrooks Pure Olive Oil

Holbrooks Custard Powder

The "Holbrook" Brand  
Norwegian Smoked Sardines

Olaf the Great  
Norwegian Smoked Sardines

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

# HOLBROOKS

## GENUINE Worcestershire SAUCE

CANADIAN OFFICES:  
40 Scott St., Toronto  
Manager, H. Gilbert Nobbs.

Head Office and Factories:  
Birmingham and Stourport, Worcestershire,  
England  
Business founded 1798.

LOCAL AGENTS  
Quebec: J. R. Renaud & Co.  
Montreal: F. L. Benedict & Co.  
Winnipeg: Richards & Brown  
Regina: Campbell, Wilson & Smith.  
Calgary and Lethbridge: Campbell, Wilson  
& Horne.  
Vancouver: Kelly, Douglas & Co.  
Victoria: Wilson Bros.  
Halifax: Bauld Bros.  
St. John, N.B.: G. E. Barbour & Co.  
Fredericton, N.B.: Randolph & Son.  
Charlottetown, P.E.I.: Carvell Bros.

### TWELVE REASONS WHY SOME PEOPLE FAIL.

They are always watching the clock—not to see how much they can do in a certain time, but so as not to work a moment longer than is absolutely necessary.

They always grumble at everything that turns up. "Why can't some one else do this" is their constant whine.

They are only punctual at going out to lunch and leaving for the night. To turn up punctually to work in the morning would never occur to them.

They have no confidence in themselves—nor do they think it necessary to acquire any.

They are always asking questions—and never seem able to remember the answers thereto, considering the number of times they ask the same thing.

They always say "I forgot" when any omission is brought to their notice, but they never make the slightest attempt to remember next time.

They are never ready for the next move—they prefer to live in a chronic state of "unreadiness."

They never on any account put the least "life" or "go" into their work. One would think to look at them they were in a state bordering on coma.

They never learn anything from their mistakes nor from anything else. When they do anything right it's by accident not design.


They never dare act upon their own judgment, nor do they trouble to learn how. "Let Jones settle this, as I'm not going to be responsible" is a typical remark of theirs.

They try to make "bluff" take the place of "ability"—which shows what a very poor intelligence they must possess, for "bluff" never can score in the long run.

They prefer to employ any slipshod rule-of-thumb method—being far too lazy to learn even the simplest of systems.

### THE CONSUMER TROUBLE.

Toronto, April 20.—The wholesale grocers and fruitmen of Vancouver, B.C., have refused to sell to restaurants and hotels at wholesale prices. As a result it is stated that a number of brokers have come into existence to take advantage apparently of this market opportunity. The grocers and fruitmen have written to E. M. Trowern, secretary of the Dominion R.M.A., to ascertain how to deal with the problem thus presented.

By Royal  Letters Patent.

# NELSON'S

*Gelatine and Liquorice*

# LOZENGES

Should be in your confectionery department.

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



By Royal Warrant

to H.M. The King

¶ The only original and genuine  
Worcestershire Sauce is made  
by **Lea & Perrins.**

. . . . .

¶ Other Worcestershire Sauces  
are **imitations**, introduced  
many years after **Lea &  
Perrins** had made the name  
"Worcestershire" famous  
throughout the world.

==ORDER==

**Lea & Perrins'**  
**Sauce**

# The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

**Canned Meats, Extract of Meat, Etc.**

OF FINEST QUALITY

SPECIALTY :

**Boiled and Roast Beef**  
in 1 lb., 2 lb. and 6 lb. tins, full weight.

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

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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

**Open a package and see the New Flake**  
You've always liked Tillson's Oats. But now you'll enjoy your bowl of porridge more than ever, because of our new flake.  
Open a package and see this pair of all breakfast foods: made of choice, selected oats, without a hull or black speck in it; and Pan-Dried.  
Oats are richer in protein than all cereals. Protein, you know, is the most valuable of all food elements. In fact, food scientists place oats first in a list of all other cereals.  
**Tillson's Oats**  
Pan-Dried: A Food—Not a Fad  
Cooks in 15 Minutes  
In Tillson's you get the most delicious oat food, an superior to ordinary oatmeal.  
The new, in fact, is the only package containing a complete meal of English Oats—Tillson's.  
Canadian Cereal and Milling Co., Limited  
Toronto, Ont.

**Flavor Oats**  
Tillson's Oats satisfy a real question.  
In Tillson's wheat rolled, because of a makes even so.  
A combination of all cereals and natural the choicest, oat's—the best.  
A—Not a Fad  
Minutes  
Canadian Cereal & Milling Co., Limited  
Toronto, Ontario

**TILLSON'S ROLLED OATS**

**Pan-Dried A Food—Not a Fad**  
Cooks in 15 Minutes

**Made Exclusively of Choice Selected Oats, and Pan-Dried**  
That's why Tillson's cooks so better. There's no much difference between Tillson's Oats and ordinary oatmeal as there is between cream and skimmed milk. Try a bowl of Tillson's next breakfast time—and enjoy oats at their best.  
**Tillson's Oats**  
A Food—Not a Fad  
Cooks in 15 Minutes  
The new, in fact, is the only package containing a complete meal of English Oats—Tillson's.  
CANADIAN CEREAL & MILLING CO., Limited  
TORONTO, ONTARIO

**"Oats are the most Nutritious of all Cereals"**  
—Robert Hutchison, M. D.  
—Author, Food and Dietetics  
If you've been seeking for breakfast foods in that they meet more necessities than those you know the truth.  
"Food and Dietetics," Robert Hutchison, M. D., says "Oats are the most nutritious of cereals. They are rich in nitrogenous matter, protein. Of the total nitrogenous matter, 50 per cent. is in the form of protein suitable for tissue-building."  
The facts you will take on your bowl of oatmeal will show it to you.  
Tillson's Oats  
is the  
most nutritious of cereals.  
Pan-Dried, its flavor is most superior and its new flake, is even better than before.  
**A Food—Not a Fad**  
Cooks in 15 Minutes  
Canadian Cereal & Milling Co., Limited  
Toronto, Ontario

**Have you tasted**  
Tillson's Oats since they appeared with their new flake? They cook up so quickly. And their flavor is even more delicious than before. Serve Tillson's next breakfast time.  
**Pan-Dried A Food—Not a Fad**  
Cooks in 15 Minutes  
The new, in fact, is the only package containing a complete meal of English Oats—Tillson's.  
Canadian Cereal & Milling Co., Limited  
Toronto, Ontario

**Tillson's Oats**

**Pan-Dried A Food—Not a Fad**  
Cooks in 15 Minutes  
The new, in fact, is the only package containing a complete meal of English Oats—Tillson's.  
Canadian Cereal & Milling Co., Limited  
Toronto, Ontario

**Tillson's Oats**

**Ads That Talk!**  
Did you ever figure out the value to you of an extensive publicity campaign? The goodness of  
**TILLSON'S PAN-DRIED OATS**  
A FOOD—NOT A FAD  
has been hammered right home to thousands of Canadian housewives by means of our press and bill-board advertising.  
This is the line to feature for profit and satisfaction---the line for which the demand has been created, and which is the best breakfast cereal in the world. Canadian Oats selected in their most attractive and wholesome form.  
Open a packet, note the new flake, unbroken, no dust and appetizing---try it on your table and you cannot fail to get enthusiastic over "Tillson's."  
**Canadian Cereal & Milling Co., Limited**  
Head Office, LUMSDEN BUILDING, TORONTO

## Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.

# Merchants

It will pay you to recommend to your customers

## CLARK'S PORK and BEANS

The quality and Flavor will win for you satisfied and steady patrons.

### Are Well Advertised

Nothing but the Best Canadian-Grown Hand-Picked Beans are used and prepared with the greatest care by experienced Chefs in a Sanitary Factory under Canadian Government Inspection.

### Every Can Guaranteed

Freight prepaid on Drop Shipments of five cases up to a 40c. freight rate.

Order an assorted shipment from your Jobber to-day.

FLAVORED WITH PLAIN,  
TOMATO OR CHILI SAUCE.

