

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, MAY 3, 1912

No. 18

CLARK'S

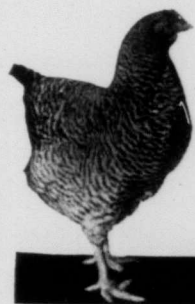
SOUPS

IN PINT CONTAINERS

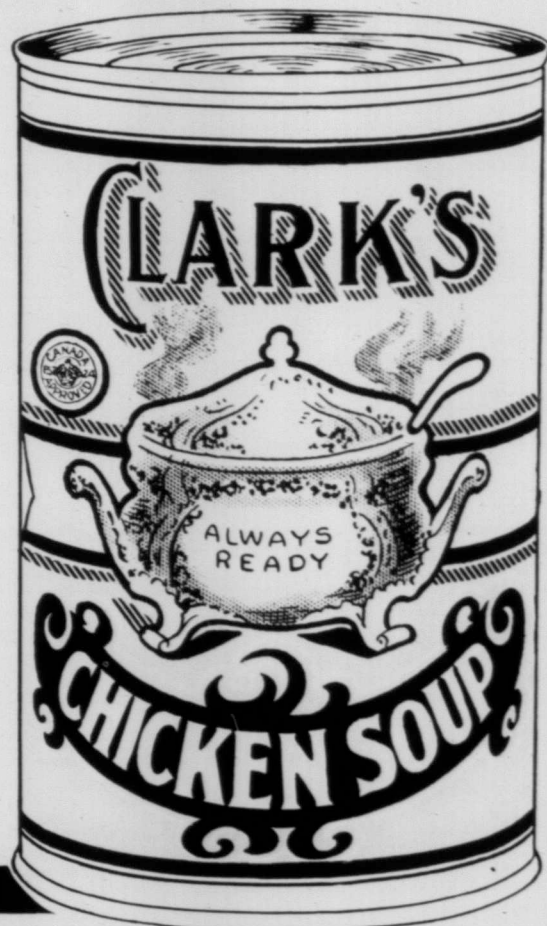
CLARK'S CHICKEN SOUP

CLARK'S TOMATO SOUP

CLARK'S PINT SOUPS



ADD SOME TO YOUR
NEXT ORDER FOR
CLARK'S PERFECT FOODS



FAC-SIMILE OF CAN

THE CANADIAN GROCER

Certainly He is Happy—He Knows
A Good Thing When He Eats One

OUR SALESMEN ARE CARRYING SAMPLES
THROUGHOUT THE DOMINION
OF THE NEW



PAN YAN
PICKLE and SAUCE

PREPARED BY

Maconochie Bros. Ltd.,
LONDON, ENGLAND

BE SURE AND TASTE THEM OR WRITE
FOR SAMPLES TO

MacLaren Imperial Cheese Co., Ltd.
TORONTO and MONTREAL

TO MAINTAIN AND INCREASE PERMANENT TRADE

We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods.

Codou's Famous Macaroni

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world. Codou's Macaroni—a macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

G. & S. Asparagus

THE CONNOISSEUR'S
DELIGHT

It has all the delectable charm of the tender blades freshly cut from the Griffin & Skelley private beds on the banks of the Sacramento River. Within an hour from the time it leaves its growing place it is nearly ready to can and seal—all the original piquant flavor is thus retained, you see—and all the delicacy of the fresh young stalks!

ARTHUR P. TIPPET & CO.

AGENTS

Montreal

Toronto

CANNED GOODS

Our initial order for the 1912 PACK CANNED
VEGETABLES and FRUITS to the
Dominion Cannery Limited,
totals up

173,755 Cases

Hudon, Hebert & Cie.
LIMITED

MONTREAL

The Most Liberally Managed Firm in Canada



Y

Head
West
Brand

F
CC



YOU NEVER HAVE A DOUBT ABOUT THE QUALITY OF RED ROSE TEA

Isn't there a whole lot of satisfaction in selling a tea that you are SURE will please your customers, one that you are CERTAIN there will be no complaints from and one that is sure to bring repeat orders.

You know this is all true of Red Rose Tea. You can sell more of it than of any other tea and you can sell it with much less work and worry.

You can do a very big tea business on a very small stock. You can turn over fifty cases in a year and never have on hand more than \$50.00 worth of Red Rose Tea. Considering the small investment and the quick turnover you will find that you will make more profit in a year on Red Rose Tea than any tea you have ever sold.

Head Office, St. John, N.B.
Western Branches | Winnipeg, 156 Lombard St.
| Calgary, 322-326 Ninth Ave. W.

T. H. Estabrooks Co., Limited
7 Front St. E. - - TORONTO

BORDEN'S EAGLE BRAND CONDENSED MILK EVAPORATED MILK PEERLESS BRAND



By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

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

Sales Offices and Agencies:—

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



1912 PACK Canned Vegetables and Fruits "PRIMUS"

TOMATOES,
CORN,
PEAS,
BAKED BEANS,
LIMA BEANS,
KIDNEY BEANS,
G. WAX BEANS,
REFUGEE BEANS,
SPINACHS,
SQUASH,
PUMPKINS,
SUCCOTASH,
OKRA,
OYSTERS,
LOBSTERS,

Our
Brand
is Now
Well
Established

APRICOTS,
PEACHES,
PEARS,
STRAWBERRIES,
RASPBERRIES,
PLUMS,
CHERRIES,
APPLES,
GOOSEBERRIES,
LAWTONBERRIES,
BLUEBERRIES,
GRAPES,
PINEAPPLES,
RHUBARB,
CURRANTS,

Sliced and Cubes "PINES"

PRIMUS

This brand is guaranteed as far as quality goes.

We guarantee also

100% DELIVERY

We do not hesitate to say that there is no better brand of Canadian Canned Fruits and Vegetables on this market.

Place your orders with us. Prices, samples, on demand.

Our Motto, "SATISFACTION"

L. CHAPUT, FILS & CIE., LIMITÉE
WHOLESALE GROCERS AND IMPORTERS
MONTREAL

SOLE DISTRIBUTORS

SOLD ALL OVER CANADA

Dear M

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BEANS

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Do
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BEANS,

Hamilton, Apr. 29, 1912

Dear Mr. Grocer,—

REGARDING WHITE BEANS AND SIMCOE BAKED BEANS.

For a long time now we have been speaking to you each week about the superior quality and value of SIMCOE Baked Beans.

In the Canadian Grocer, Apr. 19th, page 135, comparative prices are shown for white Beans, as follows :

BEANS, Prime, per bush.	1912	1911	1910	1909	1908
	2.50	1.90-2.00	2.10	2.00	1.80-1.85

In the same paper, issue Apr. 26th, pages 33, 34, appears a report on Baked Beans as follows :

“Beans continue to hold a strong position. Big upward move which has been made in prices has naturally firmed Pork and Beans. It has been suggested that advance in these may become necessary. Some wholesalers are advising customers to purchase, using argument that Pork and Beans are staple lines anyway, and at least will remain steady.”

“High prices for Beans has caused firmness to Pork and Beans, and it has been suggested that conditions may come to such a stage that an advance will be necessary in prices.”

Do you know that Baked Beans are among the few lines that have not advanced in price in sympathy with most other articles of food? You can buy your Baked Beans to-day at practically the same prices as in 1908, although the Manufacturer's cost of raw material has advanced fully 40%. Only those manufacturers who bought beans early in the season are able to sell on the basis of present prices, without making a financial loss.

Think for a moment! Does it seem reasonable that it is possible for prices to be lower? On the other hand; do not the possibilities point to advanced prices? How are your stocks?

When sending in your orders to your wholesaler specify SIMCOE BAKED BEANS, the 3's Family Size, the can with more Beans at a lower price.

Yours respectfully,

DOMINION CANNERS LIMITED.

If it's CUSTOMERS you want, Sir—

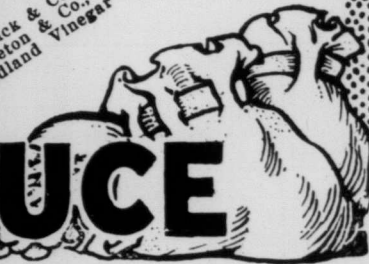
YOU certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, it's flavor is unique, it's deliciousness is unique, it's value is unique—it makes customers—it makes business—it makes profits—

why not sell

H.P. SAUCE

W. G. Patrick & Co., Toronto, Montreal,
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



THE MILK PROBLEM SOLVED

Homogenization does it—a mechanical operation which divides the globules of cream and casein into infinitesimal particles and mixes intricately and permanently all the ingredients of the milk, which prevents the cream from rising.

LAURENTIA MILK AND CREAM

the name applied, is more digestible, and all danger of ordinary milk is eliminated. It will keep indefinitely in any temperature but frost. A large trade is easily worked up.

LAURENTIA MILK CO.

371 Queen St. W.

Toronto



Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

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



**WE
WANT
A
MAN**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

Another Opportunity

CEYLON PEKOE BLACK TEA

in chests at 16 1-2c per pound. This tea is extra good cup quality and a splendid tea to retail at 25c per pound.

YOUNG HYSON TEA

in 1-2 chests, good style and cup quality at 16 1-2c per pound.

CANNED CORN

Essex Brand, 2s at 95c per dozen.

CANNED PEAS

Essex Brand, 2s at \$1.25 per dozen.

CANNED SALMON

popular brands, 1 pound tins, talls, Red Sock Eye Salmon at \$2.25 per dozen, good quality Pink Salmon at \$1.25 per dozen.

FIGS

Commadra Cooking Figs in excellent condition at 4c per pound.

DATES

Hallowee Dates, full size boxes, choice quality at 5 1-4c per pound, in 1-2 boxes at 5 3-4c per pound, Sair Dates in full size boxes at 4 1-4c per pound.

MOLASSES

in 1-2 barrels at 25c per gallon, quality guaranteed

SEEDED RAISINS

in 3-4 pound packages and 1 pound packages. - We over-stocked and are quoting special prices on same. -

We pay special attention to orders and enquiries per mail and telephone and our values speak for themselves.

ROBERT SIMPSON & CO.

Tea Importers and Wholesale Grocers

29-31 CHARLES ST., - HAMILTON, ONT.



It does it in
the U.S.--why
can't it do it
in Canada?

quickly pay back its cost in the large profits it makes and clear a handsome net profit thereafter. If you own a store put a KINGERY out in front. Positively you have no idea what great amount of cash it will take in during business hours. In some cases they have earned more net profit than that of the business of the entire store. Furthermore its attractiveness turns the eyes of passersby upon your store. Often it is the agent of sending them in. It helps the business in the store. The Kingery Peanut Roasters and Corn Poppers are of many kinds and styles—Steam, Electric, Spring and Hand Power. Ranging in price from \$8.50 to \$350.00. Sold on liberal instalments.

You should have Kingery's Book of Possibilities and Catalog No. 39. They are free.

KINGERY MFG. CO.
Cincinnati, Ohio

Strength

Your

Purity

guarantee of profit lies in

"COW BRAND"
Baking Soda



because of its popularity with the
housewife!

Order from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED

Uniformity

MONTREAL

Reliability



**ABSORBS DUST
GETS THE DIRT
LESSENS LABOR**

Housewives are heartily welcoming this sweeping compound in their daily labors which lessens sweeping labor one-half, disinfects, and leaves a pleasant odor making sweeping more of a pleasure than a drudgery.

SOCLEAN
THE DUSTLESS SWEEPING COMPOUND

is an article that sells and pays good profits to the merchant. The best season is now when house-cleaning is in progress.

Tell your lady customers that it absolutely lays dust, saves scrubbing and dusting, brightens and preserves carpets, and destroys moths.

Put up in handsome *pails* to sell at 25c., 50c. and \$1.00.

Order from your jobber or direct
SOCLEAN LTD., Toronto, Ont.

The originators of the Dustless Sweeping Compound
in Canada.

Purity-Cleanliness-Freshness

AFTER years of experiment in the proper making of jams, Chivers & Sons are now the recognized leaders of the preserved fruit industry in the Old Country. Exhaustive investigation by the world's best critics has pronounced them "excellent."



PURITY—Cleanliness—Freshness—these three, are the hall-mark of this world-famed make of food products. Starting in a very small way with a mere handful of employees, Chivers & Sons have developed into a thoroughly organized concern employing thousands of people.

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS, - - HISTON, CAMBRIDGE, ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)



Reduced facsimile of wrapper.

There is no simpler, safer, or more agreeable preparation than
ENO'S 'FRUIT SALT'

The Old-Time Ever Popular Household Remedy for

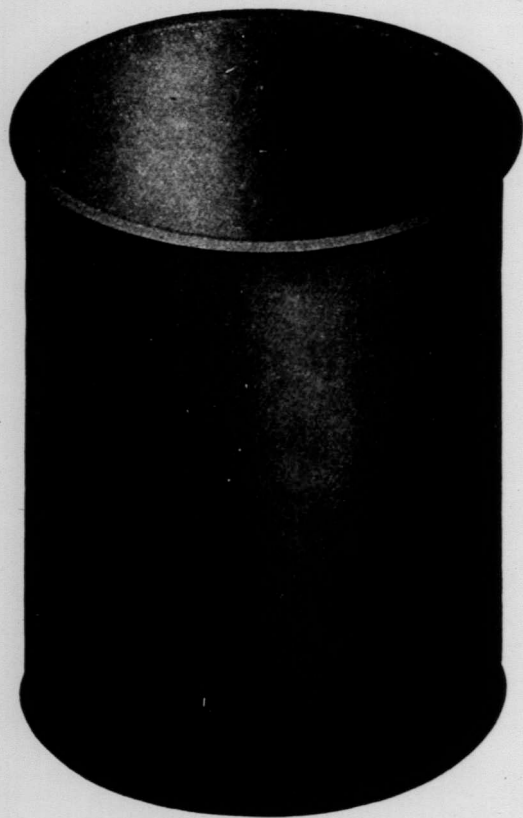
Biliousness, Sick Headache, Constipation, Rheumatic or Gouty Poison, Feverish Cold with High Temperature and Quick Pulse, and Feverish Conditions generally. You cannot overstate its Great Value in keeping the Blood Pure and Free From Disease by Natural Means.

For more than 35 years Eno's Fruit Salt has been before the public both at home and abroad

Largely advertised and well established it is now in good demand and is therefore bound to carry with it enquiries for other lines.

Should consequently be stocked by all Chemists, Grocers and Stores.

Prepared only by J. C. ENO, Ltd., 'FRUIT SALT' Works, London, Eng.



SANITARY CANS

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

DAIRY

D. S. Perrin
 LONDON

THE CANADIAN GROCER

PERRIN'S

5c. and 10c. Fancy Thin
Blue Packages
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



DAIRY

CREAM

SODAS

D. S. Perrin & Co., Limited
LONDON CANADA

An Ideal and Healthy Food
Quality unsurpassed. Test the flavor and crispness

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

Packer's Celebrated Chocolates

NEW IDEAS NEW BOXES NEW CENTRES
NEW SERIES OF HIGH GRADE GOODS

Mr. J. P. Wright is now in Canada and
will advise our friends prior to calling.

H. J. Packer & Co., Ltd., Chocolate
Manufacturers **Bristol,**
England



The Food That Serves the Appetite

Sardines preserved in the whole state in oil precludes contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

"KING OSCAR" SARDINES

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure oil.

They produce satisfaction and incidentally profit. **GET A STOCK TO-DAY.**

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON, :: :: ONTARIO

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

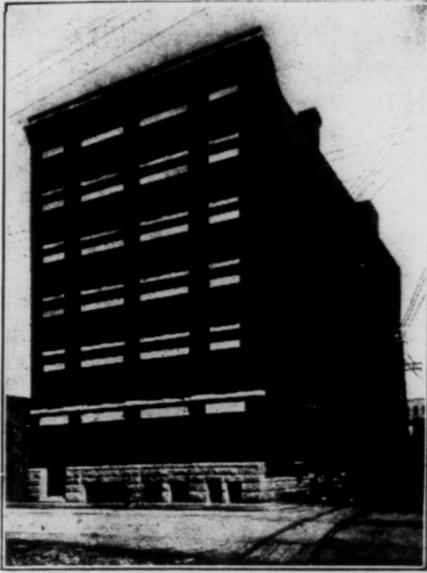
Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

TEES & PERSSE LIMITED

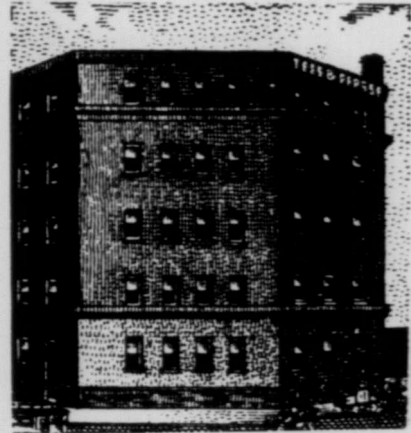
ESTABLISHED 1884

Manufacturers

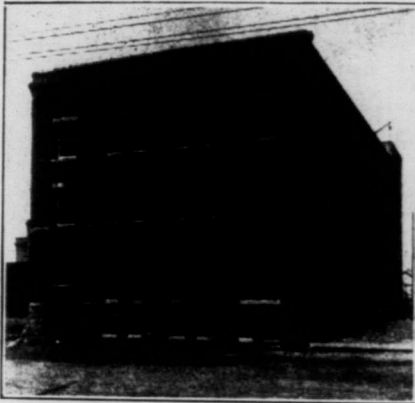
You would find it advantageous to use a western representative for western business, and a western representative that is strongly represented in the leading distributing centres of the west is surely in a position to give you very superior service.



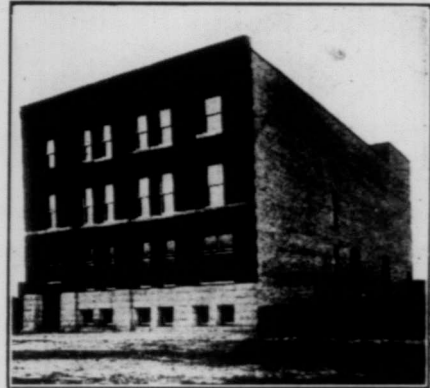
WINNIPEG WAREHOUSE



REGINA WAREHOUSE



SASKATOON WAREHOUSE



MOOSE JAW WAREHOUSE



CALGARY WAREHOUSE

TEES & PERSSE LIMITED

are] represented with a strong staff of salesman and first-class warehouses at

Fort William

Winnipeg

Regina

Moose Jaw

Saskatoon

Calgary

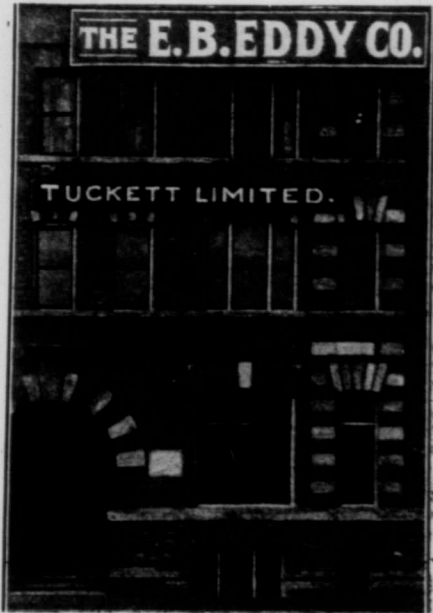
Edmonton

AGENCIES SOLICITED

Address

TEES & PERSSE LIMITED
WINNIPEG

"From the Great Lakes to
[the Rockies]"



EDMONTON WAREHOUSE

WHITE SWAN YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM
YOUR WHOLESALER**

**White Swan Spices & Cereals,
LIMITED**
Sole Distributors - TORONTO

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade.