		Per Doz.
Pork and Beans,	No. 1, 4 doz. cases, . . . . .	.50
" "	" 2, 2 " " . . . . .	.90
" Flats,	" 3, 2 " " . . . . .	1.00
" Talls,	" 3, 2 " " . . . . .	1.25

# W. CLARK, - MONTREAL

MANUFACTURER OF

## HIGH GRADE FOOD SPECIALTIES

## Fruits and Vegetables Show More Life

Warmer Weather Responsible for Better Demand—Number of Lines Show Increased Trade—Tomatoes Continue Strong—Oranges are Also Steadier—Bananas are Going Out Freely—Report on Sicily Lemon Crop—Apples are Getting in Small Compass.

# Pineapples

are coming in fine shape; have car to arrive this week.

ORANGES

LEMONS

GRAPE FRUIT

FIGS DATES NUTS, ETC.

NEW CABBAGE

CUCUMBERS WAX BEANS

NEW BEETS CARROTS,

ETC.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO  
are Largest Receivers

Nothing  
Like Them

"St. Nicholas"

AND

"Home Guard"

You can make money  
on them—order to-day  
from your wholesale.

J. J. McCABE

AGENT

TORONTO, ONT.

Thanks to the warmer weather, trade in fruits and vegetables is taking on more life. Business was backward for a time on account of the changeable weather, but is now expected to improve.

The tomato situation in Florida continues strong with the crop nearing a close, the east having completed its shipments, while from the west of the peninsula goods will continue to come for perhaps a couple of weeks longer. After that this article will be imported from Texas and Mississippi, and later on from Tennessee, while still farther distant is the New Jersey crop. When that comes, however, the home grown product will then be ready for the market.

The orange market is steadier, although the crop continues large. Good shippers are scarce and for a while the navels coming forward showed some waste, so that to be sure of good quality, higher prices were asked. The demand on Canadian markets is quite heavy now.

The more favorable weather has induced a better movement in a number of lines. The banana trade is good, dealers stating that the best months for this fruit are April, May and June. Pineapples are receiving more attention also. Porto Ricans are being received now, but shipments from Florida will not commence until on in May. The crop is later in Florida than last year and will be light.

Lemons are feeling the effect also of the summer demand and are steady in price. A report on Sicilian lemons says, "A heavy windstorm about the end of March damaged the crop nearly 20 per cent. It now looks as if the groves would turn out an average crop. Shipments to America, as regards volume, will depend to a certain extent on the European demand, which just now is active. The conditions and quality of the crop are good, the lemons promising to be sound-keeping stock."

### MONTREAL.

Green Fruits.—Apples are getting down to a rather small compass. The demand is reported fair and prices have been well maintained. The summer demand for bananas is beginning to make itself felt, the peddlers helping to get rid of large quantities already. Grape fruit is enjoying a good trade and lemons are showing the first signs of a new movement. North Carolina strawberries are now on the market the first car of 224 crates having arrived this week.

The price is a little easier and wholesalers report a better spirit on the part of retailers. Oranges are steady. The market on the whole possesses quite a

healthy tone just now and the trade are handling heavy stocks of both fruit and vegetables.

Apples, bbl. ....	6 00	8 00	Oranges—	
Spies. ....	7 00	8 00	Cal. navels. ....	3 00
Bananas crated,			Valencia. ....	4 00
bunch. ....	1 75	2 25	Mexican. ....	2 00
Cranberries, bbl. 12	00	13 00	Tangerines. ....	4 00
Cranberries, bzs. 4	00	4 50	Pineapples—	
Cocoanuts, bags. 4	25	4 50	Florida, case. . .	4 25
Grape fruit, Flo. . . .	4 25		Strawberries, N.	
Lemons. ....	2 50	3 00	Carolina. ....	0 20
Limes, a box . . . .	1 50			

Vegetables.—Dealers are quite pleased with the character business has shown of late. The demand is quite general and the new vegetables are meeting with a good call. Prices have not been changing much of late. Potatoes are a little firmer and in steady demand. Tomatoes are no easier in price, but in spite of this fact the enquiry for them is considerable. Radishes, beets, cabbage, celery and other new lines are moving out well. The weather is having a beneficial effect.

Asparagus, boxes			Boston lettuce. .	2 00	2 25
of 2 doz. ....	12 00		Florida lettuce,		
Beans, hamper. . . .	5 50	6 00	hamper. ....	3 75	
Beets, bag. ....	1 00		Onions—		
Carrots, bag. ....	0 75	1 00	Spanish, crate. .	3 00	3 50
Cabbage, doz. . . .	0 50	0 60	Red, bags 100 lb.,		
Cabbage, bbl. . . .	1 00	1 50	per lb. ....	0 04	
Cabbage, crate. . . .	2 00	2 10	Potatoes, bag	1 15	1 25
Celery, Florida. . . .	4 00		New Bermuda		
Cauliflower, French			potatoes, bbl	7 50	8 00
per doz. ....	5 50		Sweet potatoes,		
Cucumbers, doz. . . .	2 75	3 00	hamper. ....	3 00	
Cukes. ....	2 00		Parsley, crate. . .	2 00	
Garlic, 2 bunches . . .	0 25		Parsnips, bag. . .	1 00	1 25
Green Peppers, . . .	1 25		Radishes, dozen		
small basket . . . .	1 25		bunches. ....	0 50	
Leeks, doz. ....	1 75	2 00	Spinach, bbl. . . .	2 50	3 00
Lettuce—			Tomatoes, crate	2 50	3 00
Curly lettuce, box	1 50	1 75	Turnips, bag. . . .	0 75	0 90

### TORONTO.

Fruit.—Trade this week has been quite satisfactory, an increase in demand for a number of lines being noticeable. Bananas are now going out freely. Apples are not at all plentiful and \$8.00 a barrel is being asked for No. 1 Spys. Tomatoes are strong at present quotations and a further stiffening in price is looked for. Grapefruit—both Florida and Jamaica—is a little higher this week. The arrival of oranges is not large and prices have been increased somewhat. Strawberries are doing fairly well. Lemons are steady at present quotations.

Apples, bbl. ....	3 50	8 00	Limes, box. ....	1 25
Apples, box. ....	1 75	2 50	Oranges—	
Bananas. ....	1 50	2 00	Navels, large. . .	2 75
Cocoanuts, sack . . . .	4 75		Navels, small. . .	3 25
Grape Fruit—			Pineapples crate	4 00
Florida per case . . .	3 75	4 25	Strawberries—	
Jamaica, case. . . .	3 00	3 25	Louisiana, qt. . .	0 30
Cuban. ....	2 75	3 00	Tomatoes, case	
Lemons—			of 6 baskets. . .	2 50
California. ....	3 50		Rhubarb, doz. . . .	1 00
Messina. ....	2 50	3 00		

Vegetables.—Dealers are finding no complaint with the present trade in vegetables. Florida cabbage is not enjoying any great trade but other lines are doing fairly well. Asparagus in large and small bunches; spinach in hampers and barrels, and wax and green beans in hampers are offered on the market this week. The market is about bare of

Spanish onions, but there will be some arrivals next week which will probably rule at \$3.50 per case. "Parsnips are a drug on the market," remarked one dealer who is quoting them at 40 cents per bag.

The potato situation is about the same as a week ago and larger supplies may have an effect at any time. "A great many potatoes that should come to this market are being shipped to the West," said one dealer.

Beets, Louisiana doz..... 1 25	Lettuce, Cana- dian, head..... 0 40
Canadian beet, bag..... 0 60 0 75	Boston head let- tuce, doz..... 1 50
Cabbage, old, pr bbl..... 1 50 1 75	Boston head let- tuce, hamper. 4 50 5 00
Cabbage, 1/2 ton lots, ton..... 18 00	Onions—
Cabbage, Florida crate..... 2 50	Spanish, large..... 3 50
Cabbage, North Carolina..... 2 00 2 25	Texas, case..... 3 00 3 25
Carrots, Cana- dian, bag..... 0 50	Egyptian, case. 3 50 3 75
Carrots, Louisi- ana, doz..... 1 00	Potatoes, Onta- rio, bag..... 1 00 1 10
Celery, Florida, case 8's, 6's, 4's 3 50	Delaware..... 1 25
Cucumbers, Bos- ton, doz..... 1 75	Sweet, hamper..... 2 75
Endive, 12 heads ..... 1 00	Parsley, per doz 0 75
Wax beans, ham- per..... 5 00	Parsnips, bag . 0 40 0 50
Green beans, hamper..... 4 50	New turnips, per 11-qt. basket..... 0 50
	Asparagus—
	Large bunches..... 0 50
	Small bunches, dozen..... 1 75
	Spinach..... 0 75
	Hamper..... 2 25
	Barrel..... 2 25

WINDOW-DRESSING COMPETITION.