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; H. mblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. Mac'ab & Co., St. John's Newfoundland.

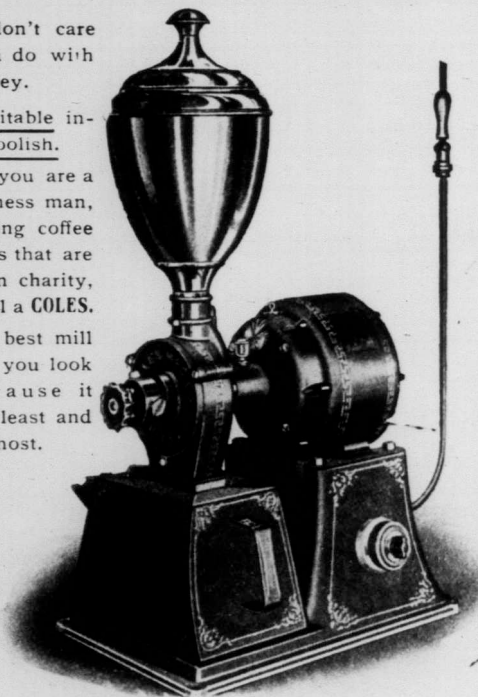
Give It To The Blind Man

if you don't care what you do with your money.

Be charitable instead of foolish.

But if you are a real business man, stop paying coffee mill prices that are based on charity, and install a COLES.

It's the best mill any way you look at it, because it costs the least and does the most.



COLES MFG. CO., Philadelphia, Pa.

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

By Royal Letters Patent

NELSON'S Powdered GELATINE

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

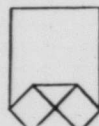
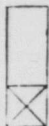
**G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.**

PACKETING MACHINERY

Of Every Description

Bag-Making

(with folding in both these methods)



Labelling

Wrapping

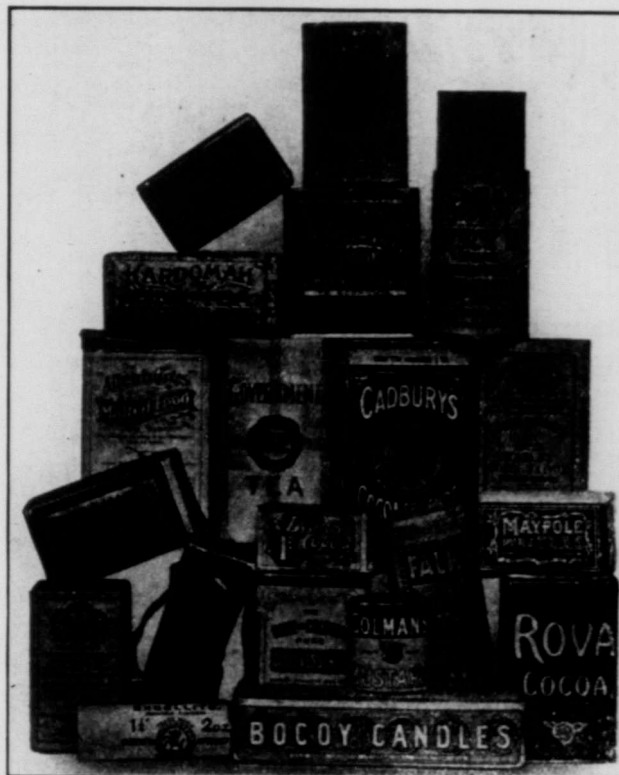
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.

59/60 Gracechurch St., LONDON, ENG.

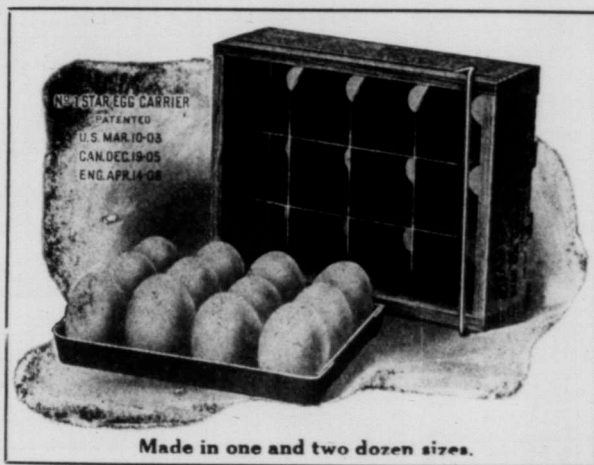


[M.E.]

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 instal 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:
"SAFE EGG DELIVERY" 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.

Tartan
BRAND
THE SIGN OF PURITY

We are winding up our bookings for
TARTAN Brand Canned Goods

for this fall shipment. If you have not handled TARTAN Brand you do not know the joys of having the best. Our quality is always the highest standard. See our travellers, write for particulars or phone

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

PHONES 3595, 3596, 3597 3598, 748, 462

James Methven, Son & Co., Limited

2 TALBOT COURT, EASTCHEAP, LONDON, E.C.

Also at Liverpool and Glasgow

Shippers of all kinds of British and Foreign Confectionery, Candied and Cut Drained Peels, French Fruits, including Glace Cherries, Metz Fruits, Angelica, etc. We represent one of the oldest and best French Houses for the latter goods and have sole control in Canada.

We are also sole export agents for Karl Fazer's FINLAND FRUIT SWEETS. We shall be glad to have trade enquiries.

We are also open to take any first-class Canadian agencies for lines suitable for this market.

Every Live Grocer

SHOULD KNOW ABOUT

"Walker Bin" Fixtures

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES,—

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

Berlin, Ontario



Consider Your Customers

Your customers are the ones to consider. They will pay a fair price for a good article, especially anything they eat or drink.

Your patrons know that

Club House Queen Olives

are good. They are all selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit. Isn't it time you pushed the sale of Club House Queen Olives to better advantage than ever before.

Your customers will insist on this brand always when once tried.

Gorman, Eckert & Co.

LIMITED

LONDON, Ont.

WINNIPEG, Man.

St. Lawrence

Granulated

is the highest grade sugar that has ever been made in Canada.
And the highest that it is possible to make.

Get Your Order

in immediately if you want to be supplied in good time and get your share of the big profits. We are advising you this because the demand for

Golden Ray Cleaner

the latest and most wonderful cleaning preparation on the market, is assuming enormous proportions.

Golden Ray will not only clean hands but will remove the stain from any fabric, no matter how delicate, without harming it.

Golden Ray Co.

4 Union Avenue, MONTREAL



SILENCE

No pistol-like report when you go into a dark room to light the gas and strike a DOMINION MATCH. The silence is not broken and the air filled with sulphurous fumes. Dominion Matches are noiseless, odorless and the stems do not break. They are the kind that pay you to keep on hand.

DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.

The A. Macdonald Co., Winnipeg, Man.

Snowdon & Ebbitt, Montreal, Que.

J. B. Renaud & Co., Quebec, Que.

J. A. Tilton, St. John, N.B.

J. W. Gorham & Co., Halifax, N.S.



Shoe

2 IN 1

Polish

POLISHES WET OR OILY SHOES.

CONTAINS NO TURPENTINE—WILL NOT SOIL CLOTHES

Well Advertised and Thoroughly Reliable.

F. F. DALLEY CO., LTD. HAMILTON, ONT. BUFFALO, ONT.

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SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario



HEINZ BAKED BEANS

are being widely advertised. Those consumers who have not yet learned why Heinz Beans are different from others—better—richer in food value—are going to discover it before the end of this campaign.

You can share in the benefits of this publicity only by carrying HEINZ BAKED BEANS constantly in stock.

Are you prepared for the increased demand?

H. J. HEINZ COMPANY



"As nearly perfect as you could make them"—This is what one of the largest dealers said a few days ago with reference to the polished handles on our

Klondike and Jubilee Brooms

The finest corn, high-class workmanship and a perfect handle will produce a Broom easy to sell and on which a good profit can be made.

Now is the time to order a supply.

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

New Custard!

DON'T THINK

Foster Clark's CREAM CUSTARD is just ordinary Custard. It is something different—something better. It is as superior to ordinary Custard as rich Cream is to ordinary Milk.

Foster Clark's CREAM CUSTARD is the most delicious Creamy Custard you ever tasted. It takes but a moment to make, and by itself or with Stewed or Tinned Fruits it is truly excellent.

Foster Clark's Cream Custard

THE CREAM OF ALL CUSTARDS

Many million Tins of this delicious Dessert are sold yearly. Best-class Traders are selling it to their best customers from Vancouver to Halifax. You will be studying your best interests by making *Foster Clark's* Cream Custard a part of your stock. It will prove to be one of the best selling lines you handle.

THE QUALITY IS RIGHT!

THE PRICE IS RIGHT!

Retailed in 5c. Packets; 10c., 15c. and 25c., air-tight Tins.

FULL PARTICULARS AND SAMPLE FROM—

BAILEY & GUNN, 122 Hastings Street W., Vancouver
THE TURNBULL CO., 179 Bannatyne Ave. E., Winnipeg
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W. A. SIMONDS, St. John, New Brunswick.



Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

Escott & Harmer

Successors to W. H. ESCOTT CO.
WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

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covering all
The Wholesale Centres in
Manitoba, Saskatchewan and Alberta
Write us re your consignments.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited

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WINNIPEG

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Office and Track Warehouse, - 92 Alexander St. E.
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and
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THE TURNBULL Company

DIRECT IMPORTERS OF
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Open for additional first class lines.
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Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Care Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

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IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
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Our Specialties,

**WHITE BEANS
EVAPORATED APPLES
CURRANTS AND CANNED GOODS**

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Wholesale Grocery Brokers
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W. G. PATRICK & CO.

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Importers

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Established 1885

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AGENCY DEPARTMENT
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Secure our prices for
Fine FILIATRA CURRANTS, Greek
cleaned, in half cases,
before purchasing.

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

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

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Open for a few more first-class lines.

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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab" St. John's.
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customer tells of



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CREST

Manufacturers' Agents and Brokers' Directory

(Continued.)

LONDON, ENG.
F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.
**Fruit Pulp Manufacturers and
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Correspondence invited.

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McLEOD & CLARKSON
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852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Gro-
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Manufacturers and Buyers of Dried
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Apples
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ESTABLISHED 1886

SUCHARD'S COCOA
This is the season to push SUCHARD'S
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demand daily. It pays to sell the best. We
guarantee Suchard's Cocoa against all other
makes. Delicious in flavor. Prices just right.
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Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

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


**The BROWN is the only
convenient Bag Holder**
Occupies no counter space.
The bags are held in position
by gravity—no perforation of
bags necessary. Handy. Saves
Time. Will last a lifetime.
For sale by jobbers every-
where. Ask your jobber
or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

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**L. H. MAJOR and
J. SOUBLIERE, Limited**
Wholesale Brokers and
Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
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Manufacturers' Agent and Commission Merchant
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Correspondence solicited with brokers or
manufacturers looking for a reliable repre-
sentative. Can furnish best of references.

20th Century Retailing DEMANDS
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**ALLISON'S COUPON
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You can't get away from credit
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is exhausted you
can collect your
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book, as you deem
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books, no charging,
no time wasted, no
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For Sale Everywhere by Jobbers.
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**CLAY
PIPES** Those made by
McDOUGALL
are peerless. Insist upon
having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

If you are looking for trade with Irish merchants
there is one paper that can put you in touch with
buyers, and that is the
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Fish Preservers and Canters.
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Table and Tete a tete delicacies
Victory "Confections", Gums, Pastilles, Lozenges, etc.
Victorious all the world over.
They are RIGHT here.
Price lists, quotations and samples mailed promptly on
receipt of enquiry.

FOR—
**"Green Mountains,"
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or other varieties of
POTATOES
for SEED or
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Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

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

The McGregor Patent Bag Holder

is the most convenient bag holder you can use. In no way does it lessen counter space, but always handy to use, and the different size bags are easily discernible.

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EVERY SHRED

SHRED OF PURITY

McLean's
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(Best Incorrodible)

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Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

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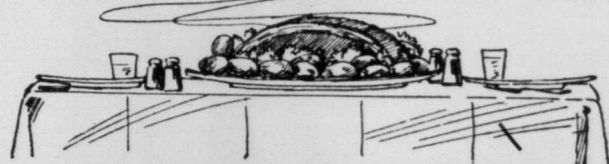
CECIL T. GORDON, MONTREAL

SALT with a profit.
SALT with a reputation.
SALT with a purity distinction

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Ontario People's Salt

THE ONTARIO PEOPLE'S SALT & SODA CO., Limited
KINCARDINE, ONTARIO



THE WILLIS DISPLAY STAND



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

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

Write to-day for complete description.

WILLIS MFG. CO.
GALESBURG, ILL.

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

Wholesalers or Jobbers: write for agency proposition.

Victor Archambault, Regr., Sherbrooke, Quebec, Agent for Quebec and Maritime Provinces.

We have a limited amount of

No. 3 TOMATOES
GALLON APPLES
No. 3 APPLES

All Packed in Sanitary Cans

CHURCH BROS.

PICTON, ONT.

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

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
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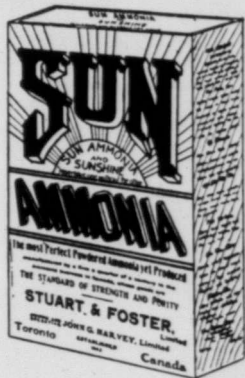
(HARVEY'S)

Single Cases \$2.25

75c. a doz.

5 or more delivered \$2.00

66²/₃c. a doz.



Single case 85c
Gross lots delivered \$9.50

For 25 years
The Standard of Strength and Purity

Secure it from your
Wholesale Grocer.

STUART & FOSTER, LIMITED,
474-476 Gerrard St. E. Toronto

Established 1882



Cold Springs Lemonade



AN EASY FIRST
TO QUENCH
THE THIRST

Get samples
now; you'll be
pleased. Then
make prepar-
ations for big
trade.

Sold everywhere in
Canada and through-
out the Colonies.

S. H. Ewing
& Sons
MONTREAL

WE ARE PLEASED

to tell you that our flour now finds a position in the very best stores to-day, but the bags don't sit there as an ornament. They keep on the move and that is what you want to see all goods do—keep going out.

“Regal,” “National.”
“Laurentia,” “Daily Bread,”

These are the brands with which
you should be acquainted.

The Consumer is Pleased

Another point in our favor. Of course we were certain of this as soon as the first carload left the mills, because we made sure that we had the “very best” before we sold a bag.

Are you interested?

The St. Lawrence Flour Mills, Ltd.
MONTREAL.



Trading Under a Safe Brand

You want your name to be connected with
absolutely the best grade of groceries only.

That's our attitude in regard to our products,
hence

ST. CHARLES BRAND
EVAPORATED MILK

has a reputation that it fully deserves for purity
and general goodness.

St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA.



Wonder Fly Killer

ASSURED SALES
ASSURED PROFITS
ASSURED
SATISFACTION
ASSURED
FLY DESTRUCTION
ASSURED DEMAND
ASSURED
POPULARITY

A few of the advantages for the dealer who stocks.

WRITE FOR QUOTATIONS

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

Distributors:—BRITISH COLUMBIA, ALBERTA, MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave., E. Winnipeg, Man.; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N. S.

COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

MR. DEALER
for over fifty years Cook's Friend, "The Baking Powder With a Pedigree," has been a leader. To-day, through its quality and advertising, sales are increasing monthly. Are you getting your share?
Purer than the Law Demands
Contains No Alum.
W. D. McLAREN
Montreal

GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

It stands to reason that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.



More
Than
Ninety
Flavors

More
Than
Ninety
Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

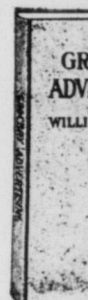
You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON EACH SALE WITHOUT LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

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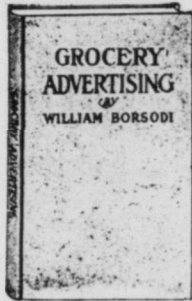
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years' pr

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Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

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PRICE POSTPAID \$2.00

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Tea Hints for Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
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(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

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ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

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They Like Good Jams, Because

good things always go farther, which explains why L. & B. Brand Jams and Jellies are so well liked by knowing housewives and their families. Low grade goods invariably are poor buys for both dealer and customer, there is no saving for either. Try Banner Brand.

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Lindner & Benner, - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg

A MONEY MAKING OPPORTUNITY

COMPOUND JAMS --- Of exceptionally good quality.

Packed in 5 lb. tins, 7 and 30 lb. wood pails, **6 1-2c lb.**
5 case lots—Delivered—

APPLE BUTTER

Packed in the same sizes, at the same price.

CATSUP---The Best Buy on the Market.

Pints—Clear glass fine quality, c/s 2 doz., 90c doz.
Quarts— “ “ “ “ brls. 4 “ 1.35 “

You cannot equal this, either in price or quality.

Another good line---**SWEET GHERKINS**---to retail at 15c bottle
This will sell at sight—Exceptionally good value.

EBY-BLAIN, LIMITED Wholesale Grocers
TORONTO



Everybody says

**H-O AMMONIA
POWDER**

is the best and does its work better than any other.

O
and

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Old Tea is Bad Tea

and bad Tea is a mighty poor thing for your trade.

Tea kept in stock six months loses one cent per pound in value, after one year two cents, after two years it is positively unfit for sale and is just about as bad as it can be.

The absolute necessity of selling **only fresh tea** cannot be too strongly emphasized. Tea is at its best the day it is fired in the gardens, and although in sealed metal packages it keeps very much better than in bulk, still it loses flavor. We do our utmost to have "SALADA" reach the consumer in all its garden freshness and fine flavor. We ask for our mutual advantage, the co-operation of every retailer in our efforts to serve the public with **fresh** tea. Our advice is to buy not more than three months' supply at a time. Twenty years' experience proves to us that this is vitally important.

If any retailer---anywhere---at any time, has any "SALADA" in stock that is over six months old, ship it back to us (freight collect) and we will refund the full price you paid for it. We back up our belief in the paramount importance of fresh tea by this sweeping guarantee.

THE "SALADA" TEA COMPANY

New York, Boston, Buffalo, Detroit, Chicago,
Philadelphia, Pittsburg, Cleveland,
Toronto, Montreal

Robinson's Patent Groats

Made from the finest
oats, scientifically
prepared.



Robinson's Patent Barley

Made from the finest
Barley. Will bring
you the best class
of trade.

MAGOR, SON & COMPANY

403 St. Pau St., Montreal

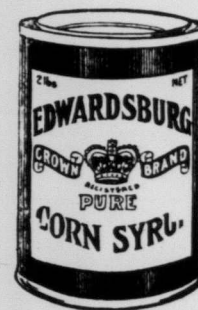
30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA

Five Sales of Crown Brand to Every Sale of Other Syrups

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

CROWN BRAND CORN SYRUP



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

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

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Figuring the Selling Price Properly

About Seventy Per Cent. of Replies to Grocer's Question in Last Week's Issue are Incorrect—Some Figure Expenses on One Thing and Profit on Another—In Some Cases Both Were Figured on First Cost—The Correct Answer.

Last week The Grocer submitted a question in mathematics relating to an everyday business proposition in the store, and received a great many replies. All of them were not correct—in fact, few of them were. Here is the question and offer:—

CHANCE TO EARN A DOLLAR.

A dealer pays \$2 for a dozen of a certain brand of preserved fruit. For how much must he sell the dozen to make 10 per cent., after allowing 15 per cent. for cost of doing business?

The above question is submitted to grocery clerks in Canada and a prize of one dollar (\$1) will be given by The Canadian Grocer to the clerk who sends in the first correct answer. With the answer there must be given the course of reasoning on how it is obtained. Sit down at once and let us have your reply. Address, The Editor, The Canadian Grocer, 143 University Ave., Toronto.

Common Error of Many.

The answer is not \$2.53, as a great many calculated it. Other incorrect answers were: \$2.50; \$2.55 3-10; \$2.63, etc. Out of every 15 replies, 10 were wrong. So there is room for improvement in the matter of calculation of profits, if the dealer and clerk wish to make a success of the business.

One reply read as follows:

Editor Canadian Grocer.—In answer to your question regarding profit on the preserved fruit, I would figure it out in this manner.

Cost per doz. \$2.00.

Cost of doing business, 15 per cent. = 30 cents.

Actual cost of goods, \$2.30.

10 per cent. of profit 23c.

Selling price = \$2.53.

Should be Consistent.

It will be noted that the clerk has figured his cost of doing business on the original cost and the profit on the total cost, whereas both should be figured on the same thing, that is, the selling price or turnover. No dealer would figure his cost of doing business on anything but turnover, and profit should be calculated on the same.

If the selling price is \$2.53, cost of doing business 15 per cent. and profit

10 per cent., the above answer is shown to be incorrect when an attempt is made to prove it. Twenty-five per cent. of \$2.53 is 63¼ cents, which would bring cost down to \$1.90¾. This, however, should be \$2.00, so that the \$2.53 answer is wrong.

Something Obscure About This.

Following is the course of reasoning used by the clerk who figures selling price at \$2.55 3-10:—

Editor Canadian Grocer:

To make ten per cent. clear on sale of one dozen of preserved fruit, they would need to be sold for \$2.55.30 or 21.28 each, or say 22c each for easy figuring.

Arrived at as follows:

First cost	\$2.00
15 p.c. for cost of doing business30
10 p.c. profit on made up cost of 2.3023
10 p.c. profit on total sales price basis, extra02.30

Total selling price \$2.55.30

The above is a longer method of doing the figuring than would be adopted if it had to be done every day, as then a "table" would be used that would give the percentage of cost to be added so as to give a clear 10 per cent. profit on the selling price.

The error of figuring cost of doing business on one thing and profit on another was made in this case also. Just why the extra 23-10 cents were added on, cannot readily be seen.

On the Wrong Basis.

Another answer was as follows:—

Editor Canadian Grocer: I notice in your issue of April 26th, you ask what goods costing \$2 per dozen must be sold at to pay expenses of doing business of 15 per cent., and still have a profit of 10 per cent. for the grocer.

Now the goods must be sold to cover 15 per cent. and 10 per cent.; therefore the first is to get my expenses.

If I am to cover 15 per cent., I must secure 115-100 of cost, that is, \$2.30. If my profit is 10 per cent., I must secure 110-100 of cost, which is \$2.20. In the first place I have expenses of 30 cents,

and in the second a profit of 20 cents, making a total of 50 cents. Therefore I must market the goods at \$2.50.

This clerk was, if nothing else, consistent. He figured both expense and profit on cost. His mistake was not figuring both on selling price. As stated above, no dealer would think of calculating his expenses on cost, but always on turnover. A few other replies reasoned the problem out the same way.

The Prize Winners.

Monday morning's first mail brought in two correct answers, among a number of incorrect. The Grocer has therefore decided to give each of the two \$1, their names being Mable Sandiford, with Geo. O. Werrett, Simcoe, Ont., and Chas. Byass, 76 Seaton Street, Toronto.

In sending her answer the former wrote:

Editor Canadian Grocer: Re your offer in The Grocer of \$1.00 for correct solution of problem, I beg to send as answer the following:

If the article cost \$2, and the profit is on selling price, it should be sold for \$2.66 2-3, for 33 1-3 per cent. on cost equals 25 per cent. of the selling price.

Mr. Byass' answer was:

10 per cent. for profit and 15 per cent. for expense equals 25 per cent.; to make 25 per cent. we must add 33 1-3 per cent. of cost, which equals \$2.66 2-3 per doz. for the fruit.

Example: What costs 75c must sell for \$1.00 to make 25c, which is 1-3 or 33 1-3 per cent. of 75c, the cost.

Other correct replies came from Benson Forbes, of Hamilton, with Trebilcock & Berry; Lennox Thompson, of Simcoe; and Roy P. Merrick, of Mitchell Square, Ont., but these were in later mails.

An Easy Method.

Probably the simplest method of reasoning the answer is this: the selling price, minus 15 per cent. of selling price, minus 10 per cent. of selling price, equals the cost, or \$2. That is, the selling price, minus 25 per cent. of selling price, equals \$2; in other words, 75 per cent., or 75-100 of selling price is \$2; therefore, the selling price is 100-75 of \$2, or \$2.66 2-3.

Dealer's Business Statement Analyzed

Advice on Paying Salaries of Partners — Regular Business Methods Should Be Followed—Gross Margin Around 20 per cent.—Open Bank Deposit Account for the Business.

*By Henry Johnson, Jr.

Ontario, March 11, 1912.
Henry Johnson, Jr.,
Care Canadian Grocer.

Dear Sir:—We have been interested in your straight talks on the different phases of the grocery business.

Stock taking has just been finished, and as you seem to be a sort of specialist in picking various statements to pieces we would be much obliged if you pull this one apart and show us as far as possible its weak points.

Might explain further, perhaps, in allowance for bad accounts:—

The \$877.85 in 1912 includes the \$585.43 of 1911—is, in fact, the accumulation of some years of slow accounts.

In taking stock we figure under real value, if anything. Would hesitate a long time before taking these "stock sheet" figures for our stock.

Perhaps we have not given you full enough particulars. Will give you further on application. Of course, we expect you not to make firm name or town name public.

Yours truly,
F—C—A—&—Co.

Statement.

We close our business year Feb. 15.

Dr.

1911

Feb. 15., To net worth of business.....\$4,229.18

1912

Feb. 15, Amt. owed wholesalers, etc..... 1,234.67

Cr.

1912

Feb. 15, By stock on hand:—

Groceries	\$1,928.43	
China	500.51	
		\$2,428.94
Fixtures, wagons, etc.....		532.60
Cash on hand		282.77
Empties, coal, etc..		73.80
Accounts receivable.....		2,258.22

5,576.33

Amount of cash withdrawn by owners during year \$2,319.51

In Feb., 1911, we took off \$585.43 for doubtful and bad accounts. This year we increased the amount to \$877.85. We believe this is considerably more than we could not collect, but place it that way to be on a perfectly safe basis. Our total china business amounted to probably under \$1,000 for the year. Total sales (cash received) for the year, \$18,550

(not including "truck account"), i.e., goods sold and paid for by eggs, butter, etc.

Allowance has been made in Fixture Account for depreciation. Our delivery horse is not included in amount, as at time of stock-taking it had not been taken over by the business, but was private property of one of the partners.

Expenses for year were as follows:—

Rent.....	\$180.00
Salaries.....	429.00
Horse and wagon upkeep ..	91.00
Insurance	27 00
Light	44.00
Heat	35.00
Advertising	65.00
Counter checks, bill heads, etc.	15.00
Street sprinkling	3.60
Ice	25.00
Sundries	25.00
Taxes	13 02

\$952 62

(Without charging A. & B.'s time.)

* * *

Working Conservatively.

When men keep close watch of their business and do most of the handling themselves, working along conservative lines of estimates, etc., there is not much danger that they will go far wrong. In

such cases, methods are of secondary importance. It seems to me very likely that these men lay aside something from what they "draw" from this business. Maybe they are buying homes, or have other investments, wherein they lay up surplus. Speaking strictly, however, they are not working it right in several ways.

According to their figures, they do business on just less than 5.14 per cent. for general expense. Add what they have drawn, and we have an expense of just more than 17.64 per cent. That is too heavy an expense account, especially in view of two facts: (1) That on their own figures they are making just under 18 1-4 per cent. gross; (2) that they have charged no interest on investment which, being considered, wipes out their slight net gain of \$112.48 and leaves them with a loss of \$141.27, or a little over .76 per cent. on sales.

Some Change Suggested.

Being "all in the family"—that is, all in the intimate control of the partners—has made them slightly heedless of good business. That should be changed.

First thing to do is: Record all "trade" transactions as if made for cash both ways. It costs just as much to handle a bar of soap which is exchanged for eggs as the one which goes out for cash.

Second: Stop all "drawing" of irregular amounts. A very liberal allowance for partners' salaries on this business would be 7 per cent., say \$1,200 for both. On such basis, the business would show for last year all expenses and interest paid and about \$1,000 net profit. As this is a matter of choice, however, I recommend that the partners fix their salaries at \$1,800 for both, which will be practically 10 per cent. on sales and will run the wages expense up to 12½ per cent. They should live rigidly within that limit, paying it to themselves regularly every month. Had this been done during the past year, the business would not show a net profit of around \$400.

Third: Open a savings account for the business and deposit therein \$25 per month during this year. As \$100 is accumulated, buy a good bond with that sum. I can point out some to you which will net around 5 per cent. on which you can borrow whenever need arise—only you must not let that need come up. Let the surplus remain as a surplus until you have \$1,000 to \$2,000 piled up. Time enough to consider what you will do after that. Intrench your business behind solid bulwarks of true Business Insurance first.

Fourth: Watch you accounts still more closely. I do not know how long it has taken you to accumulate that \$585.43 of depreciation on accounts; but you have gone back \$292.42 during 1911. That is just 1.56 per cent. on sales—over 1½ per cent.—three times what it should be. I know you are conservative. That is all understood. I know you may collect more than you estimate. But the figures stand that way now, and the only chance you can afford to take is that you have

(Concluded on page 38.)

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Make a Specialty Now of Canned Goods

Supplies of the Housewife Practically Exhausted—Not as Large a Supply as Usual Prepared Last Year on Account of High Prices of Fruits and Sugar—Let the Window Work Overtime—Good Money in These Goods Just Now.

There was a time, and we do not have to go very far back in history to find it, when the good housewife would stand in horror at the mere suggestion of purchasing canned goods at the grocer's. Those were the days when a goodly portion of the summer and fall was taken up in preparing a supply of fruits and vegetables for the ensuing winter.

Time has changed, however, and very quickly too, and the home preserving has given way to factory canning. Now the major portion of canned goods are sanitarily packed in factories situated right in the heart of the producing sections. This allows of goods being packed from the best quality fruits and vegetables at a minimum of expense.

Made Rapid Advances.

That the use of canned goods has grown tremendously in the last 5 or 10 years is well known to every grocer. Canned goods have come to form a big percentage of the sales of every store. Take canned goods out of the market

and there is not a table that would not suffer in consequence, nor a household that would not be seriously affected by the inconvenience. They are an excellent food, they are not expensive, and they are labor and time savers to the housewife. These are the reasons why the demand continues to increase.

Why Selling Is Easy.

This is decidedly the canned goods season and, moreover, this is a year in which the demand should be exceptionally large. The dealer is probably aware of the reasons that make this so. In the first place, high prices of fruit last year was the reason for little preserving being done by the housewife. What little found its way to the fruit shelves has now resolved itself into a very small quantity. Fruit is a necessity of daily diet. For these reasons, canned fruits should now be big sellers.

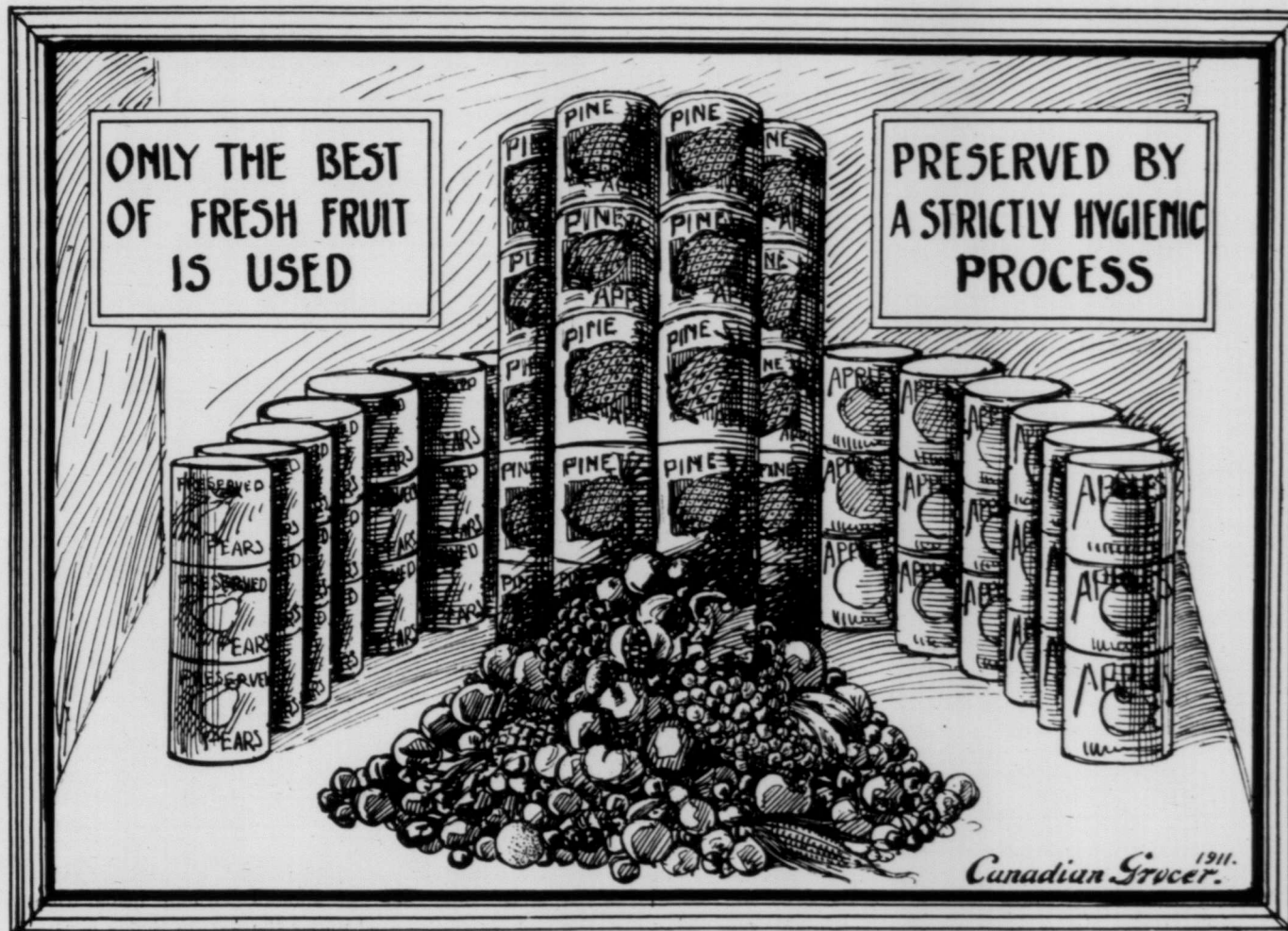
Canned vegetables and fruits, jams and marmalades are the lines that the grocer wants to swing into prominence

now. A good situation in the store where people will constantly see them, is somewhat of a factor in making sales. Displays on counters and around pillars should be made where possible, while last, but by no means least, is window display.

Be Sure to Use the Window.

Window display is an important medium for promoting the sale of canned goods. Some attractive trims may be arranged and by the use of show cards the excellent quality, the convenience and comparative cheapness of these lines may be heralded forth. Herewith is a suggestion for a window trim, in which fresh fruits and vegetables are shown, the idea being to drive home the point that only the best fruit and vegetables are used in canning, and that cleanliness is the watchword of the factories.

There are other points which may be presented to good advantage, either through newspaper advertising or by the salesman himself.



Suggestion For a Canned Goods Window Display.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

COMMON ERROR IN FIGURING PROFIT.

This matter of figuring profits and arriving at the selling price is so important that we feel much more attention should be given it by dealers and clerks.

Last week The Grocer announced a contest for clerks in figuring selling price when cost, rate of profit and expense of doing business were given. On Monday and Tuesday of this week twenty-one answers were submitted out of which number only six were correct.

On Wednesday several more arrived with about the same proportion wrong.

The majority made the common error of figuring either cost of doing business or profit or both on the first cost, whereas both should have been calculated on the turnover or selling price. On another page of this issue the question asked is given and the answers are taken up in detail. They are worth while studying by every clerk and dealer, because the problem has a direct bearing on the success or otherwise of many members of the trade.

The man who persists in calculating his profits on his cost and his overhead expenses on his turnover at the same time, ends nowhere. He will not emerge where he intended, his actual profit will not be what it seems, and if he succeeds it will only be by the mere chance of having marked goods sufficiently above cost to more than cover overhead expenses.