Winners of Contest Held in Ottawa by Cereal Concern.

Ottawa, Apr. 27. — In the window dressing competition recently held by a cereal concern here among the grocers the results as announced are:—First, F. W. Forde; second, A. P. Johnson; third, Baxter & Trawbridge.

There were about twenty contestants, and it was only after careful consideration on the part of the judges that the foregoing were awarded the three prizes. The displays were judged from an artistic viewpoint as well as from an advertising light, and great credit was reflected upon those who took so much pains to boost one line of goods.

Ottawa's Shopping Week.

Next week will be Ottawa's Shopping Week and great expectations are expressed for its success. Special announcements regarding price reductions are being made, and every effort put forth to render the occasion one of success.

# Early Vegetables

Mixed Cars from the South are now arriving and Prices are down. This coming week we offer:

NEW CABBAGE

NEW POTATOES

ASPARAGUS

TOMATOES

CUCUMBERS

BEANS

PEAS

BEETS, ETC.

Also Specialists in High Class Bananas

## WHITE & CO., Limited

HAMILTON

TORONTO

### NEW CABBAGE

Fresh car just arrived. Hard heads, 5, 6 doz. to crate

### TOMATOES

Quality very fine. Hard, ripe, uniform in size.

### CELERY

Extra Fancy, well bleached stock, 4 doz., 6 doz., 8 doz. to crate.

Send along your orders.

## HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

# BUSTER BROWN

## LEMONOLOGY

The season is at hand when your customers will use more lemons, you can't afford to give them anything but the best. Follina's Brands are what you need.

Order by Name.

Sold Everywhere

W. B. STRINGER, Sales Agent

FOLLINA BROS., Packers





# Fish - Oysters



## Trade in Fish Turns to Fresh Caught

Dealers Enquire for This Class, Which are Arriving Quite Freely, But Will Soon be in Good Supply — Frozen Stock Still in Demand—Better Catches of Fresh Fish on Eastern Coast—Lobsters are more Plentiful Also.

A fair demand for fish keeps the market rather active with enquiries for fresh fish being especially noticeable. Haddock, cod and shad are arriving freely and prices are at a low figure. Halibut are scarce for the time being and an advance in price is reported but is likely to be only temporary. Pickerel are off the market until after May 15th owing to the close season for this fish. Frozen fish are still in demand and are unaffected by the warm weather, thanks to cold storage. The prices are naturally lower than those quoted for fresh stocks. Of the smoked fish, new fillets and haddies are arriving regularly and are meeting with a good demand. Other lines are in good supply with a fair business reported. The catches of fresh fish on the eastern coast are increasing, Nova Scotia reporting larger arrivals last week than at any period during the present year. There is, however, a good demand for fresh fish at the present time, so that prices will quite likely rule steady. There has also been a marked improvement in the lobster catches and prices are slightly easier.

### QUEBEC.

Montreal.—A number of price changes are noted as the result of variations in supply. The market is for the most part steady with demand satisfactory. Pickerel are off the list until after the close season which continues until May 15th. Fresh fish is finding rather liberal enquiries and is getting perhaps the bulk of the present call. Shad, halibut and haddock are among the favorites now with the first two the more plentiful.

FRESH	
Haddock, per lb	0 05 0 06
Haddock, fancy shore, per lb.	0 06 0 07
Steak cod heads, per lb.	0 06
Halibut, express per lb.	0 10
Salmon, per lb.	0 22
Shad, buck, each	0 20
Shad, roe, each	0 50
Pike, per lb.	0 08
FROZEN	
Codfish	0 03 0 04
Haddock	0 02
Halibut, per lb.	0 09
Pike, dressed & headless, cases 150 lbs., per lb.	0 06
Truss pike	0 05
steak cod	0 04
Mackerel	0 11 0 12
Mullet (carp)	0 03 0 04
Flounders, bri	0 09
Salmon, E.O., red	0 10
Gaspé salmon, per lb.	0 18
Qualla salmon	0 06 0 09
No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Whitefish, large, lb.	0 07 0 08
Whitefish, small	0 06 0 06

SALTED AND PICKLED	
Labrador sea trout, bbls	12 00
Labrador sea trout, half bbls	6 50
No. 1 mackerel, half bbls	8 00
No. 1 pollock, bbl	6 00
Scotia herrings, No. 2, bbl.	6 00
Lake trout, half bbl.	6 00
Choice mackerel, half pail	2 00
Salmon, E.O., red, bbl	14 00
" " pink, bbl	12 00
" " Labrador, bbl	16 00
" " " " " " " "	8 50
300 lb.	21 00
Salt eels, per lb.	0 07
Salt sardines, 30 lb. pail	1 00
Scotch herring	6 00
" " " " " " " "	1 00
Holland herring, bbl	5 50
" " " " " " " "	0 75

SMOKED	
Bloaters, large, per box, 60s	1 10
Haddies	0 07
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 25
New fillets, per lb.	0 10

SHELL FISH	
Shell oysters, bbl, choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, imp gal	1 40
" " " " " " " "	1 60
Solid meats—Standards, gal., \$1.05; selects, gal., \$2.	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.	6 1/2, 7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

### NOVA SCOTIA.

More fresh fish were marketed here this week than at any period during the present year. All the local Bankers brought in good catches of cod, haddock and halibut. The latter is plentiful, more so than for many months, but despite this fact there has been no decline, locally, in the price. Some fresh salmon taken from Nova Scotian waters were offered on the local market this week. The price asked was eighty cents per pound, and it is needless to say that at that figure the demand was not very brisk.

There has been a marked improvement in the lobster market since last report. All along the coast fishermen are making good catches and heavy shipments are being made to the American market. On one shipment alone, 1,200 crates went forward, and the dumping of 40,000 lobsters on the Boston market at one time caused prices to crumble. The home market is also well supplied, and the price has dropped to \$1.80 per dozen, a decline of sixty cents from the figures of last week. There is a good demand for dry fish. Shipments to the foreign markets are light, this being due principally to the fact that there are no fish to sell. Salt fish prices continue firm, and will remain so until the new

cure is on the market, which will be in about a month's time.

Herring are now striking in at several points along the coast, but the fish are small. Mackerel are reported moving North on the American coast, but it will be several weeks yet before they reach the waters on the coast of Nova Scotia.

### NEW BRUNSWICK.

St. John.—Receipts of fish during the last two or three weeks have been rather light, though prices are about the same as usual. Haddock are scarce, but cod are in fair supply. Halibut are now being received in limited quantities from Brier Island and Halifax. Gaspereaux are a little cheaper and while the bulk of the stock is coming from down the bay, some good catches have been made in the harbor lately. Delaware shad are offered and local shad are looked for about the middle of May. A couple of salmon were taken in the harbor last week, but the usual spring run is not looked for until the latter part of May. Lobsters continue very scarce and high. Thus far, the weather has been cold and the latter part of the week there was a snow storm, but it is hoped that with the advent of warmer weather, conditions will improve.

### ONTARIO.

Toronto.—There is nothing of any special importance to the fish market this week. As is natural for the present time, trade is inclined to dullness. In another week there will be a good supply of fresh fish on the market when trade will take on the steady character which it generally does for a month or so after the close of Lent. Fresh trout at 14 cents a pound is added to this list this week.

FRESH CAUGHT FISH	
Steak cod	0 08
Fresh halibut	0 10
Perch	0 10
Fresh trout	0 14
Fresh caught white	0 14
Fresh caught herring	0 09
Haddock	0 06 0 07

FROZEN FISH	
Goldeyes	0 05
Pike	0 05
Pink sea salmon	0 06 0 09
Round red	0 09
White fish, winter caught	0 09
Yellow pickerel	0 08 1/2
Mullet	0 04
Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH	
Acadia 2-lb. box per crate	5 40
Shredded cod	2 25
Cod, Imperial, per lb.	0 06
Fillets, per lb.	0 12
Haddie, Finnan	0 07 1/2
Oysters, extra selects, gal.	2 25
Oysters, selects, gal.	1 35
Oysters, standard, gal.	1 05
Pickled lake herring, 100 lb. keg	2 80
Quail on toast, per lb.	0 07

### BRITISH COLUMBIA AND CANNED SALMON.

During the year 1910 British Columbia produced 762,201 cases of packed salmon, totalling in value \$4,192,105. The production of fresh salmon amounted to 2,500,000 pounds. Halibut is also the centre of an important industry in that province, the years "take" amounting to 22,500,000 pounds valued at \$1,125,000. These with other kinds of ocean fish, salt and dried salmon, herring, oysters, and other shell fish—make up a total production for that province during the year of \$8,602,306, which represents a total capital employed in the British Columbia fishing industry of \$6,823,852, requiring the labor of 19,500 persons, whose earnings total \$5,580,000.