THE STALE EGG PROBLEM.

The time is drawing near when complaints of bad eggs on the market will be heard.

Once the warm weather arrives, hens have the unfortunate desire to find a new nest if any liberty whatever is extended to them. Their eggs accumulate in their privately-owned nests until the farmer's son stumbles upon them. The result is the market basket has a heavier load the following Saturday, but stale eggs have become mixed with the good ones. Other delays occur before they reach the commission houses or final purchaser, and complaints of decayed eggs come back to the merchant. But the farmer is immune from any blame because he cannot be traced. The country or country-town merchant has to bear the brunt of the dissatisfaction, consumers have the repulsive experience of opening bad eggs, commission men send back discouraging reports, and the price of eggs is undoubtedly higher than if only fresh-laid eggs were placed on the market.

Every merchant who purchases eggs from country customers should by some means or other get them to bring only fresh eggs to market. If eggs were paid for according to quality, this condition of affairs would soon be brought about, but as long as they are accepted by the merchant and paid for at existing prices without regard to quality, we will have the circulation of eggs unfit for human consumption.

It is the duty of every dealer to do his share in educating the farmer to sell fresh eggs only. Thousands of dollars are lost every year under the present system, and it is time for a change.

THE CONFECTIONERY DEPARTMENT.

In the handling of confectionery in the grocery store there are one or two things to which a dealer must give his attention to make a success of that department. These points have been brought out by a number of retailers who during the past few months have given their views to The Grocer.

It is practically a unanimous opinion that much loss is entailed by the giving of overweight in bulk goods. A sale of these means 5, 10 or 15 cents' worth, and if a high class chocolate is being purchased there are not many chocolates. The dealer or clerk, not wishing to appear stingy, adds a few more to dispel this fancy, and a loss or very little margin is the result.

To overcome this one dealer advises the use of a small computing scale, and if the business and store is large enough, a separate department and a saleslady to look after it. This arrangement places the dealer and his grocery clerks under no obligation to give away any confectionery whatever.

Freshness in high class goods is another item to be watched. Buying carefully in small quantities will overcome stale goods. On the occasion of something special, such as Easter and Christmas, too large a stock of appropriate goods should not be purchased. This only results in the held-over stock being unsalable when the holiday season is over. Better to buy sparingly of the holiday lines and add plenty of goods that can be sold after the festive season.

Display is another feature that all agree to be of paramount importance. Show the goods appealingly at all times, and if their quality warrants it, sales are bound to be made.

MARMALADE ANALYSIS.

A recent bulletin issued on marmalade by the Inland Revenue Department shows that of 154 samples collected in various parts of Canada and analyzed, 138 were found to be genuine. That is, this number contained nothing but fruit and sugar.

Chief Analyst A. McGill points out in his report that while 14 samples contain glucose, yet glucose is a nutritious food. It is normally contained in every meal we eat, since in the ordinary processes of digestion cane sugar is changed into glucose.

"There can be no sufficient reason on the ground of wholesomeness," he states. "for objecting to commercial glucose as a component of jam or marmalade; and if, as is claimed by many manufacturers, the addition of glucose actually improves the quality of jams and marmalades, there can be no reason for withholding a statement of the fact of its presence.

"In the meantime," he adds, "it is necessary to describe jams which contain glucose without declaration of the fact, as adulterated under the Act, in that a cheaper substance than sugar has been in part substituted for

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sugar. This is merely technical adulteration, and does not mean that as an article of food, the jam or marmalade is less nutritious or wholesome."

The analyst contends that while glucose is a wholesome food, yet marmalade was known long before it as fruit and sugar, therefore marmalade containing it should be so described on the label, and must be considered as adulterated.

A review of the analysis shows that marmalades sold in Canada are of a high quality and can be recommended as wholesome food.

◆
THE PORK IN THE PORK AND BEANS.

The "pork" part of pork and beans has been somewhat regarded as a joke by the consuming public. The retailer is often jollied about it by customers, as one was by the Vancouver man who told of having an exciting time when he offered a prize to the member of his family who could locate the remnant of the hog in the can of beans.

However, this canned article has just claim for containing the words "pork and beans" on the label. There is really pork in the can, and a considerable quantity too, although customers can hardly expect to get a pound of 18 cent bacon in a 10 cent can of beans.

To customers who have any comments to make in this regard, it would be well to explain that the amount originally placed in the can is larger than becomes apparent to the eye when opened. Under the heat to which the goods are subjected in the canning process, the major portion of the pork is melted. It mixes up with the beans and gives to it that flavor that has made this line such a popular one.

◆
ARRANGING THE HOLIDAY SCHEDULE.

Soon straw hats will be making their appearance, and spring will be on the wane and summer approaching. The days will be hot, and thoughts of summer vacations will fill many minds. This is a state of affairs which may be expected, and the dealer will do well to make his preparations accordingly.

Those dealers who employ a number of clerks might well arrange in advance the date upon which the staff will go away for their holidays. The dealer will then know during just what seasons he will have a short staff. He will be able to prepare in good time, so that all may be in readiness when this short-handed season arrives.

Arranging the holiday schedule well in advance is of advantage to the employer in other ways. It prevents disputes among the clerks as to who shall go on a certain date. It enables the clerks to plan their trips; and instead of there being any discord among them there will be a feeling of expectancy. They will give more enthusiastic, more whole-hearted service.

In arranging the holiday schedule, Mr. Dealer, don't forget that hard-working, worried and faithful member of the staff, the proprietor. He needs rest and relaxation the same as the others, and should have it. Don't think that the store can't get along without him. The absolutely indispensable man has never yet been found.

◆
STRENGTHENING THE MAGNET.

What is the use of a show window? Generally this is believed to be the sample of the store; the eye, not through which the store looked out, but through which the people look in. The window is an indication of what is to be seen inside. But it is more than this. It is one of

the store's magnets—one of the forces which draw people to the store.

This phase of window dressing deserves some consideration. The retailer must present his goods in such an attractive way that they will arrest attention, and draw people to inspect them more closely. But there is an agency outside of the mere goods which some men have used to make their windows attractive. They give room to signs, not immediately relating to the store, but of genuine interest to a large part of the people whose custom they have or hope to gain. There are some who do not believe in this—and doubtless in certain places this would not be advisable—but properly regulated the system of putting forward signs, bearing information about things of interest to the general public, does a store good.

People notice these cards from across the street, and walk out of their way to see what is to be learned. After satisfying their curiosity, they look at the goods in the window. If the display is well arranged—and, of course, the notices must not be allowed to interfere with this—many people will see something which they want. They will perhaps buy, or will say something about the goods which will induce others to buy.

Let people once get to know that signs bearing news of general interest are to be seen in a certain store window, and many of them will go out of their way to pass that store. Much attention will be gained. The magnet will have been made more powerful, and the educational qualities of the window will not have been spoiled, if discrimination has been shown in the class of announcements which are given window room.

◆
EDITORIAL NOTES.

Figuring selling price is not such an easy matter, after all.

* * *

The clerk who takes an interest in the business cannot but be more than an order taker.

* * *

Boxes and barrels strewn indiscriminately about the floor of the store show the absence of system.

* * *

In our boyhood times, Arbor Day in May was cleaning-up day in the old schoolyard. Have any of us forgotten the results?

* * *

Government analysis show marmalades sold in Canada to be highly nutritious. Use this information in the newspaper ad. and on the show card.

* * *

Is the hen who steals her nest ashamed of her work? Or does she imagine she can break the price of eggs by marketing her summer's product all at once?

* * *

Cooked ham shown where it can be seen will sell—if it looks good. It provides the much needed short cut in these industrious times around the house.

* * *

Now that the home-made preserve shelf is getting bare, the time has arrived when the grocer's stock of canned and preserved fruits will be pleasing to the customer's eye.

* * *

How would an X-ray in the general merchant store solve the problem of the stale egg? Let the indifferent farmer himself have an occasional look at some of the eggs he brings to market.

Merchants After Mail Order House Scalp

At Annual Meeting of Dominion Board R. M. A. Question Was Discussed and Resolution Passed—Inspection of Scales, and Credit Reporting Department Among the Other Problems—The Officers Elected.

Montreal, May 2—(Special)—The Dominion Board of the Retail Merchants' Association of Canada held its annual meeting here on Monday and Tuesday of this week, when new officers were elected and several resolutions passed. The officers for the ensuing years are:

P. J. Cote, Quebec, Dominion President.

A. Weseloah, Berlin, Ont., 1st. Dom. Vice-Pres.

W. U. Bouvin, Montreal, 2nd. Dom. Vice-Pres.

J. A. Beaudry, Montreal, Dom. Treasurer.

E. M. Trowern, Dom. Secretary.

J. G. Watson, Dom. Auditor.

The Mail Order Problem.

One of the most important questions discussed was the mail order problem. This was gone into thoroughly from every standpoint, and the following resolutions passed:

"That inasmuch as it is important to the upbuilding of the cities, towns and villages of the various provinces of the Dominion, that as far as possible the persons who secure their living in these cities, towns and villages should do all in their power to assist in paying the running expenses of said municipalities, and in our opinion this can best be done by consumers spending their money in their own home towns; and inasmuch as all those retail merchants who occupy premises and carry stock and employ assistants are compelled to pay taxes on the most highly assessed property, and as it is considered only fair that those who peddle from door to door should pay a peddler's license, or those who are transient traders should pay a transient trader's license, then we consider that those who use the mail by issuing catalogues for the purpose of soliciting orders at retail and encouraging club buying and taking the money and trade out of any municipality which properly belongs to it, should also pay a license or pay the full cost of such services to the post office department, and not be allowed to use the post office staff and the machinery necessary to conduct such business for the purpose of destroying the trade of the largest class of taxpayers—the retail merchants.

"The position at present, as we find it, is that over twelve thousand post offices are conducted by postmasters in Canada, who are retail merchants, and these postmasters are paying their own rents and spending their time for a mere

pittance of what it is worth to receive and hand out thousands of tons of catalogues for mail order houses, who are receiving the benefit at the expense of the Government and these retail merchant postmasters and the business men of the cities, towns and villages are losing the trade of the local municipalities, besides that which properly belongs to them.

"We therefore ask that a thorough investigation into this system be made by the executive officers of this board as early as possible."

Other resolutions adopted were:

"That in view of the fact that a further amendment is necessary to the Criminal Code, in order to enable the retail trade to consult with and make fair arrangements with the wholesale trade and with manufacturers, we again urge the necessity of securing the necessary amendment from the Dominion Government."

Scale Inspection.

"That this convention request the Dominion executive officers to present the petitions and press forward the legislation that has been commenced by us to have the fees for the inspection of weights and measures paid out of the Dominion treasury."

"That this board establish a credit reporting department to report to the members of the association the names and addresses of such persons who do not pay their accounts regularly."

E. Laniel, a Montreal grocer, took a number of the delegates for a 20 mile run around the city in his motor car. Needless to say this was thoroughly enjoyed and appreciated.

FOOD STANDARDS FOR EXTRACTS

If Artificial They Must be Labeled Such—Strength of Lemon and Vanilla Not Decided On.

Toronto, May 2—(Special)—On Wednesday of last week the pure food section of the Canadian Manufacturers' Association, met at the National Club rooms to discuss with Chief Analyst A. McGill and Prof. Ellis, of the Inland Revenue Department, standards for extracts of lemon and vanilla. Jas. Litster, of the Litster Pure Food Co., chairman, presided, representatives being present from the following firms: MacLaren's, Ltd., Hamilton; Imperial Spice Co., Hamilton; Gorman, Eckert

Co., London; Wampole & Co., Perth; Pure Gold Manufacturing Co., Toronto; White Swan Spices & Cereals, Toronto; J. Hungerford Smith, Toronto; J. J. McLaughlin, Toronto; Eby, Blain, Ltd., Toronto; Hutchinson & Peterson, Toronto; Robinson Mfg. Co., Toronto; Imperial Extract Co., Toronto; T. A. Lytle & Co., Toronto, and Stuart Bros., Niagara Falls. Mr. Litster read a letter from the Seeley Mfg. Co., of Windsor, regretting their inability to have a representative at the conference. Professor Rush, of the Canadian Ermine Dye Co., Buffalo, with his color expert, Mr. Watkins, were also present.

The question of standards for vanilla and lemon extracts was gone into at length with Mr. McGill. The manufacturers considered that the standards, as originally drafted were not exactly what they should be, and Mr. McGill will make a re-draft of them when they will be submitted to the association again.

The matter of artificial extracts was discussed and as far as these are concerned, the law will now compel manufacturers to label them as "artificial." This was definitely decided upon.

The chief point in the lemon extract standards is the amount of citral, (which is the active principle of it) that will have to be used. So far as vanilla is concerned the principal part of setting a standard is to decide on the amount of vanilla to be used to every gallon of extract.

Members of the pure food section of the Canadian Manufacturers' Association are particularly pleased with the methods Professor McGill is using in determining the standards. He is making it a point to discuss the practical side of the manufacture of food stuffs with men in the business before making any definite decision as to what certain standards should be. This is certainly a commendable action on his part.

The first executive meeting of the Ontario Retail Grocers' Association will be held in Brantford at the Prince Edward, next Wednesday, May 8, at 8 o'clock p.m.

In last week's issue an item appeared to the effect that Geo. J. Emmerton, Ripley, Ont., was taking into partnership Milton Dierlamm, of Millbank. Mr. Emmerton writes that this is contrary to the fact, and that he has no intention of taking in a partner. We gladly make this correction of the item which we received and published in good faith.

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QUEB

POINTERS—

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SUGAR.—Sit
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Granulated, bags ...
Granulated, 24-lb. b
Granulated, 5-lb. ca
Granulated, Imperial
Granulated, Beaver
Paris lump, boxes, 100
Paris lump, boxes, 50
Paris lump, boxes, 25
Red Seal, in cartons,
Crystal diamonds, bb
Crystal diamonds, 100-
Crystal diamonds, 50-l
Crystal diamonds, 25-l
Crystal diamonds, 5-l
Crystal Diamonds, Dom
Extra ground, bbls.
Extra ground, 50-lb.
Extra ground, 25-lb. l
Powdered, bbls.
Powdered, 50-lb. boxes
Powdered, 25-lb. boxes
Phoenix

Bright coffee

No. 3 yellow

No. 2 yellow

No. 1 yellow, bags ...

Bbls. granulated and
above bag prices.

SYRUP AND

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tone is strong.

Fancy Barbados molas

Fancy Barbados molas

Fancy Barbados molas

Choice Barbados molas

Choice Barbados molas

Choice Barbados molas

New Orleans

Antigua

Porto Rico

Corn syrups, bbls

Corn syrups, half-barr

Corn syrups, quarter-b

Corn syrups, 28½-lb. p

Corn syrups, 25-lb. pal

Cases, 2-lb. tins, 2 doz.

Cases, 5-lb. tins, 1 doz

Cases, 10-lb. tins, ¼ doz

Cases, 20-lb. tins, ¼ doz

DRIED FRUIT

activity is noted in

Market in gen

ward movement.

A Decline in Refined Sugar Expected

In Sympathy With Continued Weak Tone to Raws—New York Lower and Canadian Expected to Follow—Concessions in Prunes Still Being Made at Some Centres—Seeded Raisins Lower in Montreal — Opening of Navigation Helps Trade.

QUEBEC MARKETS.

POINTERS—

Seeded Raisins—Lower.

Prunes—Easier.

Canned Tomatoes—Easier.

Montreal, May 2.—Business for spring trade is brisk. Dealers in all lines claim they are satisfied and expect navigation to add greatly to the trade.

Prunes are easier with decline of 1/2¢ this week.

Canned goods are moving well. Canned tomatoes are now at \$1.65 per doz.

Brazil nuts have declined and may go lower.

SUGAR.—Situation as regards sugar is in practically same weak shape as it has been for some time. The expected decline has not put in an appearance yet, and dealers are still waiting. This has caused considerable drop off in demand, as dealers hesitate on buying with a decline in view.

Granulated, bags	5 35
Granulated, 25-lb. bags	5 45
Granulated, 5-lb. cartons	5 55
Granulated, Imperial	5 20
Granulated, Beaver	5 20
Paris lump, boxes, 100 lbs.	6 10
Paris lump, boxes, 50 lbs.	6 20
Paris lump, boxes, 25 lbs.	6 40
Red Seal, in cartons, each	3 35
Crystal diamonds, bbls.	6 00
Crystal diamonds, 100-lb. boxes	6 10
Crystal diamonds, 50-lb. boxes	6 20
Crystal diamonds, 25-lb. boxes	6 40
Crystal diamonds, 5-lb. cartons	6 90
Crystal Diamond Dominoes, cartons	7 10
Extra ground, bbls.	5 75
Extra ground, 50-lb. boxes	5 90
Extra ground, 25-lb. boxes	6 15
Powdered, bbls.	5 55
Powdered, 50-lb. boxes	5 75
Powdered, 25-lb. boxes	5 95
Phoenix	5 35
Bright coffee	5 30
No. 3 yellow	5 20
No. 2 yellow	5 10
No. 1 yellow, bags	4 95

Nbls. granulated and yellow may be had at 5¢ above bag prices.

SYRUP AND MOLASSES.—Molasses situation has shown no particular change this week, quotations remaining unchanged. Demand is seasonable. Syrup is receiving a good call, but nothing exciting has affected market of late. General tone is strong.

Fancy Barbados molasses, puncheons	0 38	\$0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
Choice Barbados molasses, barrels	0 37	0 39
Choice Barbados molasses, half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
Corn syrups, half-barrels	0 03 1/2	0 03 1/2
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 3 1/4-lb. pails	1 90	1 90
Corn syrups, 25-lb. pails	1 35	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25	3 25
Cases, 10-lb. tins, 1/2 doz. per case	3 15	3 15
Cases, 20-lb. tins, 1/4 doz. per case	3 10	3 10

DRIED FRUITS.—Considerable activity is noted in dried fruits this week. Market in general promises a downward movement. Prunes and raisins of

fer features of the week, having declined and show signs of further easing off.