# THE CANADIAN GROCER

## THE WEEK'S TRADE CHANGES.

### What Canadian Dealers From Coast to Coast are Doing.

ONTARIO.—Frank J. Layman, grocer, boot and shoe dealer, Park Hill, has assigned.

E. Sauve, grocer, Ottawa, has sold out.

Leon Thiverge, merchant, Lemieux, has assigned.

Geo. Lewis, general merchant, Avon, is selling out.

Thos. McGraw, grocer, Kincardine, Ont., has sold out.

J. J. Todd, grocer, Toronto, has sold to Miss R. McEwen.

Oscar Piquette, general merchant, Cambridge, has sold out.

H. F. Simpson, grocer, New Sarum, has sold to Savage & Brown.

Anderson Bros., groceries and boots, Stratton, sold to Gainsby & Upton.

F. W. Hicks, general merchant, Pine Grove, succeeded by Thompson Bros.

W. H. Reid, grocer, 83 Rosslyn Ave., Hamilton, succeeded by L. R. Raven.

C. E. Harrison & Co., Toronto, has sold grocery department to E. J. Godbeer.

George Hacquil, grocer, West Fort William, has sold to the Smart & Taylor Grocery Co.

Thieves removed a quantity of flour from the storehouse of Robt. Harrison, Merrickville.

QUEBEC.—Bastien & David, grocers, Montreal, registered.

H. Lavigne & Co., grocers, Montreal, dissolved.

Richer & Drouin, grocers, Montreal, have dissolved.

The assets of L. A. Warren, general merchant, Quebec, have been sold.

The assets of J. C. Berube, grocer, St. Hubert, Que., have been sold.

R. B. Scott & Sons, general merchants, Scotstown, sold to E. Roberge & Son.

The assets of W. F. Pope, general merchant, Bromptonville, have been sold.

L. Ecuyer & St. Jean, general merchants, Clarenceville, dissolved, G. L. Ecuyer continuing.

WESTERN CANADA.—John Young grocer, Winnipeg, has sold to Cremer & Freicks.

R. Bogue, grocer, Moose Jaw, Sask., sold to J. G. Boyd.

A. Bonamice has opened a general store at Frank, Alta.

L. Coates, grocer, Calgary, Alta., has admitted a partner.

H. D. Smith has opened a general store at Wawanesa, Man.

J. A. Becker, general merchant, Webb, Sask., has sold out.

W. G. Smith has opened a general store at Overbrook, Sask.

H. W. Reid, general merchant, Sperling, Man., has assigned.

Richardson & Rubie, grocers, have opened in Calgary, Alta.

George C. Martin has opened a general store at Langbank, Sask.

J. D. Cameron, grocer, Winnipeg, have sold to E. Finkleman.

R. Burns, general merchant, Grand View, Man., sold to R. Timmins.

W. Graham, general merchant, Bird's Hill, Man., has sold to John Thomson.

Vance Bros., Grand View, Man., have purchased grocery stock of S. Mitchell.

Playford & Lukey, general merchants, Biggar, Sask., have sold to W. W. Miller.

D. A. Robertson, general merchant, Orcadia, Sask., succeeded by W. C. Bagg.

R. C. Brumpton, general merchant, Red Deer, Alta., has sold to McLean Bros., of Stratford, Ont.

E. Finkleman, general merchant, Eyebrow, Sask., sold to W. H. Mullin.

H. Schroeder, general merchant, Aberdeen, Sask., has sold to E. Beeman.

Hickman & Hood, grocers, North Vancouver, B.C., have sold to S. Prentice.

A. M. Rooke, general merchant, Fort Qu'Appelle, Sask., sold to A. Urquhart.

Burnie & Drysdale, general merchants, Dubuc, Sask., succeeded by J. F. Crosby.

MARITIME PROVINCES.—Burgess & Ruinn, grocers, Halifax, N.S., have dissolved.

Block & Isaacs, general merchants, Hemford, N.S., dissolved.

### Some Doings in Guelph.

Guelph, Ont., Apr. 27.—The Retail Clerks' and Salesmen's Association of this city held their first meeting for the season at the Commercial last week, and officers were elected for the ensuing year as follows: Hon. president, J. W. McKenzie; president, H. Farrow; vice-president, E. G. Hicks; Sec.-Treas., Geo. Freeland; executive committee: R. S. Robinson, A. T. Black, L. Taylor, G. H. Howard, W. Doherty, C. S. McQueen, C. Deverel.

The following officers were the successful competitors in "single light delivery class," at the Guelph Spring Horse Show: 1st, James Gow; 2nd, Charles T. Hicks; 3rd, J. A. McCrea & Son. There were eight entries of grocers and butchers.

## FORSYTH JR.

The Man who Makes Good His Ads.

A true bargain is something that is profitable to both parties. We aim to arrange ours that way.

If our service is satisfactory kindly tell your neighbor. If it is not what you think it should be, please tell us.

<p><b>Fish</b></p> <p>If people would take good advice the first time of asking, the preacher would soon find his occupation gone.</p> <p>No we are again trying to impress upon you the many advantages of a fish diet.</p> <p>Nutrition, ease of digestion and small cost are among them.</p> <p><b>Tongues and Sounds.</b></p> <p>We have just received our annual consignment of Tongues and Sounds. This is one of the nicest of fish foods. They are prepared by boiling, and are served with pork gravy or drawn butter.</p> <p>10c. a pound. 3 pounds 25c.</p> <p><b>Choice Shore Codfish.</b></p> <p>Thick and finely flavored, excellent for broiling, for fish parties or fish/sash.</p> <p>8c a pound.</p> <p><b>Salt Herrings</b></p> <p>For use of delightful flavor</p> <p>25c. a doz.</p>	<p><b>Kipper Herring</b></p> <p>Very appetizing for dinner or breakfast</p> <p>5c. a pair.</p> <p><b>Sardines</b></p> <p>Just the thing for a quick lunch. You should always keep a few boxes on hand.</p> <p>Brunswick, per tin. 5c Golf Club. " " 15c King Oscar. " " 15c</p> <p><b>Salmon</b></p> <p>This is one of the most wholesome, nutritious and economical United fish goods. Every ounce of it is edible.</p> <p>Per Tin 15c.</p> <p><b>Canned Clams</b></p> <p>For Soups, Stews and Chowder these are excellent. You should have them more frequently.</p> <p>Per Tin 12c.</p> <p><b>Canned Kippers.</b></p> <p>Truly delightful. Put up in Sanitary Sealed cans.</p> <p>2 for 25c.</p>	<p><b>The Famous</b></p> <p>We venture the assertion that in Dartmouth no tea is so well known or better liked than FORSYTH, JR.'S, FAMOUS 50c. TEA. This did not come by accident. It is the result of long and careful experimenting by ten experts. It requires eleven varieties of tea to produce the delightful flavor. Are YOU using it?</p> <p>35c. and 40c. per lb.</p> <p>If you have been watching our 5c. 10c. and 15c. Window you will be interested to know that we are showing a</p> <h2 style="text-align: center;">25c. WINDOW</h2> <h2 style="text-align: center;">This week.</h2> <p>Watch for it, it's a dandy.</p> <p><b>Cranberries</b></p> <p>Cape Cod variety. Large and sound. They make exquisite sauce.</p> <p>10c. a quart.</p> <p><b>BUCKWHEAT PANCAKES.</b></p> <p>Some day you will try Daley's Self-Raising Buckwheat, and then you will regret that you had not tried it long before. Look us over just a package to-day.</p> <p>Large Package, 15c.</p>	<p><b>GROUND-WHILE - YOU - WAIT.</b></p> <p>This is part of the reason for the fine flavor of our coffee, but only a part. The other parts are careful selection of the finest coffee berries, and their skilful manipulation in the roaster. Altogether these go to produce the exquisite aroma and flavor of our coffee.</p> <p>35c. and 40c. per lb.</p> <p><b>Corned Beef</b></p> <p>Do you like a corned beef and cabbage dinner? We have some fine beef.</p> <p>PARK, BLACKWELL &amp; CO.'S, packed from choice Western steers. Try a piece. You will want more.</p> <p>14c. a Pound.</p> <p><b>New Corned Pork.</b></p> <p>Our own curing from choice young hogs meet in by our farmer friends. A cut of this will please you.</p> <p>17c. a Pound.</p> <p><b>Feed</b></p> <p>When in need of Feed crops to us</p> <table style="font-size: x-small;"> <tr><td> Bran, per bush.</td><td>\$1.40</td></tr> <tr><td> Middlings.</td><td>1.00</td></tr> <tr><td> Corn Meal.</td><td>1.00</td></tr> <tr><td> Cracked Corn.</td><td>1.25</td></tr> <tr><td> Wheat Screenings.</td><td>1.00</td></tr> <tr><td> Feed Barley.</td><td>1.00</td></tr> <tr><td> Cracked Wheat.</td><td>1.25</td></tr> <tr><td> Oats, per bushel.</td><td>.55</td></tr> </table> <p><b>Wood</b></p> <p>Good dry Kindling.</p> <p>50c. per 100 Bundles.</p> <p>Orders received for Hardwood in 10 inch, 2 ft. or 4 ft. lengths</p>	Bran, per bush.	\$1.40	Middlings.	1.00	Corn Meal.	1.00	Cracked Corn.	1.25	Wheat Screenings.	1.00	Feed Barley.	1.00	Cracked Wheat.	1.25	Oats, per bushel.	.55	<p><b>Dutch Hand Soap</b></p> <p>Have you tried the latest thing in a hand scouring soap? It is Dutch Hand Soap. It is made by the people who make Old Dutch Cleanser, and truly it is wonderful. A few rubs produce rich creamy lather, which removes grease and grime, and makes the hands feel soft as velvet, and just think, it's</p> <p>Only 5c. a Cake.</p> <p><b>Your Stock</b></p> <p>The present is a critical time with your stock. Your birds are shedding their feathers, and your horses and horned stock are putting on their winter coats.</p> <p>A little aid from you now will repay the outlay many times over later on.</p> <p>Give them a course of PRATT'S preparations. It will tone up their digestive organs, and put them in shape to resist the trying winter season.</p> <p>Come in and we will give you a look treating on the matter, FREE.</p>
Bran, per bush.	\$1.40																			
Middlings.	1.00																			
Corn Meal.	1.00																			
Cracked Corn.	1.25																			
Wheat Screenings.	1.00																			
Feed Barley.	1.00																			
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Oats, per bushel.	.55																			

A Good Sample of the Advertising Being Done by Forsyth, Jr., Dartmouth, N. S., Who is Recognized as One of the Best Composers of Retail Grocer Ad. Copy in Canada.

## Two Kinds of Clerks—One Kind of Goods

Comparison of Selling Methods Employed by Two Clerks in Answering an Enquiry Regarding Pickles—Why One Sold and One Failed—How Good Intelligent Salesman Handled Customer Who Did Not Know What She Wanted.

Ability to make intelligent suggestions, perfect knowledge of the goods carried, and of different methods which may be used in their preparation for the table, go to make up a great advantage to any clerk behind a grocery counter. An example of this was recently shown in a Canadian retail grocery.

A customer entered the store to get something for the evening meal. She was uncertain what to buy. When the clerk came forward and inquired, she said: "Well, I want something for supper but I hardly know what to select."

Now this clerk did not allow his customer to stand there at that counter endeavoring to decide but at once offered some suggestions and showed his knowledge of salesmanship by carrying the sale through successfully.

### Selling Salmon Loaf.

"How about salmon, Mrs. B." We have that Blank brand still; you find that good salmon, do you not?" asked the clerk.

"Yes, it is a good salmon," she replied, but we have had it so often lately that I am tired of it."

"Have you tried salmon loaf?" questioned the clerk, "It is very nice," and he launched forth into a description of the method of preparing this dish, concluding with the remark: "We have a lot of customers using salmon in that manner now."

"I believe I will try that," replied the customer, "You may send me two cans of it, please."

"Now what else, Mrs. B?" queried the clerk, "would you like some of these sweet pickles?" denoting a glass display jar on the counter; "they have a taste that I am sure would please you."

"How much are they?"

"These are worth 40 cents per quart," said the clerk.

"Forty cents a quart," she replied with emphasis, "that is very high." With some clerks this would have ended the talk on that line, but not so with this one.

### Selling Pickles.

"Yes, they are higher than the ordinary," he admitted, "but then you must remember that they are an extra good pickle. Just try one yourself," handing her a fork and opening the jar, "and you will quite agree with me I think. Of course, we have some others at 30 cents but I think you would like these best."

The trial of the pickle evidently convinced her, for without any further comments, she ordered a quart.

Now he might have sold the cheaper article which probably would not have brought any repeat trade in this line but he knew that she would like the

taste of the better one and if she once bought them, would likely come back for more.

Quite different was another attempt to sell pickles, witnessed in another store. Here also were two grades of pickles, displayed on either end of the counter. This time the customer enquired about them and pointing to the jar which contained the better grade she enquired "are those sweet pickles?"

"Yes," answered the clerk but made no further efforts in attempting a sale.

"How much are they worth?" the customer asked.

### A Comparison.

"Those are worth 40 cents a quart," he replied in a tone which seemed to imply that he was asking twice the regular price, "but those others are only worth 30 cents," he continued, as if the cheaper article was a bargain compared with the other.

"What is the difference between the two?"

"I think those are old country pickles. I guess it costs more to bring them here," he continued without mentioning the detail of quality as the other clerk had done.

The customer did not seem to be favorably impressed with either, so she did not buy at all. In the first case the clerk had both suggested the article and sold it and in the latter the customer had inquired. This clerk had even then failed to make a sale.

## Splendid Food Values of Sago And of Tapioca

By J. D. Bell.

It is very difficult to understand why the demand for tapioca and sago, which should really be necessities in every household, is not greater than at present. Apparently the grocers throughout the country do not bring these articles sufficiently before the notice of their customers. Tapioca, either medium pearl, or seed pearl, is nutritious. It is easily digestible, and very palatable, and can be made up into a variety of dishes. Now that the warmer weather is coming on, it makes a delicious dessert taken in conjunction with stewed fruits, or made up into a pudding with milk and custard. It is especially recommended in the case of invalids, or those suffering from weak digestion, and it is a fact that the general public do not really know the value of this food product. It is of a kindred nature to arrowroot, whose nutritive value is known to the world over.

The same advantages apply to sago, which is a product very much akin to tapioca, yet of quite a distinct flavor.

The production of these articles is being very much curtailed in the East, because of being supplanted by rubber, and values are gradually being raised. If dealers would take a greater interest in these two foodstuffs there could be easily worked up a larger demand for them.

### CONSUMERS' ASSOCIATION.

#### American Said to be Spreading New Dodge in Vancouver.

Vancouver, B.C., April 27.—The grocers of Vancouver are up against a new dodge, originated by a couple of Americans, who operate under the name of the Consumers' Purchasers' Association, and call at the houses in the well-to-do sections of the city. They propose, it is said, that if the housewife joins, paying a fee of \$2, \$3 or \$5, whatever sum can be successfully annexed, she can get her goods a certain percentage cheaper. A list of houses giving the reduced rate is printed on the back of the membership slip.

This matter was discussed at the meeting of the Vancouver Retail Grocers' Association on Tuesday night, and a pronouncement was made against any such proposition. It is in such instances as these that association benefits work out, for with a central organization they are soon heard of and discussed. The members were unanimous against becoming a party of the Consumers' Purchasers' Association.

Hamiota Trading Co., Hamiota, Man., have moved their general store to McLean, Sask.

Gordon Jacob, general merchant, McLean, Sask., sold to Hamiota Trading Co.