Evaporated apricots	\$0 22	\$0 24
Evaporated apples	0 11	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 06 1/2	0 09 1/2
Currants, fine filiatras, per lb., cleaned	0 07 1/2	0 08
Currants, 1-lb. packages, fine filiatras, cleaned	0 08 1/2	0 09
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizzas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 06 1/2	0 06 1/2
Dates, Hallowee, loose	0 11	0 11
Figs, 3 crown	0 07 1/2	0 19 1/2
Figs, 4 crown	0 08	0 10 1/2
Figs, 5 crown	0 08 1/2	0 13
Figs, 6 crown	0 09	0 14
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2

Prunes—		
20-30	0 13	0 13
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10 1/2	0 10 1/2
60-70	0 10	0 10
70-80	0 09 1/2	0 09 1/2
80-90	0 09	0 09
90-100	0 08 1/2	0 08 1/2
100-120	0 08	0 08
Bosnia prunes	0 08	0 08

TEAS.—Routine trade is being done in tea. Local prices generally show no change, but hold steady. A report to the effect that cheap Japan crops promise to be 20 per cent. ahead of last year's has been received.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Pine	0 30	0 35
Medium	0 25	0 30
Good common	0 21	0 24
Common	0 19	0 21
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souehongs	0 20	0 22
India—		
Pekoe Souehongs	0 19	0 30
Ceylon Greens—		
Young Hysons	0 24	0 25
Tison	0 24	0 25
Gunsowers	0 19	0 35
China Greens—		
Pinguey gunpowder, low grade	0 14	0 18
Pinguey gunpowder, pea leaf	0 20	0 30
Pinguey gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee market is dull, but shows no weakness for week. All grades of Rio and Santos are still ruling high, with no tendencies towards easing off. Mild grades are likewise dull and unchanged in prices. Java and Mocha are quiet at ruling figures.

Mocha	0 35	0 38
Rio	0 21 1/2	0 23 1/2
Mexican	0 25	0 28
Santos	0 22	0 24
Maracatho	0 23	0 26 1/2

SPICES.—Market is more active and there has been some large trading both for spot and futures in cloves and peppers. Opening of navigation will add new features to market. For week,

values on all spices remain unchanged.

Toronto

Allspice	0 13	0 18
Cinnamon, whole	0 15	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 23	0 35
Cloves, ground	0 25	0 32
Cream of tartar	0 25	0 30
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 20
Mace	0 25	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—Shell varieties are moving freely. Brazils for the week offer a decline. Shelled are rather quiet. A general tone of steadiness prevails both locally and in primary markets.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 10 1/4	0 12
Filberts, Barcelona, per lb.	0 10 1/4	0 12
Tarragona Almonds, per lb.	0 15	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbots, per lb.	0 14 1/4	0 15 1/4
Walnuts, Cornes, per lb.	0 11	0 13
Hungarian	0 13 1/4	0 15
Shelled—		
Almonds, 4 crown selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown, selected, per lb.	0 31	0 32
Almonds (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 09 1/2
Coon, roasted	0 09 1/2	0 09
Diamond G, roasted	0 09	0 10
Hon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 11
Spanish, No. 1	0 11	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 15	0 15
Walnuts—		
Bordeaux halves, bright	0 28	0 30
Broken	0 28	0 30

RICE AND TAPIOCA.—Market is featureless this week. Demand is steady and situation remains firm.

Rangeons—		
Rice, grade B, bags, 250 lbs.	3 45	3 55
Rice, grade B, bags, 100 lbs.	3 45	3 55
Rice, grade B, bags, 50 lbs.	3 45	3 55
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 65	3 75
Rice, grade B, C.C., bags, 25 lbs.	3 55	3 65
Rice, grade C.C., bags, 100 lbs.	3 35	3 45
Rice, grade C.C., bags, 50 lbs.	3 35	3 45
Rice, grade C.C., pockets, 25 lbs.	3 45	3 55
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 55	3 65
Fancy Patna—		
Patna, polished	4 00	4 10
Pearl	4 40	4 50
Imperial Glace	4 70	4 80
Sparkle	4 90	5 00
Japans—		
Crystal	4 95	5 05
Snow	5 15	5 25
Ice Dips	5 40	5 50
Caroline Rice	7 00	7 10
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

ONTARIO MARKETS.

POINTERS:—

Sugar—Decline expected.

Brazil Nuts—Easier.

Prunes—Concessions still being made.

Corn—Quoted at \$1 doz.

Toronto, May 2.—Tone of wholesale grocery trade is somewhat healthier this week and month of May is conceded as making a good start. There is no doubt that as farmers are busy on the land, trade in country districts is somewhat

THE CANADIAN GROCER

hampered, but against this, it is argued that condition of country roads have improved, which tends to help trade.

Opening of navigation on the lakes has worked for greater activity in wholesale trade. No doubt considerable business was held back to secure lower lake rates and, as navigation has been unusually late in opening this spring, trade has been held back considerably.

Sugar is quiet and dull, refined quoted at \$5.45 per cwt. in Toronto, as compared with \$4.70 a year ago. Market continues weak under easy raw market and a decline in refined is looked for.

There have been some lower prices quoted at odd times on brooms by some manufacturers, but local dealers state that there is nothing in general situation of good broom corn to warrant any easiness. There was a slight downward fluctuation in broom corn around first of year, which some Canadian manufacturers got in on, and are thus able to offer slight recessions on certain grades. "Some Quebec manufacturers have been quoting us some very attractive figures on low grade brooms," said one wholesaler, "but the manufacturer we have been buying from says he must maintain his prices."

A traveler for one firm this week was offering brooms at \$3 which a week previous had been quoted at \$3.75.

SUGAR.—Same weak tone continues in sugar market and a decline in Canadian refined is anticipated. Raws have continued easy. New York has adjusted itself to easier conditions, and it is expected that Canadian market will follow. Cuba crop reports have so constantly improved during past few weeks by dry favorable weather and full number of centrals at work, that a very full crop, up to original first estimates, appears now well settled. Thus, the easier trend of the market.

Table listing prices for Extra granulated, Imperial granulated, Beaver granulated, Yellow, and various types of Raisins (Sultana, Valencia, etc.) and Currants.

SYRUPS AND MOLASSES.—Normal reasonable trade is in evidence in syrups and molasses. There is considerable business in new make maple syrup being done while other varieties appear to be receiving their share of attention.

Corn still maintains a strong front and corn products in sympathy hold a steady to firm position.

There is no particular change in general molasses outlook. Attitude of Barbados producers with regard to

their expectations of future are unchanged.

Table listing prices for Syrups (2-lb tins, 5-lb tins, 10-lb tins), Maple Syrup (Compound, Pure), and Molasses (New Orleans, Barbados, Porto Rico, Muscovado).

DRIED FRUITS.—There is by no means any marked activity in dried fruits, but here and there some improvement in demand is reported by jobbers. Some retailers who have had supplies from last fall's purchases are unloading low and coming into the market, but buying is mostly for immediate requirements.

Tone of spot dried fruits in California continues easy. Locally concessions below quotations on certain sizes of prunes are reported, but some improvement is noted in demand by some wholesalers, removing somewhat feeling of nervousness. Bosnia prunes are quoted from 7 3/4 to 9 cents.

Evaps. are fairly steady. Seeded raisins are slightly easier. Figs and dates point the opposite way.

Table listing prices for Prunes (30 to 40, 40 to 50, etc.), Apricots, Candied Peels (Lemon, Orange, Citron), Tannets, Figs, Bag figs, Evaporated peaches, Dried apples, Currants (Patras, Filigras, Vostizas), Raisins (Sultana, Valencia), and New Dates (Halloween).

TEA.—Trade from wholesaler to retailer continues on a normal scale. Distributors are buying mostly for immediate requirements, purchasing conservatively until some definite news is received regarding the new crop. Certain amount of interest is being directed towards opening of new crop from Japan.

It was just one year ago that Japan issued its edict prohibiting the coloring of tea. There was considerable conjecture at the time as to what effect this would have on sale of Japan tea. Deal-

ers in this variety say that they do not see that year has brought forward anything serious in this regard. Japan tea growers have been carrying on an advertising campaign to increase the popularity of their teas and one of the arguments used was that they are not artificially colored.

COFFEE.—In regard to coffee situation, there is practically nothing new in local market, tone of steadiness still continuing.

The key to the Brazil coffee position is the crop now maturing and which on July 1 will begin its outturn. Naturally at this stage of the crop, there are various estimates, but the fact that all indications in Brazil have an upward tendency shows the belief on part of those close at hand, that next crop will not be large, otherwise with receipts of present crop keeping at such good level, prices would naturally tend downward.

Table listing prices for coffee types: Rio, Green, Santos, Maricao, Bagotas, Mocha, Java, Mexican, Guatemala, Jamaica, Chicory.

SPICES.—Spices have shared in the greater activity by reason of opening of navigation and improvement in conditions of country roads. There are no particular lines in special demand at this season, trade being well divided over whole list. While there are some slight tendencies in primary markets of some lines, there is nothing that has any important bearing on spot goods.

Table listing prices for Spices: Allspice, Cassia, Cayenne pepper, Cloves, Cream tartar, Curry powder, Ginger, Mace, Nutmeg, Peppers (Black, White), Pastry spice, Pickling spice, Turmeric, Mustard seed, Celery seed, Shredded cocanout.

RICE AND TAPIACO.—This is a good season for these lines and trade is well up to the normal. Some slight easiness is noted in lower grades of rice in the east but fancy varieties appear to hold steady.

Table listing prices for Nuts: Almonds (Formigetta, Tarragona, shelled), Walnuts (Grenoble, Bordeaux, Marbot, shelled, new), Filberts, Pecans, Peanuts (roasted, green, extra, green, jumbo).

NUTS.—Trade cannot be described as active. Naturally at this season, nuts in shell do not come in for any great attention. Advent of push carts and opening of baseball parks will naturally mean an increased consumption of peanuts. Further shipments of Brazil

nuts are ward and able level Late re estimates were four Standard B. Rice, standa Rangom... Fancy rango Palua... Java... Carolina... Sage, medium Tapioca... Bullet, d Medium l Flake... Seed...

BEANS tario ma dian point a similar strong ha be mainta Prime beans, Hand picked California Lin

TORON not appea ing able to before nev but there a little ne is some di how dema although in naturally

In fruit: quotations This cannot of what. Tor to \$1.70 fo most firms, higher. P \$1.35, but s 5 cents p houses, sai have been e are not pl \$1.25 per d

There is ned fruits, for pie fil are finding and salmon

Table listing prices for various fruits: Apples (3's, 2's, 1's), Blueberries, Gooseberries, Grapes (2's, 3's), Peaches (2's, 3's, 1's), Pears (2's, 3's, 1's), Plums (2's, 3's).

MANITOBA.

WINNIPEG.—Prices are firm and demand quite up to average. Lake fish are scarce.

Fish—		
Lake Winnipeg whitefish, lb.	0 09	
Fresh pickerel	0 08	
Steak cod	0 07	
Haddock	0 05	
Market cod	0 05	
Finnan haddie	0 08	
Sea herring, doz.	0 10	
Fresh goldeyes	0 04	
Kippers, box	2 00	
B.C. frozen salmon	0 10	
Lake trout	0 07	
Halibut	0 07 1/2	0 08
Bloaters, per box	1 50	
Mackerel	0 11	
Smelts	0 12	
Extra smelts	0 15	
Smoked goldeyes, doz.	0 50	
Norwegian herrings, per case	5 75	
Labrador, per half barrel	4 40	
Holland, kegs	0 65	

WINNIPEG.

FRUITS AND VEGETABLES.—

There is a first rate trade in fresh fruits and vegetables following the advent of warmer weather. Prices have changed considerably.

Bananas, bunch	2 50	3 50
California lemons, crate	5 00	6 00
Cauliflower	4 00	
Cucumbers, doz.	2 50	3 00
California celery	8 50	
California rhubarb, basket	2 00	
Florida tomatoes, crate	6 00	
Grape fruit	7 50	
Grapes	8 00	
Limes, box	2 25	
Messina lemons	4 50	
Oranges, navel	5 00	4 00
Strawberries, case	4 00	
Washington apples, box	3 00	3 50
Valencia onions, per cwt.	5 00	
Australian onions, per cwt.	5 00	
Potatoes, per bushel	0 90	
Carload lots, F.O.B.	0 75	

NEW BRUNSWICK MARKETS.

St. John, May 2.—Local market during the last week has been fairly active, and there have been some changes of interest in quotations. The orders received by wholesale houses indicate a prosperous spring trade, but in some commodities there will be a falling off owing to the unusually high prices prevailing. Sugar market is reported in weak condition, decidedly uncertain, but with a downward tendency at present. Raw market reacted during the week, and became stronger, but it weakened in a day or so, and is down now. Molasses took a lower step this week as well, but hardly had this taken place before it advanced again and is now reported firm.

Beans and lard still maintain their record prices. Pork is also high, both domestic mess and American clear having advanced this week.

Seed is remarkably scarce, and owing to the fact that exceptionally high prices are being asked, demand is not great.

In country market, cheese is a little easier, but still quite high. Eggs remain about the same, a little firmer if anything, while butter still maintains its position of steadiness and scarcity, with little possibility of change. There is practically no poultry on hand, but meats are in fair supply. Potatoes are unchanged, selling still at from \$2.25 to \$2.50.

Bacon	2 90	\$0 15
Beans, hand picked, bus.	2 90	3 00
Beans, yellow eye, bus.	2 80	2 90
Butter, dairy, per lb.	0 25	0 30
Butter, creamery, per lb.	0 30	0 34
Buckwheat, W., grey bag	2 85	3 00
Cheese, new, lb.	0 16 1/2	0 16 1/2
Currants, 1's, lb.	0 08	0 08 1/2
Canned Goods—		
Beans, baked	\$1 15	\$1 25
Beans, string	1 20	1 20
Corn, doz.	1 00	1 05
Peas, No. 4	1 20	1 20
Peas, No. 3	1 30	1 35
Peas, No. 2	1 80	1 80
Peas, No. 1	1 95	2 00
Peaches, 2's, doz.	3 00	3 05
Peaches, 3's, doz.	2 05	2 10
Raspberries, doz.	1 85	1 90
Strawberries	1 75	1 80
Tomatoes	4 00	4 25
Clams	5 25	5 25
Cornmeal, gran.	1 90	1 90
Cornmeal, bags	3 95	3 95
Eggs, henery	0 25	0 25
Eggs, case	0 23	0 24
Finan Haddies	4 40	4 50
Fish, cod, dry	5 50	5 60
Flour, Manitoba	6 65	6 70
Flour, Ontario	5 85	5 90
Lard, compound, lb.	0 11 1/4	0 11 1/2
Lard, pure, lb.	0 14 1/4	0 14 1/2
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 33	0 34
Oatmeal, rolled	6 60	6 60
Oatmeal, std.	22 50	22 75
Pork, domestic mess	23 25	23 50
Pork, American clear	2 25	2 50
Potatoes, barrel	0 09	0 09 1/4
Raisins, California, seeded	0 03 1/2	0 04
Rice, per lb.		
Salmon, Case—		
Red Spring	\$7 75	\$8 00
Cohoos	7 25	7 50
Sugar—		
Standard granulated	5 50	5 50
Austrian granulated	5 40	5 40
Bright yellow	5 30	5 30
No. 1 yellow	5 00	5 00
Paris lumps	6 50	6 50

CURRENT NEWS OF THE WEEK

Business Changes and Other Movements in Various Provinces.

Western Canada.

A Retail Merchants Association has been organized in Coquitlam, B. C. The object of the organization is to decide upon such matters as closing hours, the employment of clerks and other such matters affecting their business. A. R. Millard was elected president, and Ben Seaborne, secretary.

The Mooney Biscuit & Candy Co., Stratford, Ont., and Winnipeg, Man., have purchased the biscuit factory of the H. Smith Biscuit Co., Vancouver, B. C. The price is reported to be in the neighborhood of \$300,000. W. C. Mooney, vice-president of the company, who has been manager of the Winnipeg factory, is now in Vancouver, and will have charge of the reorganization work.

Jean Bonnet, Bordeaux, France, arrived in Canada last month in the interests of H. Desegaulx & Co. Last week Mr. Bonnet was in Winnipeg, and spoke interestingly of his opinion of Canadian trade in general. He states that outside countries are becoming more and more interested in Canadian trade, and he was pleased to note the great development in Canada. Mr. Bonnet is establishing agencies in various parts of Canada for his principals.

Quebec and Maritime Provinces.

P. Donovan, general merchant, Canterbury Station, N. B., succeeded by Wm. Donovan.

C. H. Dougall, Limited, of Montreal, has been incorporated at \$25,000.

Letters patent have been issued incorporating the N. K. Fairbank Co., Limited, with a capital stock of \$500,000. Head office is in Montreal, and incorporators are Cecil G. MacKinnon, T. B. Gould, T. J. Coonan, K. Archibald and H. B. Mulvena. Lard, soap, soap powders and cotton seed oil are some of their products.

Ontario.

Lindner & Benner, jam and preserve manufacturers, 1000 Gerrard Street East, Toronto, are moving into new premises at corner of Dundas and Arthur Streets.

C. G. Armstrong, general merchant, Orono, Ont., recently underwent an operation at the General Hospital, Toronto. He is recovering rapidly.

J. H. Lanford, grocer, London, Ont., has sold to Mrs. Henry Sampson.

DEALER'S BUSINESS STATEMENT.

(Concluded from page 30.)

estimated properly. Hence, you must cut down that possibility of loss this year.

Raise the Gross Margin.

Fifth: Try hard to increase your average gross margin. At present you are averaging only about 18 1-4 per cent. It should be close to 20 per cent. If you are careful to push profitable goods this year and avoid too many "bargain offerings" in your advertising, you may succeed in widening that margin to 19 per cent. or better. Such an addition would give you extra net earnings of about \$140 on your present business. It is the fractions of pennies that count. Work more consistently on high grade goods. Talk and think quality and value as opposed to price. In naming prices, quote high figures first and work downwards; do not begin at the bottom and work upwards. You will find that good psychology in making sales.

Note that I recommend the accumulation of a surplus, not the employment of additional capital. Every dollar you add to your capital increases you interest charge. Do not load up with more expense of this kind until you have absolute need of it for expansion.

Give Your Money a Chance.

Note, in passing, that \$2,000 of 5 per cent. bonds will not only act as a sheet-anchor at all times, but will earn your business \$100 interest every year. It is astonishing how money grows if you will give it some show.

I hope to hear from you further—any time on any subject related to these business problems. Also, if you see things differently from the way I have stated them, let me have your views. In the multitude of Counsel there is Safety.