### SUCHARD'S COCOA

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

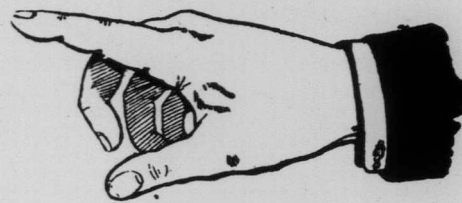
### Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

Established 1886

INGERSOLL - ONTARIO

Would you like our Weekly Circular?



When placing your order for Canned Fish, be sure you have the name right

## "BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavour is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

### Connors Bros, Limited Black's Harbour, N.B.

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

# 22 Men Average \$24.50 A Week

This is the record of twenty-two circulation representatives of the MacLean Publishing Company, for the week commencing April 3rd and ending April 8th, 1911.

Do you realize that the most competent business man of today is the one who has had experience in selling, who has attained the qualities of a salesman?

No work affords such possibilities for this training as does circulation work.

The MacLean Publishing Co. have a number of attractive positions open for men to represent their thirteen publications. The work could be handled during spare hours.

The record stated above of 22 of our representatives, illustrates the possibilities. You have an equal chance.

Write for particulars to

**MacLEAN PUBLISHING CO.**  
149 University Ave. Toronto

## Grocer's Encyclopedia—Rice as a Food

**Some Bits of Information in Connection With This Widely-Used Cereal That May Be of Interest to Dealers Here and There—Feeds Nearly Half the World — Its Values — The Almost Innumerable Names—How it is Prepared.**

The consumption of rice the world over is large, but the demand for it in Canada could be increased. Its sale in this country is not as large as it might be. There are several arguments that the grocer could use to create a larger sale for this foodstuff among his customers. In the first place, it is comparatively cheap, this being true even in the higher grades.

Rice is especially adapted to the wants of meat-eating peoples, and is one of the lightest, most wholesome and digestible foods we have. It gives but little work on the digestive organs, and is considered to be an excellent flesh builder. The nutritive value of one pound of rice is given as about equal to that of 4 pounds of potatoes. It should, however, be properly cooked.

### Feeds Half the World.

An exchange recently said in regard to rice: "There is no other vegetable product so widely consumed. It forms the staple food of one half of the human race. It is the chief food of the people in China, Japan, Burmah and Siam, and it is estimated to be the staple food of perhaps 90 million people in India."

This cereal has upwards of 1,300 names, and several thousand distinct forms and shades of color, because of the different climates and soils, but the two principal divisions are "upland" and "sea level" rice.

The plant very much resembles the oat in shape and color. In some of the wet, marshy, tropical countries, the wild plant is as common as grass, but it is now cultivated in most of the hot and moist climates. After rice has been sown it requires flooding, with several inches of water until it sprouts. Each seed sends up several stocks, the plant growing from one to three feet high. Two crops are often obtained in a single year.

### Best Known Kinds.

The growths best known in this country are Rangoon, Patna, Japan, Java and Carolina. The largest consumption is of the cheaper grades, but there is a steady increase in the totals of the better grades being used of late, and Japan and Patna are receiving considerable attention. The highest grade is "Carolina," which is grown on the low, marshy grounds of South Carolina. It is very broad and short, and usually very broken up, and is superior because it boils softer than the other kinds.

The rice has three parts—husks, inner cuticle, and the grain itself, as it is ordinarily offered. The inner cuticle grows fast to the grain, and has to be

worn off by friction, forming a residue called rice meal, which is used as cattle food. This cuticle is rich in gluten and in China is eaten with the rest of the grain.

The inner cuticle of the grain, while it is very hard, and grows quite tightly on the grain itself, splits away without much trouble when subjected to an end-to-end pressure, leaving the white grain perfectly clean.

### To be Well Cooked.

Rice has a highly nutritive value, but should be properly cooked. One way is to thoroughly wash the rice, first in cold water, next in tepid, and then in hot. Place it in a well closed vessel, and add for every cup of rice two of water. Bring this rapidly to a boil, and let it continue boiling about an hour until all the water has steamed away, and finally put a few pieces of butter on the rice before taking the vessel off the fire.

Quite a large quantity of the grain is now used in the manufacture of puffed rice, which is a very appetizing and easily digested food, the taste being somewhat similar to that of toasted nuts. Each kernel in the process of manufacture is puffed to eight times its natural size—said to be four times as porous as bread.

The whole, plump grains are sealed up in bronze metal guns. The guns are then revolved for sixty minutes in a heat of 550 degrees. That heat turns the moisture in the grain to steam, and the pressure becomes tremendous. Suddenly the guns are unsealed and the steam explodes. The grains are puffed to eight times their natural size without breaking a single coat. Just the plain rice that is sold in every grocery store is used in the making of the puffed rice. This is information that the grocer should be able to use in selling this article.

Never Run Short of  
**SHAMROCK**

**BIG PLUG  
SMOKING TOBACCO**

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

**McDOUGALL**

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

**CLAY PIPES**

**TANGLEFOOT**



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

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

**Black Watch**

**The Big Black Plug  
Chewing Tobacco**

**"A Trade Bringer"**

**Sold by all the Wholesale Trade**



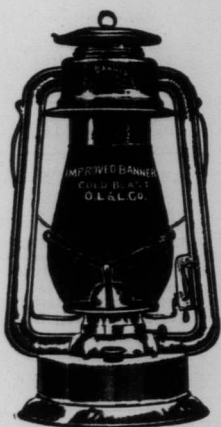
# "BANNER" 1911 Cold Blast Lantern

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

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

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

# MAPLE SUGAR

## CHEWING TOBACCO

Rock City Tobacco Co.  
Quebec - and - Winnipeg

# Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN



## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

# TUCKETT LIMITED

Hamilton,

Ont.

**CLASSIFIED ADVERTISING**

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

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

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

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

**BUSINESS CHANCES.**

**GROCERY FOR SALE** in city of 18,000. Last year's turnover \$17,000. Must sell; ill-health. Apply Box 383, CANADIAN GROCER, Toronto

**RETAIL BUSINESS WANTED**, good grocery business; also two general businesses; turnover \$15,000 and \$30,000. Must be West or North of Toronto. Give full information. A. MOFFAT, 81 Charles Street, Hamilton.

**FOR SALE.**

**TENDERS** will be received by undersigned up to Thursday, May 4, for grocery stock and fixtures of R. C. Fraser Estate, amounting approximately to \$1,500. Store can be leased at low rental; location is one of best in city. W. C. LILLIE, Assigee, Fort William, Ont.

**MISCELLANEOUS.**

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**ACCURATE COST KEEPING IS EASY** if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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

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

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

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

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

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

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

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

**MISCELLANEOUS.**

**A BOOK-KEEPING STAFF IN ITSELF**, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

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

**HUNDREDS OF TYPEWRITERS** of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

**INDISPENSABLE** in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 80c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

**KAY'S FURNITURE CATALOGUE** No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

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

**MULTIPLE TYPEWRITING** and real printing turned out by the Multigraph in your own office will get more business and reduce printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto, Ont.

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

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

**TECHNICAL BOOKS.**

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

**SALES PLANS**—This book is a collection of 383 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

**POSITION WANTED.**

**TEA TASTER AND TRAVELER**, at present in England traveling for first-class London house, Midland Counties, wishes similar post in Canada and invites offers. Age 31, energetic and abstainer. Box "Taster," CANADIAN GROCER, Toronto.

**NOTICE TO MANUFACTURERS.**

**CANADIAN TRADING COMPANY** wishes to announce that they are open for business in Winnipeg and desires to get in touch with manufacturers and exporters of high class grocery lines. Address 11, Bank of Hamilton, Winnipeg. (17)

**PERIODICAL DEPT.**

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

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

**Grocery Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

QUOTATIONS FOR PROPRIETARY ARTICLES

**Baking Powder**  
 Diamond W. H. GILLARD & CO.  
 1-lb. tins, 2 doz. in case \$3 00  
 1-lb. tins, 3 " " " 1 75  
 1-lb. tins, 4 " " " 0 95

**IMPERIAL BAKING POWDER**  
 Cases. Sizes. Per doz.  
 4-dozen. 10c. \$0 85  
 4-dozen. 6-oz. 1 75  
 4-dozen. 12-oz. 3 50  
 4-dozen. 24-oz. 10 50  
 4-dozen. 5-lb. 19 80

**MAGIC BAKING POWDER**  
 Ontario and Quebec Prices  
 Cases. Sizes. Per doz.  
 6 dozen 5c. \$0 50  
 4-oz. 0 75  
 4 " 6 " 1 00  
 4 " 8 " 1 30  
 4 " 12 " 1 80  
 4 " 16 " 2 25  
 4 " 24 " 3 00  
 4 " 3-lb. 9 60  
 1 " 12 " 2 25  
 1 " 16 " 3 00

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

**ROYAL BAKING POWDER**  
 Sizes. Per Doz  
 Royal-Dime \$0 95  
 1-lb. 1 40  
 6-oz. 1 95  
 4-lb. 2 55  
 12-oz. 3 55  
 1-lb. 4 90  
 3-lb. 13 60  
 5-lb. 22 35

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

**WHITE SWAN SPICES AND CEREALS LTD.**  
 White Swan Baking Powder—1-lb. tins, 2 doz. in case, \$3 doz.; 4-lb. tins, \$1.25 doz.; 4-lb. tins, \$60 doz.