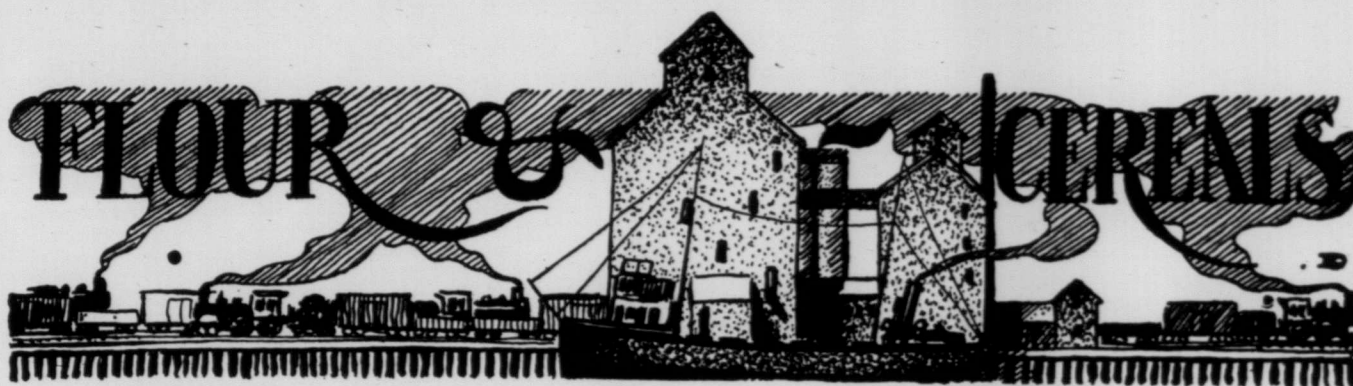
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The week has auguration of shipping season has by no means ing considerably other years, by lakes which wa There has been for some time : enced considera sufficient supplie in getting their For this reason vators on east cleared of stock navigation on la by dealers. leaves Montreal

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However, the op overcome this to lake boats do not to book shipment plenty of grain s easily handled. effect on prices, will have, dealers great. A larger coming forward for some little tin have some bearing Flour still holds indicated last v wheat continues s



Slow Freight Causes Trouble in Flour

During Past Season—Mills Handicapped by Lack of Raw Material—Flour Exports Have Been Hampered — Navigation Opens on Great Lakes—First Ocean Boat Leaves Montreal May 4— Flour is Steady—No Recession in Millfeeds Yet.

The week has been marked by the inauguration of spring flour and grain shipping season on the lake routes. It has by no means opened too soon being considerably later than is usual in other years, by reason of heavy ice on lakes which was slow in disappearing. There has been congestion on railways for some time and millers have experienced considerable difficulty in securing sufficient supplies of raw material and in getting their flour to Eastern points. For this reason and the fact that elevators on east side of lake are well cleared of stocks of grain, opening of navigation on lakes will be welcomed by dealers. The first ocean boat leaves Montreal on May 4.

That slow and congested freight situation has caused a great deal of trouble during past winter is to use the words of one man, "no dream." Mills have been handicapped by lack of raw material while flour exporters have not been able to get flour to coast shipping points. Many instances are cited to show the marked slowness. One exporter who had flour sent from a Saskatchewan point on Feb. 16, reports that it was not loaded on the steamer until April 20. This may be somewhat of an extreme case but there is another instance of it taking from March 7 to April 27 to cover the distance.

However, the opening of navigation will overcome this to some extent, although lake boats do not appear to be anxious to book shipments of flour as there is plenty of grain and it is much more easily handled. With regard to what effect on prices, opening of navigation will have, dealers say it will not be great. A larger percentage of goods coming forward has been sold ahead for some little time. No doubt it will have some bearing however.

Flour still holds a steady position as indicated last week. Good milling wheat continues strong. Recession in

mill feed, which was stated might be a factor in firming flour has not materialized because in absence of appearance of grass, demand for mill feed has continued on a fair scale.

Spring sowing operations in Canadian West are in full swing and indeed are nearing completion. In winter wheat sections of Canada, grain has come through winter in fair condition.

MONTREAL.

FLOUR.— Nothing new has taken place in market this week. Prices hold steady under similar conditions in raw material. Retail demand is good.

Winter wheat, fancy patents, in bags	4 75	5 00
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

CEREALS.—Cereal market is in practically same shape as a week ago. No developments in either price or demand have been reported. Navigation opening next week is likely to add some features.

Fine oatmeal, single bag lots	2 90
Standard oatmeal, single bag lots	2 90
Granulated oatmeal, single bag lots	2 90
Bolited Cornmeal, 100 bags	2 25
Rolled oats, jute bags, 90-lb., single bag lots	2 65
do., cotton bags, 90-lb., single bag lots	2 70
Rolled oats, barrels	5 55
Rolled wheat, bbl.	2 25

TORONTO.

FLOUR.— Manitoba flour occupies about same position as week ago, tone of market continuing steady in sympathy with similar trend to raw material prices. Trade is said to be fair.

Business is quiet in winter wheat flour. Situation seems to be quiet right down the line. Farmers are busy in the fields and are not disposed to give much attention to delivery of grain. Wheat is therefore firm and millers continue steady in their ideas on flour but business is low at present prices. As one dealer said in regard to straight roller: "We are asking \$3.15

to \$3.20 but it is hard to get buyers at that price." A report from Ottawa that there is still 4,000,000 bushels of wheat in Ontario farmers hands is somewhat of a bearish feature and indicates that farmers have been holding on to their grain. This is a considerable amount of wheat to be held so near to harvest time.

Manitoba Wheat.	
1st patent, in car lots	5 70
2nd patents, in car lots	5 30
Strong bakers, in car lots	5 10
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Blended	4 75 5 25

CEREALS.— Rolled oats market shows no particular change but is steady. New business in this line is naturally on a smaller scale than during colder weather, dealers preferring to keep stocks cleaned up to a safe limit with warmer weather approaching. Cornmeal continues steady.

Rolled oats, small lots, 90-lb. sacks	2 65
Rolled oats, 25 bags to car lots	2 55
Standard and granulated oatmeal, 90-lb. sk.	2 80
Rolled wheat, small lots, 100-lb. bbls.	2 90
Rolled wheat, 5 barrel to car lots	2 80
Cornmeal, 100 lb. bags	2 25
Rolled oats in cotton sacks, 5 cents more.	

WINNIPEG.

FLOUR AND CEREALS.—Prices are firm and advance anticipated. No changes this week but both wheat and oat prices are on up grade. In cornmeal, prices have advanced about 15 per cent.

Flour—	
1st patents, cwt.	2 95 3 00
2nd patents, cwt.	2 65 2 70
Strong bakers, cwt.	2 40
Rolled Oats—	
20 lb. sack	0 98
40 lb. sack	1 10
80 lb. sack	2 15
Corn Meal—	
98 lb. sacks	2 10
49 lb. sacks	1 05
24 lb. sacks	0 53

WATCHING FOOD IN WINNIPEG.

A falling off is noted in amount of unsound food condemned and destroyed by Winnipeg health department. In March, the total was barely over eight tons, of which fresh fruit was the largest item—6,310 pounds—with vegetables a close second—6,280 pounds. Over 1,400 pounds of fresh fish also found the way to the incinerator.

The Handling of Confectionery Properly

Opinions of Two Dealers on How This Department Should be Looked After—One Does Business in Large and Other in Small Centre—Attention Called to Overweight—The Value of the Silent Salesman for Display Purposes.

OVERWEIGHT THE CAUSE OF LOSSES

By Henry Slasor, Winnipeg, Man.

The handling of the confectionery end of the grocery business, I believe, is unsatisfactory to many merchants. Personally, I have sometimes in the past felt like leaving confectionery out of my store altogether, but am now absolutely convinced of its necessity. I know of other merchants who have discarded it only to start in again and handle it.

Before I give you my ideas as to the handling of this line of goods I would like to give you my opinion why it is generally so unsatisfactory. First of all many of us weigh 2 ozs. of candy on scales that are not suitable; for instance scales of 30 to 100 lbs. capacity, and if we are particular in weighing exactly we are ridiculed by the purchaser and considered to be splitting raisins.

Proper Scale Required.

To handle this line the first thing absolutely necessary is therefore a proper scale of small capacity, and to always use the computing chart. Why it was unsatisfactory in my own business was that we are not careful enough in this particular. Another reason was that when customers were paying their accounts we generally gave them some little candy present which, while perhaps money well spent, yet, nevertheless was a drag on this end of our business and kept this one department on a non-profitable basis.

Make It Separate Department.

I am going into this line and believing it ought to be a profitable one will begin as follows:—Separate it from my grocery counter, and place a young woman in charge of it. I am installing a good silent salesman, a proper candy scale, and a real good line of chocolates and candies. By separating it from my grocery counter it does away with handing out so much gratis and also ensures that what are disposed of are weighed carefully and sold at a good profit.

And it also has not the tendency to make a customer feel when we give her five cents worth of forty cents a pound chocolates, that we are stingy and mean, as it appears when selling on the grocery side with the large scale.

Guard Against Waste.

One other advice I would like to give, and that is, do not allow any "picking"

by your employes. This I know is done by a great many. Let every employe understand that these goods cost money and you absolutely refuse to tolerate any employe who is addicted to this habit of eating your goods.

I am glad The Grocer is taking this matter up and believe that many merchants will be benefited as the outcome by having their confectionery line run on a practical and profitable business basis.

THE METHODS OF A SMALL TOWN DEALER

By Chas. S. Fisher, Iroquois, Ont.

In regard to the sale of confectionery in grocery stores, it is my opinion that this is where it belongs. This is true in not only the ordinary lines of cheaper varieties, candies carried by most grocers, but also the very best grades of chocolates.

I quite agree with some other writers that it is time the grocers wakened up to get the trade that rightly belongs to them.

A Staple Line.

While candy may be considered by a great many as a luxury any grocer is quite justified in calling it a food because if he handles it in the right way, he must plainly see that confectionery has become one of his most staple lines and one that a great many of his customers will not get along without. What staple article does the grocer find on his shelves what will turn over his money as quickly with a profit of from thirty to fifty per cent as confectionery will do if properly attended to?

Now as to the handling of it. I live in a small town of about eight hundred, am in partnership in a grocery store, and we handle china, stationery, and fancy goods as side lines.

Uses Silent Salesman.

We have one silent salesman show case for the display of our best chocolates in packages and bulk. These we buy from three of the best factories who give us the controlling agency for our town. We find it pays better to buy oftener and in smaller quantities and take greater care of the stock on hand to insure the freshness of each package that goes out.

For the Christmas trade we always have a nice assortment of fancy packages but still not too large a stock of these as we find every year that here more and more of the plain white boxes are being sold and people are not want-

ing to buy those fancy packages after the holidays are over for fear of them not being fresh.

A small window display and a little fixing up of the show case now and again to keep it looking attractive, will work wonders.

For our cheaper candies we have a ten-foot show case with trays neatly divided off which when properly filled sets a tempting appearance. These goods are turned over a little more quickly than the others and are generally handled on a little closer margin.

Fill the Children's Wants.

The sale of gross goods may seem a little tiresome sometimes but one must not grumble but give just the same attention to the child with the penny as any other customer, for who knows this child may some day be a purchaser of the most expensive lines; and children generally remember where they get the best goods as well as service.

To increase the sale I find that a special sale of some one line on Saturdays helps a great deal. One time I selected a good cream mixture that I bought in quantities as low as 7½ cents per lb.—of course that was when sugar was cheaper than it is to-day.

IRISH POTATO IMPORTATIONS.

St. John, N.B., Dealer Says Quantity Has Not Been So Great for 40 Years.

"I have been in business for a long period of years," said a St. John, N.B., dealer recently, "but for nearly forty years back I cannot remember of there having been such large receipts of Irish potatoes as has been the case this season. It is most unusual, and it will probably be another long period before they are again imported in such large quantities. When I remember of their first being shipped here, nearly forty years since, they spoiled for the most part on the voyage from the Old Country, and when they were landed in St. John they were fit for little else than for cattle feeding, though some of them were used in seeding.

"The importing of these potatoes has lowered the price of the local stock, and it is a distinct surprise to note than with the remarkably large crop harvested in New Brunswick this year that months before the new 'spuds' are seen on the market we should be compelled to import from Ireland. If the crop in Ireland had not been good this year, Canadian people would have had to pay much higher prices than have been asked, though \$3 and even \$2.75 which prevailed for a time are decidedly high for St. John and other parts of New Brunswick."



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FRUIT & VEGETABLES



Car Load Lots of Strawberries Arrive

First Big Lots for This Year—They Come From Carolina — Florida Tomatoes Still Hold Steady — West Coast Supplies Ready by Middle of Month — Dealers Loaded With Small Size Oranges on Some Markets — Grapefruit Firm, While Pines Point Downward.

Strawberries are coming forward to Canadian markets in larger quantities, the first carload lots having arrived on the larger markets this week. The source of supply is gradually moving farther northward. It was Florida which gave us our first taste of the 1912 berry, but now we are getting shipments from South and North Carolina. Of course, the farther north they can be procured, the shorter distance they have to be transported to distributing centres, while northern berries are of a somewhat firmer and better keeping quality. This week's shipments were of good quality, and have been taken up well by the trade.

Florida tomatoes are moving out well, but prices show no recession from their steady position. East coast is winding up just now, while west will not be ready to ship until around middle of month. Florida celery is pretty well to an end, but there are quantities held in storage at most centres, and will still be available at steady to firm figures. Florida also produces a later green top variety, which is about ready to ship, but the yield is not large.

In fruits, bananas, with warmer weather and advent of fruit stalls and push carts, are showing a larger consumption. On some markets dealers appear to be loaded up with small sizes of oranges, as there is a tendency in California navels to run to small sizes. Grapefruit is not in large supply, and market is steady to firm. Pineapples are in larger supply, and tendency of market is downward.

The Dominion Government has put into force an order prohibiting importation of all fruit from the Hawaiian Islands, owing to ravages of the Mediterranean fly. The insect attacks northern, as well as southern fruit, and it is feared that if it enters Canada, it may seriously affect the industry. The United States is also considering a similar move. Canada does not import much fruit from

Hawaii, so that it will not have any serious bearing on trade.

MONTREAL.

GREEN FRUITS.—There is an active market in green fruits for week, although values remain unchanged. Spring demand is heavy at present, but easy shipments and favorable weather allow business to run smoothly. The first carload of strawberries was received Monday, and meeting with active demand at previous quotations.

Apples—		
Spies	4 50	6 00
Baldwins	3 75	4 75
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries, in bbls.	14 00	15 00
Box cranberries		3 00
Cranberries, N.S., bbls.	10 00	11 00
Grape fruit, Florida, case		7 00
Jamaica, case		3 50
Grapes, Malaga, per keg	6 00	6 50
Lemons		3 00
Limes, box		1 50
Oranges—		
Navels	3 00	3 50
Valencia	3 75	4 50
Jamaica, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cubans, cases of 24	4 00	4 25
Strawberries, per quart	0 45	0 50
Tangerines, per strap	7 00	7 25

—VEGETABLES.—Nothing of importance has been noted in vegetables. Prices on all lines remain the same, but offer easier tendencies. Tomatoes are moving well, and offer a strong market.

Beans, green, hamper	3 75	4 25
Wax beans	4 00	4 50
Brussels sprouts, per qt.		0 30
Carrots, bag	2 00	2 25
Cabbage, bbl.		4 00
Florida celery	3 25	3 75
Cauliflower, dozen		3 50
Garlic, 2 bunches		0 45
Green peppers, bus. basket	2 50	3 00
Lettuce, Boston, per box of 2 doz.	2 50	3 00
Leeks, dozen	0 50	0 60
Onions—		
Spanish, crate		4 00
Half crate		2 25
Canadian reds, 100 lbs., per lb.		0 05
American radishes, dozen	0 60	0 75
Sweet potatoes, per basket	2 50	2 75
Montreal potatoes, bag		2 00
New potatoes, per bbl.		10 00
Spinage, per bbl.	3 00	3 50
Parsnips	1 50	2 00
Tomatoes—(Florida)—		
Choice		4 25
Fancy		4 75
Turnips, per bag		1 00
Cuban Onions		5 00

TORONTO.

GREEN FRUITS.—Demand for fruit is of a fair nature, although unfavorable weather experienced at intervals hampers it to some extent. Oranges move

fairly well, bananas are going out better, pines are being given more attention, while strawberries are coming in larger quantities. End of this week will see the first carload shipment of strawberries to this market. Up to this time they have come in small quantities. South Carolina is the source of this carload lot.

Pineapples, as indicated last week, have continued easy, and are now offered at \$3.50 to \$4 per case. Grapefruit is not in large supply, and is firmer, Cuban ranging from \$6 to \$6.25 per case.

Bananas	1 25	1 75
Lemons, Messina, new crop	2 75	3 25
Oranges—		
California navels	2 75	3 50
Grapefruit—		
Cuban, case	6 00	6 25
Apples, bbl.	3 50	4 50
Apples, boxes	1 50	2 00
Pineapples, case of 24	3 50	4 00
Pineapples, case of 30	3 50	4 50
Pineapples, Louisiana, pints		0 15

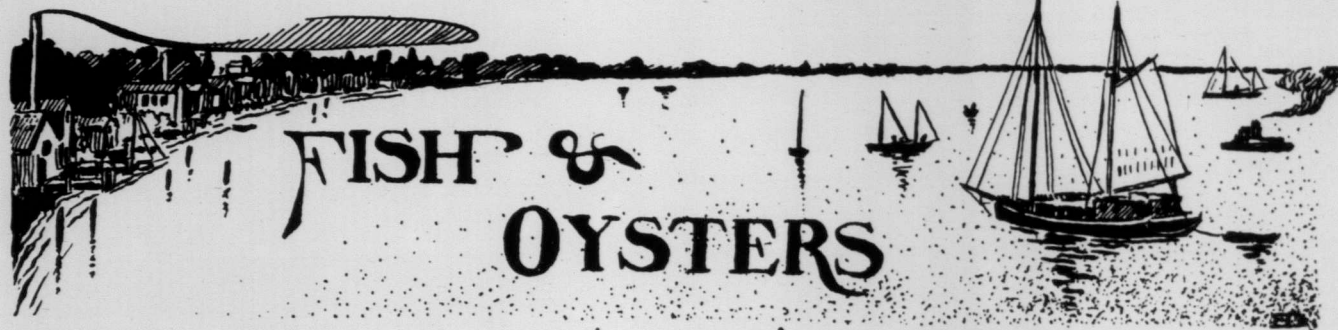
VEGETABLES.—There is quite an extensive array of vegetables that, if displayed properly, should appeal to customers, being offered now.

Tomatoes hold at a steady figure. Asparagus is just slightly easier, as are also new radish and green onions in hampers. There is a fair movement of Florida celery at unchanged prices.

It has been pointed out before that with later arrivals, Egyptian onions would be easier. They are down to \$3.75 per bag of 110 pounds. Some dealers quote turnips easier. Carrots, beets and parsnips are, however, conspicuous by reason of their high price.

Business in new potatoes is not extensive at present, only small shipments being handled as yet. Old potatoes hold fairly steady, although outside quotations are being shaded somewhat by some firms. Some dealers are pushing certain varieties of potatoes for seed purposes.

Asparagus, large	0 45
Asparagus, large, box	2 50
Asparagus, small, doz.	1 50
Cabbage, new, per crate	5 00
Canadian beet, per bag	1 50
Carrots, bag	1 75
Celery, Fla., per case, 5 to 8 doz.	3 00
Turnips, bag	0 65
Boston cucumbers, dozen	2 25
Boston head lettuce, dozen	1 75
New radish, per dozen	0 40
New radish, hamper	1 50
New lettuce, per dozen	0 50
Mushrooms, 1-lb. boxes	0 80
Onions—	
Green onions, dozen	0 25
Green onions, hamper	2 00
Egyptian onions, 110 lb. bags	3 75
Parsnips, per bag	1 75
Potatoes, N. B.	2 00
Potatoes, Ontario, bag	1 90
Potatoes, Irish	1 80
Potatoes, new, Bermuda, bushel	3 00
Potatoes, new Bermuda, bbl.	9 00
Sweet potatoes, hamper	2 65
Tomatoes, Florida, crate	3 75
Spinach, hamper	1 00
Green and Wax Beans, hamper	3 00



Another Oyster Season Comes to a Close

After What Dealers Consider Fairly Satisfactory Season—
New Season Opens On Sept. 1—Trade Still Waiting for
Larger Supplies of Fresh Fish—Some Improvement in Offer-
ings of Ocean Fish.

Fish business is still hampered by same causes as pointed out before. Trade is waiting for lake and ocean to yield up a larger array of fresh varieties of the finny tribe than are now adorning the markets. There is a somewhat larger supply of ocean fish being offered, however.

There is a little business being transacted in frozen varieties, but at this time of year it is usual for considerable trade to be in force in fresh stock. This, however, is an impossible thing this year, mostly due to the work of old Father Winter who put such a substantial coating of ice upon our inland waters that fishermen are much later than usual in getting under way.

Another chapter in oyster history has been completed, the end of April marking the completion of another year. For the next four months bulk oysters will have little of interest to the retail dealer. September 1, or a few days before, is opening of new season.

Reviewing past season, oystermen look upon it with a fair degree of satisfaction. There were undoubtedly bad spots which detracted from season as a whole. For some time, trade in this line has been at a low ebb. Another bad feature was that winter was rather tardy in setting in, and those dealers who do not handle oysters until the weather itself provides a refrigerator were rather late in getting under way. When winter did commence in earnest, temperature was certainly low, but this is not very conducive to handling oysters either. The moderate temperature is the more desirable.

However, in spite of these slight drawbacks, trade on whole shows a favorable comparison with other years, although it was pointed out by one wholesaler that he was rather doubtful whether consumption per capita was measuring up to standard.

Advices from Newfoundland state the winter fishery on Southwest Coast was good with heavy purchases of salt bulk and green fish by United States vessels, thus reducing quantity for export.

QUEBEC.

MONTREAL.—A good seasonable trade continues in fish. The week has been particularly busy, with many new varieties featuring the market. Fresh carloads of halibut arrived this week; but offered no easing off in price. Fancy shad, large shad, herring, barbotte (dressed bullheads) and salt eels are the new arrivals. An advance, owing to local scarcity, has been reported for pike and fancy haddies.

FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 23
Fancy shad bucks, each	0 25
Fancy shad roe, each	0 50
Large shad herring, each	0 02½
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 10
Haddock	0 10
Halibut, per lb.	0 04½
Herring, frozen, per 100 fish	2 00
Mulletts	0 04½
Pike, dressed and headless, lb.	0 06
Steak, cod	0 07
Mackerel	0 10
Dressed perch	0 10
B. C. red salmon	0 10
Gaspe salmon, per lb.	0 11
Qualla salmon	0 18
No. 1 smelts, per lb.	0 07½
Lake trout, per lb.	0 08
Whitefish, large, per lb.	0 09
Whitefish, small, lb.	0 08
Barbotte (dressed) bullheads, per lb.	0 10

PREPARED FISH.

Boneless cod, in blocks or packages, lb. 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	2 10
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half barrel	6 00
Scotch herring	6 50
Scotch herring, keg	1 00
Holland herring, half bbl.	5 50
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 10

Herring, new, smoked, per box	1 18
Kippers (small) per box of 50 fish	1 10
Smoked salmon, per lb.	0 25

SHELL FISH.

Solid meats—Standards, gal., \$1.75; selects, gal. 2 00	
Boiled lobsters, per lb.	0 20

ONTARIO.

TORONTO.—There is a decided lack of new features of interest to report. Trade is just in about same position as a week ago. Trade is drifting along on the quiet side awaiting for the supplies of fresh fish that will give added life to business.

There is still some trade in frozen varieties, but the list is pretty closely cleaned up, while smoked kinds are well reduced. Prices show practically no alteration.

FROZEN FISH.

Gold eyes	0 05
Whitefish	0 09

FRESH CAUGHT FISH.

Steak, cod	0 06	0 09
Haddock	0 07	0 09
Halibut	0 12	
Flounders	0 07½	
Lake Ontario herrings, basket	1 00	
Lake Erie herrings, per lb.	0 08	
Pike	0 08	0 09
Suckers	0 06	

SMOKED.

Bloaters, per box	1 00	1 15
Finnan Haddie, per lb.	0 08	0 09
Fillets of haddie	0 13	
Ciscoes, basket	0 90	1 00
Ciscoes, per lb.	0 09	0 10
Scotch kippers, per box	1 05	

PICKLED.

Pickled trout, per half bbl.	7 25	7 75
Shrimps, 1-gallon cans	1 25	

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 25
Cod in loose strips, 25-lb. to box, lb.	0 09½
Pure cod tablets, 20 1-lb. tablets	2 20

NEW BRUNSWICK.

ST. JOHN.—The first floating shad hatchery in Canada is being built in St. John for use on St. John river. Alex. Finlayson, of the Fisheries Department, Ottawa, was in the city this week on an inspection trip, and in speaking of the hatchery said it would be located on the St. John river where it could be used to the best advantage. If enough parent fish could be procured, he said, he had no doubt as to the practicability of the hatchery, and though it is the first of its kind to be built in Canada, another is now planned for Middleton, N.S., where salmon trout and shad will be produced.

Daily labor, says a philosopher, should not be called or looked upon as work. It should be regarded as the means of development, prolonging life—a recreation.

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Produce & Provisions



Butter Still on the Downward Path

Prices Continue to Ease as Make Increases—Dealers Looking for Still Further Concessions—Eggs Continue to Hold High Position—Production Increasing but Demand is Good—New Cheese Points Downward—Pork Products Firm.

There is one article in which the consumer should be less critical of the price asked by the grocer, and that is butter. Reduction in price of this commodity during past few weeks has been of a substantial nature and values are still on the down grade. We hear of some centres where values are holding steady, for instance, St. John, N.B., but ultimately there must come a weakening for general trend is decidedly downward. Cowansville, Que., which we have been taking as a gauge still continues easy. On April 6, price was 35½ cents; on April 13, 31½¢; on April 20, 28 cents, while on Saturday last it was easy at 26 cents. Thus is shown the general trend.

Wholesalers are looking for further concessions in price, for supply is gradually getting a lead on demand. Supplies from country points are being shipped to larger centres mostly by express as under present conditions, time counts. As production increases it will be natural for prices to go downward until they reach a level which will allow of any surplus supplies being worked off.

Wholesalers say that eggs should be lower. Indeed, many of them said this some three weeks or more ago, but still prices hold up strong. There has been some wavering at a few country points, but steadiness prevails at most larger centres.

While receipts are increasing, demand is also improving and counteracting production somewhat. Dealers at larger centres look at present prices as too high for storage purposes, but apparently some stock is being disposed of this way.

Production of new cheese is assuming more substantial proportions, and values point downward for this reason. The season is said to be two weeks late and it will be well into May before we see grass cheese. English buyers are taking some new cheese but at declining prices. Advices from London state that

a considerable quantity of New Zealand cheese is on way to that market, which has created an easier feeling in England, where an early season is expected.

Live hogs continue to come forward tardily and prices hold firm. In sympathy with firm raw material and better demand experienced since opening of spring, provisions and lard hold a firm position, with increased prices being asked at some centres.

MONTREAL.

PROVISIONS.—Lard has advanced this week ¼ cent for pure and ½ cent for compound, owing to increased demand and limited stocks. Pork is receiving good call and will most likely advance before long.

Long clear bacon, heavy, lb.	0 12½
Long clear bacon, light, lb.	0 13½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 15½
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 13
Boiled ham, small, skinned, boneless	0 26
Hogs, live, per cwt.	9 40 9 50
Hogs, dressed, per cwt.	12 25 12 50
Pure Lard—	
Boxes, 50 lbs., per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 14½
Cases, tins, each 5 lbs., per lb.	0 14½
Cases, tins, each 3 lbs., per lb.	0 14½
Pails, wood, 20 lbs. net, per lb.	0 14½
Pails, tin, 20 lbs. gross, per lb.	0 13½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10½
Pails, tin, 20 lbs. gross, per lb.	0 09½
Tubs, 50 lbs. net, per lb.	0 10
Tierces, 375 lbs., per lb.	0 09½
One pound bricks	0 10½

Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	25 00
Bean pork	17 00
Canada short cut back pork, bbl., 45-55 pieces	25 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	25 00
Heavy flank pork, bbl.	23 00
Plate beef, 100 lb. bbls.	8 00
Plate beef, 200 lb. bbls.	15 00
Plate beef, 300 lb. bbls.	22 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11

BUTTER.—Butter is still on its downward course and dealers claim it will continue so for about next couple of weeks, if manufacturers keep up the

present rate of supply. Greater demand is noted with the declining prices.

Creamery	0 28	0 27½
Dairy tubs, lb.	0 25	0 25
Fresh, dairy rolls	0 25	0 28

EGGS.—Same market for eggs is reported, no new features having developed since last week. Demand runs on the same lines. It is claimed by certain dealers that receipts are much smaller than last year's.

New laid	0 25	0 27
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CHEESE.—Cheese has been firm for the week. Stocks of new cheese are gradually increasing and likely to offer another decline shortly. Consumptive demand has been subject to a large increase.

Quebec, large	0 14½	0 15
Western, large	0 14½	0 15
Western, twins	0 14½	0 15
Western, small, 20 lbs.	0 14½	0 15
Old cheese, large	0 17	0 17½

POULTRY.—Poultry is practically the same, with previous prices repeated.

Fowl	0 13	0 14
Chickens	0 15	0 16
Geese	0 14	0 15
Turkeys	0 22	0 23
Ducks	0 18	0 20

HONEY.—With values holding firm, the honey market continues same.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, in comb	0 12
Buckwheat, strained	0 06½

TORONTO.

PROVISIONS.—Live hogs have continued steady, showing net advance of 10 cents during week under only moderate receipts. Dressed hogs have responded further to late upward movement of porkers on the hoof.

While pork products have been moving upward for some time, they have hardly kept pace with raw material values and under better demand which present season is bringing forth, further advances are noted this week in several lines. Breakfast bacon and cooked hams are 1 cent higher, smoked hams are worth ½ cent more and lard values have expanded another ¼ cent. Trade

is of a fair character and indications point to steadiness.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 16	0 16½
Bacon, plain, per lb.	0 19	0 20
Bacon, pea meal	0 20	0 21
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 12	0 12½
Shoulders		0 11½
Pickled Meats—1c less than smoked.		
Long clear bacon, per lb.	0 13	0 13½
Heavy mess pork, per bbl.	19 00	20 00
Short cut, per bbl.	23 50	24 00
Cooked hams	0 25	0 26
Lard, tierces, per lb.	0 13½	0 13¾
Lard, tubs, per lb.	0 13¾	0 14
Lard, pails, per lb.	0 14	0 14½
Lard, compounds, per lb.	0 09¾	0 10
Live hogs, at country points		8 50
Live hogs, local		8 50
Dressed hogs	11 25	12 25

BUTTER.—Following indications of last week, tone of butter market has continued easy and declines ranging around three to four cents have taken place during week in sympathy with larger receipts of new made goods. Production of both creamery and dairy continues on increasing scale and wholesalers are looking for prices to continue movement already commenced. In face of declining market, demand is of hand-to-mouth character.

	Per lb.
Fresh creamery print	0 30 0 32
Creamery solids	0 29 0 30
Farmers' separator butter	0 25 0 27
Dairy prints, choice	0 23 0 25
Dairy rolls	0 22 0 23

EGGS.—Feature of egg market is tenacity with which prices stick at the high figure. Past week has witnessed no downward tendency in quotations, level being well maintained. It may be that season is backward, but there are apparently some other factors in the case. One dealer explained that different firms with connections throughout the country were making strong bids for supplies in order to establish business connections early in the season. Production is on increase, and although there is an appreciable consumption at present, it

seems as if supplies are being put away, although many local dealers declare they would not risk it at present prices.

CHEESE.—New cheese is now being manufactured in considerable quantities and naturally, with production increasing, tendency is downward.

Old cheese is still strong and will continue so, irrespective of trend of new make as stocks are decidedly small, while the new is lacking in the seasoned quality that appeals to the cheese eater.

Old Cheese—		
Large	0 16½	0 17
Twin	0 17	0 17½
Stiltons	0 18	0 18½
New Cheese—		
Large	0 15	0 15½
Twin	0 15½	0 16

HONEY.—Honey market is a repetition of situation which has been reported for past two months. Trade is quiet and prices steady.

Honey—strained—		
White clover, 60-lb. tins, per lb.	0 12	
White clover, 10-lb. tins, per lb.	0 12½	
White clover, 5-lb. pails, per lb.	0 13	
Dark clover, 5-lb. pails, per lb.	0 12	
Amber honey, 60-lb. tins, per lb.	0 08	
Buckwheat, 60-lb. tins, per lb.	0 07	
Comb white clover	2 25	3 00

WINNIPEG.

PROVISIONS.—There is a yet further advance in lard and market is strong.

Lard—		
Tierces	0 13	
50 lb. tubs	6 45	
20 lb. tubs	2 70	
10 lb. cases	8 15	
5 lb. cases	8 20	
3 lb. cases	8 25	
Cured Meats—		
Hams	0 15½	0 17
Bacon	0 17	0 18
Smoked shoulders	0 12½	
Long clear	0 13¾	
Butter—		
Creamery butter	0 37½	0 36½
Dairy prints		0 34
Eggs—		
Strictly fresh	0 25	
Candled	0 23	
Cooking	0 20	
Cheese—		
Ontario, large	0 18	
Twins	0 18½	

Value of a Side Counter for Provisions

Dealers Who Find This Separate Department Profitable — Cleanliness Shown by Marble Top on Counter—Obtain a Fair Profit—Beware of the Summer Fly — Get Picnic and Social Trade for Cooked Ham.

If it is worth while stocking provisions at all, it is worth while to specialize on them to some extent at least. Providing the store is large enough, a side counter with a clean top will, if properly run, pay for itself in a short time.

"We have a side provision counter," writes an Ottawa dealer, "which means a good deal of extra money for us. The top is made of marble on which is always displayed appetizing cooked ham, breakfast and side bacon, so that every one who enters the store gets a good look at it. Our sales have recently begun to pick-up gradually since the warm weather set in, and we are going to make

a bigger bid than ever for business this year."

This is a time when all dealers can increase cooked ham and bacon sales. But some special attention is necessary.

A Special Counter.

Bruce & Sanderson, Parliament St., Toronto, grocers, have a short side provision counter opposite the front door. The eyes of every person who enters naturally must fall first on this with its display of ham, bacon and eggs. It has a marble top, which denotes cleanliness, and always has its display of cooked ham. Now that housewives are finding it advantageous to prepare quick meals—

the majority of them are in the midst of house-cleaning—this line will sell from being seen.

Behind the counter in Bruce & Sanderson's store is a large refrigerator with display front for butter, while the shelves in that section of the store are laden with canned vegetables, fish, pork and beans, etc.—all appropriate goods for the provision department.

Watch the Profit End.

With the existing prices on pork products, dealers should be careful to get their profits. When wholesale prices advance, they sometimes feel it will be disastrous to their trade to make a corresponding increase to customers. Yet it would seem advisable to make a fair profit over cost and expense of doing business, even at the sacrifice of a few sales.

Of course, if it means the loss of custom, a different situation arises.

Get Rid of the First Flies.

Now that Spring is here and summer coming, attention should be given to protect meats from flies. Nothing can do any department more harm than a swarm of flies hovering about foodstuffs. They repel trade. Probably some years ago not so much thought was given to them, but recently since Medical Health Officers have been spreading broadcast the statements of disease germs being carried about by flies, the women pay more attention to cleanliness in this regard. Every fly in the store should be gone after as soon as observed, and destroyed. Delay means much more difficult work later on.

Ham for the Picnic Sandwich.

With the warm weather of late May and summer, cooked ham will sell well for the picnic and church social sandwich. By attracting the attention of possible buyers by show cards, advertising, etc., a good business can be done in this respect.

SEEING THE SIGHTS.

An observant person sees some funny sights in a grocery store.

He can see "the cod fish," "the brussels sprout," "the tapioca flake."

He may also see "the mince meat," "the tea leave," "the ginger snap," "the stove polish," "the sugar scoop," "the yeast cake," "the corn starch," "the honey comb," "the cinamon bark."

And he will observe that the tea is a great "mixer," the coffee gets "roasted" all the time, the cucumber is usually in a pickle, and the sardines are "soused."

ROYAL BAKING POWDER



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

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

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

THERE IS NO SUBSTITUTE



“Canada First”

Evaporated Cream (Unsweetened)

and

Condensed Milk (Sweetened)

These two celebrated brands are manufactured in Canada by Canadians and are guaranteed by them.

All milk is inspected in our Model Sanitary Receiving Room and cans thoroughly washed and sterilized before being returned to the dairymen.

IT PAYS—To encourage home industries.

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

AYLMER

ONTARIO



EASIFIRST SHORTENING

- ¶ The most satisfactory substitute known for pure lard. Quality absolutely guaranteed—color perfect. Manufactured under government inspection.
- ¶ Considering the price of pure lard, won't it pay you to investigate the merits and price of EASIFIRST.

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners,

WEST TORONTO

PURE GOLD

BAKING POWDER,

COFFEE, EXTRACTS,

JELLY POWDER, SPICES

Pure Gold products are appreciated by the housewife for the high quality and absolute purity. The most delicious desserts, dressings, jellies, coffees, and bakings are produced with Pure Gold Products.

The dealer can divert many sales to his store with a few suggestions.

Don't forget our guarantee to the dealer—no matter how large or small the stock of Pure Gold goods, if any one of the articles prove unsatisfactory as sellers or with your trade, if the unsold stock is returned, the money is refunded. We have confidence in our goods.

Order from your jobber or direct.

Pure Gold Manufacturing Co., Ltd.