**COOK'S FRIEND BAKING POWDER**  
 Cases. Sizes. Per doz.  
 4-dozen. 10c. \$0 85  
 4-dozen. 6-oz. 1 75  
 4-dozen. 12-oz. 3 50  
 4-dozen. 24-oz. 10 50  
 4-dozen. 5-lb. 19 80

**FOREST CITY BAKING POWDER**  
 Dozen  
 6 oz. tins. 0 75  
 12 oz. tins. 1 25  
 16 oz. tins. 1 50

**White Swan Spices & Cereals, Ltd.**  
 White Swan Breakfast Food, 2 doz. in case, per case \$3.90.  
 The King's Food, 2 doz. in case, per case \$4.80.  
 White Swan Self-rising Buckwheat Flour, per dozen \$1.  
 White Swan Self-rising Pa n a c k e Flour, per dozen \$1.  
 White Swan Wheat Kernels, per doz. \$1.40.  
 White Swan F l a k e d Rice, per dozen \$1.  
 White Swan F l a k e d Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**  
 Aymer Jams Peach. 1 80  
 Strawberry. 1 95  
 Raspberry. 1 95  
 Black currant. 1 95  
 Red currant. 1 75  
 Raspberry & red currant. 1 95  
 Raspberry and Gooseberry. 1 80  
 Plum Jam. 1 55  
 Greenapple plum, stoneless. 1 75  
 Gooseberry. 1 75  
 Pure Preserves—Bulk  
 Strawberry. 0 59 0 83  
 Black currant. 0 59 0 83  
 Raspberry. 0 59 0 83  
 Freight allowed up to 50c per 100 lbs.

**Blue**  
 Keen's Oxford, per lb. 0 17  
 In 10-box lot or cases. 0 16  
 Gillett's Mammoth, 1/2-gross box. 2 00

**Chocolates and Cocoas**  
 THE COWAN CO., LIMITED  
 Cocoa—  
 Perfection, 1-lb. tins, per doz. \$4 50  
 Perfection, 1/2-lb. per doz. \$4 40  
 Perfection, 1/4-lb. per doz. 1 80  
 Perfection, 10c size 5-lb. tins per lb. 0 37  
 Solu la, bulk, No. 1, per lb. 0 30  
 Soluble, bulk, No. 2, per lb. 0 18  
 London Pearl, per lb. 0 22  
 Special quotations on Cocoa in barrels, kegs, etc.  
 Unsweetened Chocolate—  
 Supreme, 1/2's and 1's, cakes, 12-lb. boxes Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80  
 Perfection chocolate, 10c size, 2 dozen 4 dozen boxes, per dozen 0 90  
 Sweet Chocolate—  
 Queen's Dessert, 1/2's and 1's, 12-lb. bxs., per lb. 0 50  
 Queen's Dessert, 6's, 12-lb. boxes. 0 40  
 Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 35  
 Parisian, 8's 0 28  
 Royal Navy, 1/2's, 1's, boxes, per lb. 0 30  
 Diamond, 7's, 12-lb. boxes, per lb. 0 24  
 Diamond, 1's, 12-lb. boxes, per lb. 0 25

**Confections**  
 Milk chocolate wafers, 5-lb. boxes. 0 36  
 Maple buds, 5-lb. boxes. 0 35  
 Chocolate wafers, No. 1, 5-lb. boxes. 0 30  
 Chocolate wafers, No. 2, 5-lb. boxes. 0 25  
 Nonpareil wafers, No. 1, 5-lb. boxes. 0 30  
 Nonpareil wafers, No. 2, 5-lb. boxes. 0 25  
 Chocolate ginger, 5-lb. boxes. 0 30  
 Milk chocolate, 5c bundles, per box. 1 35  
 Milk chocolate, 5c cakes, per box. 1 35

**Agents, O. E. Olson & Son, Montreal.**  
 In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35  
 Smaller quantities. 0 37

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

**WALTER BAKER & CO., LIMITED.**  
 Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5-lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 28c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2-lb. cakes, 3 and 6-lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1-lb. cakes, 6-lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c. lb.; Cracked cocoa, 1/2-lb. pkgs., 6-lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5c, per box \$3.00. The above quotations are f.o.b. Montreal.

**Cocoanut**  
 CANADIAN COCOANUT CO., MONTREAL.  
 Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.  
 1-lb. packages. 0 27  
 1/2-lb. packages. 0 23  
 1 and 1/2-lb. packages, assorted. 0 26  
 1 and 1/2-lb. packages, assorted. 0 27  
 1-lb. packages, assorted, in 5-lb. boxes 0 28  
 1/2-lb. packages, assorted, in 5-lb. boxes 0 29  
 1/2-lb. packages, assorted, 5, 10, 15 lb cas 0 30  
 Bulk—  
 in 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes. Pails. Tins. Bbls.  
 White moss, fine strip 0 12 0 21 0 17  
 Best Shredded. 0 18 0 17 0 17  
 Special Shred. 0 17 0 16 0 16  
 Ribbon. 0 19 0 15 0 15  
 Macaroon. 0 17 0 17 0 17  
 Desiccated. 0 17 0 17 0 17  
 White Moss in 5 and 10 lb. square tins, 21c.

**WHITE SWAN SPICES AND CEREALS LTD.**  
 White Swan Cocoa—  
 Featherstrip, pails. 0 15  
 Shredded. 0 15  
 1/2 packages, 5-oz., 6-oz., 8-oz., lb. 0 25

**Condensed Milk**  
 BORDEN'S CONDENSED MILK CO.  
 Wm. H. Dunn, Agent, Montreal & Toronto.

Cases. Doz.  
 Eagle Brand Condensed Milk. \$6 00 1 50  
 Gold Seal Condensed Milk. 4 50 1 15  
 Challenge Condensed Milk. 4 00 1 00  
 Peerless Brand Evaporated Milk  
 five cent size (4 dozen). 2 00 0 50  
 Peerless Brand Evaporated Milk  
 family size. 3 50 0 90  
 Peerless Brand Evaporated Milk  
 pint size (4 dozen). 4 80 1 20  
 Peerless Brand Evaporated Milk  
 hotel size. 3 70 1 85

**TRUO CONDENSED MILK CO., LIMITED**  
 "Jersey" brand evaporated cream per case (4 dozen). \$3 50  
 "Reindeer" brand, per case (4 dozen) 5 25  
 "Reindeer" Condensed Coffee, case. 4 80  
 "Reindeer" Condensed Cocoa, case. 4 80

**Jersey Cream**  
 "Reindeer" Condensed Milk

**Coffees**  
 EBY, BLAIN CO. LIMITED.  
 Standard Coffees  
 Roasted whole or ground. Packed in damp-proof bags and tins.  
 Club House. \$0 32  
 Nectar. 0 30  
 Empress. 0 28  
 Duchess. 0 27  
 Crushed Javs and Mocha. 0 18  
 ground. 0 18 1/2

**Package Coffees.**  
 Gold Medal, 2-lb. tins, whole or ground 0 30  
 1-lb. tins. 0 31  
 1/2-lb. tins. 0 32  
 Anchor Brand, 2-lb. tins. 0 31  
 1-lb. tins. 0 32  
 German Dandelion, 1-lb. tins, ground 0 26  
 1/2-lb. tins. 0 28  
 English breakfast, 1-lb. tins. 0 18  
 Grand Prix, 1 and 2-lb. tins. 0 30  
 Demi-Tasseo, 1 and 2-lb. tins. 0 30  
 Flower Pot, 1-lb. pots. 0 22

**WHITE SWAN SPICES AND CEREALS LTD.**  
 White Swan Blend.  
 1-lb. decorated tins, 32c. lb.  
 Mo-Ja, 1-lb. tins 30c. lb.  
 Mo-Ja, 1-lb. tins 28c. lb.  
 Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epiceries—1-lb. fancy glass jars, per doz., \$2.60  
 Cafe l'Armatique—1-lb. amber glass jars, per doz., \$4  
 Presentation (with 3 tumblers) \$10 per doz.

**Cheese—Imperial**  
 Large size jars, doz. 8 25  
 Medium size jars, per doz. 4 50  
 Small size jars, per doz. 3 40  
 Individual size jars per doz. 1 00  
 Imperial holder—  
 Large size, doz. 18 00  
 Med. size, doz. 17 00  
 Small size, doz. 15 00  
 Requefort—  
 Large size, doz. 3 40  
 Small size, doz. 1 40

**Canada Cream Cheese**  
 In cartons, each 1 dozen. 0 90  
 Large blocks, dozen. 2 30  
 Medium blocks, dozen. 1 30



**Cream**  
 FUSSELL & CO., LTD  
 London, Eng.  
 "Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.70  
 "Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50



**Coffee.**  
 Ground or bean—  
 W.S.P. R.P.  
 1 and 1/2 0 25 0 30  
 1 and 1/2 0 30 0 40  
 1 and 1/2 0 35 0 50  
 Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

**confections**  
 IMPERIAL PEANUT BUTTER  
 Small, cases 20c. 0 85 dozen  
 Medium, cases dozen. 1 80  
 Large, cases 1 dozen. 2 75  
 Tumblers, cases 2 dozen. 1 35  
 25-lb. pails. 0 15 lb.

**Coupon Books—Allison's**  
 For sale in Canada by The Ely Blain Co. Ltd., Toronto. O. O. Beauchemin & Fils, Montreal.  
 \$2, \$3, \$5, \$10, \$15 and \$20.  
 All same price one size or assorted.

**UN-NUMBERED**  
 Under 100 books. each 04  
 100 books and over. each 05  
 500 books to 1000 books. 05  
 For numbering cover and each coupon extra per book 1/4 cent.

**Infants' Food**  
 Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

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

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

**Jams and Jellies**  
 BATER'S WHOLE FRUIT STRAWBERRY JAM  
 Agents, Rose & Lafamme, Montreal and Toronto.  
 1-lb. glass jar, screw top, 4 doz., per doz. \$2 20  
 T. UPTON & CO.  
 Compound Fruit Jams—  
 12-oz. glass jars, 2 doz. in case, per doz. 1 00  
 2-lb. tins, 2 doz. in case, per doz. 1 80  
 5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb. 0 07 1/2  
 7 wood pails, 6 pails in crate, per lb. 0 07 1/2  
 30-lb. wood pails, per lb. 0 07

**Soups**  
 CHEATEAU BRAND  
 CONCENTRATED SOUPS  
 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.

**CLARK'S PORK AND BEANS**  
 in Tomato Sauce  
 Per doz  
 No. 1, 4 doz. 0 50  
 in case. 0 50  
 No. 2, 2 doz. 0 30  
 in case. 0 30  
 No. 3, 1/2 doz, 2 doz in case 1 00  
 No. 3, 1/2 doz, 2 doz in case 1 25  
 No. 6, 1 doz. in case. 4 00  
 No. 12, 1/2 doz. in case. 6 50

**A GROCERS CO-OPERATION**



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**A  
GOOD  
BUY**



You can make sure of earning the good-will of the ladies if you sell them

**BLACK KNIGHT  
STOVE POLISH**

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

**F. F. DALLEY CO., Ltd.**  
Hamilton, Can. Buffalo, N. Y.

**Sells at Sight to Every Housewife!**

The mere mention of the word "economy" is enough to rivet the housewife's attention, and

**KOKOBUT  
Pure Vegetable Butter**

is not only much more economical than butter and other animal products, but its flavor is very delicious, and it is free from odor. "KOKOBUT" is guaranteed absolutely pure, contains no water or salt and never becomes rancid. Give this rapid seller the prominence it deserves! No kitchen is complete without it. Packed in 1, 5, 10, 20, and 50 lb. packages and tins.

SOLE MANUFACTURERS

**Cocoa-Nut Butters, Limited**

206 Papineau Avenue

MONTREAL

**A Household  
Necessity!**

The best line of Metal Polishes for you to sell—the line of satisfaction and profit—is

**Royal  
Polishes**



They are ready sellers, because they are sold at the right price. We can ship promptly. Order to-day.

**Royal Polishes  
Company  
Montreal**

**BUY**

**Star Brand  
Cotton Clothes Lines**

**AND**

**Cotton Twine**

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

For Sale by All Wholesale Dealers.

**SEE THAT YOU GET THEM.**

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**



**TRY IT**

**SOLD BY  
ALL  
JOBBER**

1/2-lb tins—  
3 doz. in case.







# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

## HONEST TOIL

means soiled hands, and hands dirty with grease, tar or paint can be instantly cleaned with

# SNAP

THE MAGIC HAND CLEANER

Luckily there's a good deal of honest toil, which accounts for the enormous demand for SNAP. It is antiseptic and beneficial to the skin. See you are ready to supply the demand.

Buy from your jobber

**SNAP CO.,**  
LIMITED  
Montreal, - Can.



*Brunner, Mond & Co.'s*

# WASHING SODA

Drums, 500 lbs.  
" 224 lbs.  
" 112 lbs.  
" 100 lbs.

Barrels, 336 lbs.  
Bags, 224 lbs.  
" 112 lbs.  
" 100 lbs.

## Concentrated Sal Soda

Casks, 500 lbs.

# Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

## OAKEY'S

The original and only  
Genuine Preparation for  
Cleaning Cutlery, etc.  
and all household  
utensils.

"WELLINGTON"

## KNIFE POLISH

Winn & Holland, Limited

Montreal, Canada

Agents for the Province of Quebec

and the City of Montreal

and the Island of Montreal

## Queen City Water

### White Oil

GIVES PERFECT LIGHT

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

FOR SALE EVERYWHERE

Ceylon Tea, 1 lb. and 1/2-lb. lead tins - black and white.

..... \$0 20  
..... 0 21  
..... 0 24  
..... 0 30  
..... 0 35  
..... 0 42  
..... 0 55

STAR  
boxes.  
Per doz  
..... \$1 00  
..... 0 75  
Per case  
ed. .... \$8 00  
Per doz  
doz. in ..... \$2 20  
doz. in ..... 4 10  
Per lb.  
..... 0 33  
..... 0 30 1/2  
..... 0 30 1/4  
..... 0 28 1/2  
..... 0 25

Per doz  
of 3 doz. \$1 90  
doz. pts. 3 35  
doz 1/2-pts 2 2

OF CANADA,  
ANCE.  
..... 44  
..... 45  
..... 46  
..... 44  
..... 46  
..... 46  
..... 44  
..... 56  
..... 56  
..... 43  
ping or bar. 45  
..... 45  
..... 44  
..... 55  
..... 50  
obee, & ..... 59

Prices.  
..... \$1 15  
box. 1 15  
office.

**LOOK UP**

YOUR STOCK OF  
SALT AND DO NOT  
LET IT GET TOO  
LOW.

—  
**VERRET, STEWART & CO.**  
LIMITED  
MONTREAL

**Your Customers**

look to you for ideas for des-  
sert, especially when apples  
are scarce.

Have you suggested pies  
made from

**WETHEY'S  
MINCE MEAT?**

(IN SANITARY CARTONS)

You have them. If not, get  
some quickly from your job-  
ber and **PUSH IT, IT WILL  
PAY YOU.**

**J. H. Wethey, Limited**  
ST. CATHARINES, - ONTARIO

**The Canadian Dealer Reads His Trade  
Paper for the News it Contains—**

And advertising is news. It is news about his own business--  
about the goods he sells--and therefore he reads the ad-  
vertisements.

If his trade paper were not a **reputable, an authoritative,** trade  
paper, he would not be influenced greatly by what he reads.  
But he is influenced in his buying by reading the advertise-  
ments in **THE CANADIAN GROCER.**