TORONTO, CANADA

MAGIC BAKING POWDER MAGIC BAKING POWDER

MAGIC BAKING POWDER

MAGIC BAKING POWDER

GROCERS: Contracts have been made for Magic Baking Powder bill posting during the months of May and September. These posters will appear in sixty different towns and cities in Canada. Magic Baking Powder is the most extensively advertised baking powder in Canada, and is guaranteed to be absolutely free from all injurious ingredients. Don't fail to profit by our big 1912 Advertising Campaign.

MAGIC BAKING POWDER



MAGIC BAKING POWDER
THE WHITEST LIGHTEST AND PUREST
1 LB.
CONTAINS NO ALUM

CONTAINS NO ALUM AND CONFORMS TO
THE HIGH STANDARD OF GILLETT'S GOODS

E.W. GILLETT COMPANY LIMITED

TORONTO, ONT.

MONTREAL WINNIPEG



MAGIC BAKING POWDER
HEALTHFUL BISCUIT, CAKE, ETC.
DIRECTIONS
THIS BAKING POWDER IS COMPOSED OF THE FOLLOWING INGREDIENTS AND NONE OTHER: PHOSPHATE, BI-CARBONATE OF SODA AND STARCH.
E.W. GILLETT CO. LTD.
CONTAINS NO ALUM

MAGIC BAKING POWDER MAGIC BAKING POWDER

Established 1854

For nearly sixty years we have been in the business of curing bacon.

Our trade extends from Newfoundland to British Columbia, and over this vast district Fearman's English Breakfast Bacon and Star Brand Hams have a reputation for flavor and quality unsurpassed by any other house in the trade.

**ALL MEATS CURED UNDER
GOVERNMENT INSPECTION**

F. W. FEARMAN CO., Limited
HAMILTON

The quality of

WETHEY'S Condensed Mince Meat

has been daily making friends for the past twenty-nine years.

WHAT ABOUT YOURSELF?

Are you one of its friends?

If not, now is the time to get acquainted.

All Jobbers. 3 doz. to a case.

WRITE US

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE"

THE CANADIAN GROCER

2-lb. glass, doz. 3 10	1 gall., doz. 19 20	"Crystal Maize" Corn Starch— 1 lb. packets, boxes of 40 lbs.07%	3's. 2 doz. case, per doz. ... 1 95
7-lb. tins, doz. 8 25	1-16 gall. gross lot 20 00	(20 lb. boxes ¼c. higher than 40's.)	5's, 1 doz. case, per doz. ... 3 75
VERMICELLI AND MACARONI			
D. SPINELLI C'Y., MONTREAL			
Fine.			
4-lb. box "Special" per box 0 22			10's, ½ doz. case, per case.. 3 40
8-lb. box "Special" box.. 0 44			20's, ¼ doz. case, per case.. 3 05
5-lb. box "Standard" box 0 27½			Western Prices—Sudbury to Victoria.
10-lb. box "Standard" box 0 55			2's, 2 doz. case, per doz. ... 1 60
60-lb. cases or 75-lb. bbls. per lb.00 05			3's, 2 doz. case, per doz. ... 2 35
25-lb. cases, 1-lb. pkgs. (Vermicelli) per lb. 0 06			5's, 1 doz. case, per doz .. 4 00
Globe Brand.			10's, ½ doz. case, per case 4 15
5-lb. box "Standard" box 0 30			20's, ¼ doz. case, per case 3 80
10-lb. box "Standard" box 0 60			
25-lb. cases (loose) per lb. 0 06			
25-lb. cases, 1-lb. pkgs., lb. 0 06½			
JELLY POWDERS.			
JELL-O.			
Assorted case, contains 2 doz. 1 80			
Lemon (straight) contains 2 dozen 1 80			
Orange (straight) contains 2 dozen 1 80			
Raspberry (straight) con- tains 2 doz. 1 80			
Strawberry (straight) con- tains 2 doz. 1 80			
Chocolate (straight) con- tains 2 doz. 1 80			
Cherry (straight) contains 2 doz. 1 80			
Peach (straight) contains 2 doz. 1 80			
Weight 8 lbs. to case. Freight rate, 2nd class.			
JELL-O ICE CREAM POWDER.			
Assorted case, contains 2 dozen 2 50			
Chocolate (straight) con- tains 2 doz. 2 50			
Vanilla (straight) contains 2 dozen 2 50			
Strawberry (straight) con- tains 2 doz. 2 50			
Lemon (straight) contains 2 dozen 2 50			
Unflavored (straight) con- tains 2 doz. 2 50			
Weight 11 lbs. to case. Freight rate, 2nd class.			
IMPERIAL DESSERT JELLY.			
Ontario Prices.			
Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine.			
Cartons, 1 doz., 90c per dozen.			
SOAP AND WASHING POW- DERS.			
A. P. TIPPET & CO., AGENTS			
Criole soap, per gross .. \$10 20			
Floriola soap, per gross .. 12 00			
Straw hat polish, per gross 18 20			
SNAP HAND CLEANER.			
3 dozen to box \$3 60			
6 dozen to box 7 20			
30 days.			
RICHARDS PURE SOAP.			
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.			
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.			
FELS NAPHTHA.			
Prices—Ontario and Quebec:			
Less than 5 cases \$5 00			
Five cases or more 4 95			
SAPHO MFG. CO., LTD., MONT- REAL "SAPHO" INSECTICIDE.			
1-16 gall., doz. \$ 2 00			
¾ gall., doz. 6 00			
½ gall., doz. 10 80			
"ANTI-DUST" SWEEPING POWDER.			
Size No. 1, 3 doz. crates, per doz. \$1 50			
No. 2, 1 and 2 doz. crates, per doz. \$3 00			
Liquid Bluing, 90c per doz.			
Liquid Ammonia, 90c per doz.			
Both put up in corrugated paper shipping boxes.			
STARCH.			
EDWARDSBURG STARCH CO.			
Boxes	Cents		
Contain	per lb.		
Laundry Starches—			
40 lbs., Canada Laundry.05%			
40 lbs., Canada white gloss, 1 lb. pkgs.06½			
48 lbs., No. 1 white or blue, 4 lb. cartons07			
48 lbs., No. 1, white or blue, 3 lb. cartons.07			
100 lbs., kegs, No. 1, white 200 lbs. bbls., No. 1, white 30 lbs., Edwardsburg silver gloss, 1 lb. chromo pack- ages07½			
48 lbs., silver gloss, in 6-lb. tin canisters08			
36 lbs. silver gloss, 6-lb. draw lid boxes08			
100 lbs. kegs, silver gloss, large crystals07			
28 lbs. Benson's satin, 1-lb. cartons, chromo label .. .07½			
40 lbs. Benson's Enamel (cold water) per case .. 3 00			
20 lbs. Benson's enamel (cold water) per case .. 1 50			
Celluloid—boxes containing 45 cartons, per case 3 60			
Culinary Starch			
40 lbs. W. T. Benson & Co.'s celebrated prepared corn07½			
40 lbs. Canada pure corn starch05½			
(20-lb. boxes ¼c. higher.)			
BRANTFORD STARCH WORKS			
Ontario and Quebec.			
Laundry Starches—			
Canada Laundry—			
Boxes about 40 lbs.05%			
Acme Gloss Starch—			
1-lb. cartons, boxes of 40 lbs.06½			
First Quality White Laundry—			
3 lb. canisters, cases of 48 lbs.07¼			
Barrels, 200 lbs.06½			
Kegs, 100 lbs.06½			
Lily White Gloss—			
1 lb. fancy cartons, cases 30 lbs.07%			
6 lb. toy trunks, lock and key, 8 in case.... .08½			
6 lb. toy drums, with drumsticks, 8 in case.. .08			
Kegs, extra large crys- tals, 100 lbs.07%			
Canadian Electric Starch— Boxes containing 40 fancy pkgs., per case 3 00			
Celluloid Starch—			
Boxes containing 45 car- tons, per case 3 75			
Culinary Starches—			
Challenge Prepared Corn—			
1 lb. packets, boxes of 40 lbs.06			
Brantford Prepared Corn—			
1 lb. packets, boxes of 40 lbs.07%			
			50
OCEAN MILLS, MONTREAL.			
Chinese starch, 48 1-lb., per case \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz., per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8- oz., \$1.60; Ocean cough syrup, 36 6-oz. \$6.00; 36 8-oz. \$7.20; Ocean corn starch, 48 1-lb., \$3.60.			
SOUPS—CONCENTRATED.			
CHATEAU BRAND.			
Vegetable, Mutton Broth, Mulli- gatawny, Chicken, Ox Tall, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli Tomato, Con- somme, Tomato.			
No. 1's, 95c per dozen.			
Individuals, 45c per dozen.			
Packed 4 dozen in a case.			
SYMINGTON'S SOUPS.			
Quart packets, 9 varieties, doz. 0 90			
Clear soups in stone jars, 5 varieties, doz. 1 40			
SODA—COW BRAND.			
Case of 1-lb., containing 60 pack- ages, per box, \$3.00.			
Case of ½-lb., containing 120 packages, per box, \$3.00.			
Case of 1-lb. and ½-lb., contain- ing 30 1-lb. and 60 ½-lb. pack- ages, per box, \$3.			
Case of 5c packages, containing 96 pack- ages, per box, \$3.00.			
SYRUP.			
EDWARDSBURG STARCH CO.			
CROWN BRAND CORN SYRUP			
2 lb. tins, 2 doz. in case.. 2 55			
5 lb. tins, 1 doz. in case .. 2 90			
10 lb. tins, ½ doz. in case 2 80			
20 lb. tins, ¼ doz. in case 2 75			
Barrels, 700 lbs. 3½			
Half Barrels, 350 3%			
Quarter Barrels, 175 4			
Pails, 38½ \$1 90			
" 25 lbs. each 1 35			
LILY WHITE CORN SYRUP.			
2 lb. tins, 2 doz. in case.. 2 90			
5 lb. tins, 1 doz. in case.. 3 25			
10 lb. tins, ½ doz. in case 3 15			
20 lb. tins, ¼ doz. in case 3 10			
(5, 10 and 20 lb. tins have wire handles.)			
MOLASSES.			
DOMINION MOLASSES CO.			
Gingerbread Brand (Toronto)			
2's—2 doz. to case, per doz. 83			
3's—2 doz. to case 1 45			
Winnipeg.			
2's—Tins, 2 doz. cases, per doz. 1 20			
3's—Tins, 2 doz. cases, per doz. 1 75			
5's—Tins, 1 doz. cases, per doz. 3 20			
10's—Tins, ½ doz. cases, per doz. 5 30			
20's—Tins, ¼ doz. cases, per doz. 19 40			
Pails—1's each 0 65			
Pails—2's each 1 12			
Pails—5's, each 2 55			
DOMOLCO BRAND			
Maritime Provinces and Ontario:			
2's. 2 doz. case, per doz ... \$1 35			

U

H.

Cor. F

Urgent Orders

We solicit your mail, telegraph and telephone orders. Having a large and complete stock we are able to make prompt shipments. You who are not now doing so might with advantage try us on this class of business and thereby give us a chance to demonstrate our ability to handle your most exacting orders.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

Brown Label, 1/2's & 1's	.28	.40
Brown Label, 1/4's	.30	.40
Green Label, 1/2's & 1's	.35	.50
Red Label, 1/2's	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

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

Wholesale R't'l

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

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.
Orange Label, 1's
 .23 | .30 |

Black Label, 1-lb., retail at	
25c	.20
Black Label, 1/2-lb. retail at	
25c	.21
Blue Label, retail at 30c	.24
Green Label, retail at 40c	.30
Red Label, retail at 50c	.35
Brown Label, retail at 60c	.42
Gold Label, retail at 80c	.55

JAMS AND JELLIES.

T. UPTON & Co.

Compound Jams — Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails

in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Compound Jellies — Raspberry, strawberry, black currant, red currant, pineapple, 9 oz. glass tumblers, 2-doz. in case, 95c. per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint seal-

ers, 1 doz. in case, \$2.25 per doz., No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c. per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

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

List Price.

"Shirriff's" (all flavors), per doz.
 0 90 |

Discounts on application.

YEAST.

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

Florida Tomatoes

are now arriving in better shape; have two cars this week. PORTO RICO PINEAPPLES, 18s and 24s, extra good quality; CUBAN PINES, 30s. CABBAGE arriving more freely. STRAWBERRIES, first car North Carolinas due Friday. BANANAS, ORANGES, LEMONS, FLORIDA CUCUMBERS, WAX and GREEN BEANS.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

BANANAS Tomatoes Celery

AND

all early vegetables

We invite enquiry

Prompt attention and first-class service.

WRITE AT ONCE

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

Puck

Kicking

B L O E

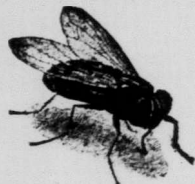
J. J. McCABE

Agent

TORONTO, - ONT.

Home Guard

TANGLEFOOT



THE ORIGINAL FLY PAPER

has one-third more sticky compound than any other; hence is best and cheapest.

The Cocoa of HIGHEST FOOD VALUE

THE IDEAL BREAKFAST AND SUPPER BEVERAGE FOR ALL WEATHERS.

EPPS'S

Agrees with everybody, forming one of the most digestible and nourishing articles of diet known.

GRATEFUL AND COMFORTING

CHILDREN THRIVE ON EPPS'S

Epps's Milk Chocolate melts in the mouth with a delightful smoothness and a lingering delicacy of flavor.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg. FORBES & NADEAU, Montreal J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

When writing advertisers kindly mention this paper.

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FRATELLI F
Packers, S

Florida Cucumbers

are now arriving in car lots and the quality was never better. Hampers contain 6 to 7 doz. The price this coming week will permit of them being retailed 5 to 10c. each.

Hothouse Tomatoes

We will begin marketing the celebrated O. Field Tomatoes of Grimsby **May 15th.** We expect a crop of 5,000 baskets of the choicest Tomatoes it is possible to grow.

WHITE & CO., LTD.

Fancy Fruit Dealers
TORONTO

Pineapples

If you want the very best quality that money can buy, let us have your orders —Fancy well-colored fruit and every crate made sound before shipping.

Tomatoes and Strawberries

Fresh arrivals every day

Oranges - Lemons - Bananas

THE HOUSE OF QUALITY.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

You can't afford to lose your customers by giving them impure

LEMONADE
EXTRACTS
ACIDS
MIXTURES

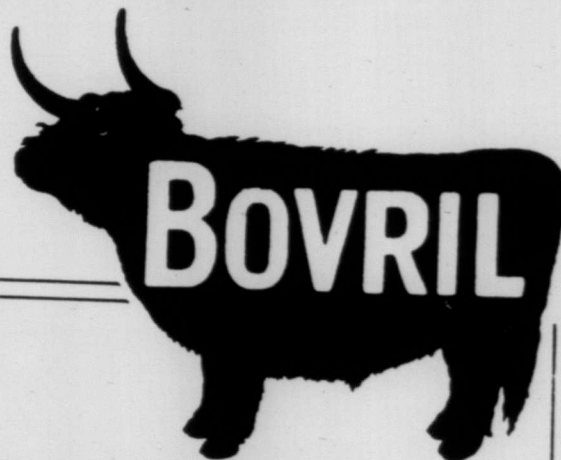
Give them

FRESH
BUSTER
BROWN
LEMONS

"The Superb Pack."

FRATELLI FOLLINA
Packers, SICILY

W. B. STRINGER
Sales Agent, TORONTO



needs no introduction to your customers. Just send for a set of the handsome window and interior advertising cards we furnish free and prepaid. They will get the sales for YOU.

It's a good profit too.

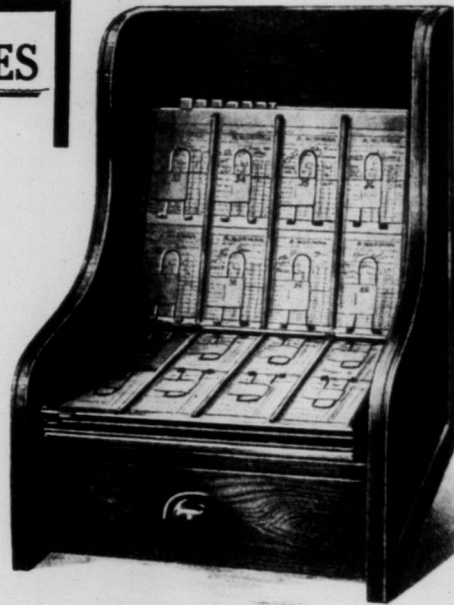
BOVRIL, LIMITED, - MONTREAL

PUT AN END TO ACCOUNTING TROUBLES

The
Ullman Account Register

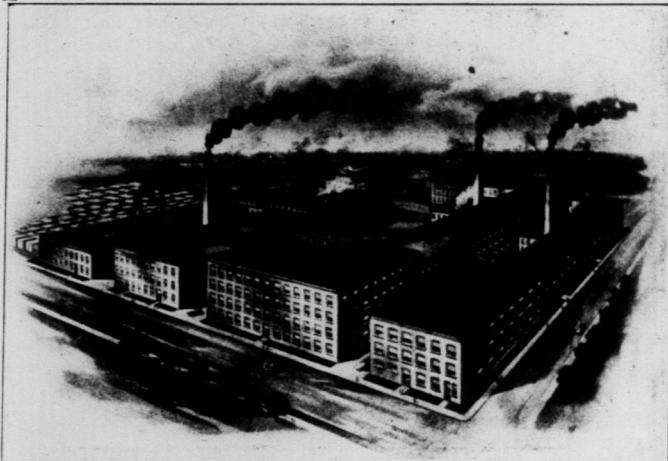
IS THE SAFEST, SIMPLEST, QUICKEST, SUREST TO CHARGE, AND MOST SATISFACTORY, OF ANY SYSTEM ON THE MARKET. IT SATISFIES THE CUSTOMER AS WELL AS THE MERCHANT.

With this system your accounts are always made out in detail as well as in full to date, and your customer is sure to receive a bill of goods purchased. It shows both the merchant and customer the amount of account to date each time a purchase is made.



The customer knows every time he makes a purchase how much he owes, and he naturally tries to keep his account down. This insures quicker collections for the merchant. The only real step to stop the worry and work of incessant night bookwork is THE ULLMAN ACCOUNT REGISTER.

The Hamilton Incubator Co., Ltd.
Hamilton, Ontario



Century Salt

THE Salt has enough merit to prompt every enterprising grocer to

handle it for his select trade. Along with every sale goes that satisfaction which is so essential now-a-days to hold custom. Century Salt is best for table or dairy.

THE DOMINION SALT CO., LIMITED
SARNIA ONTARIO



ANOTHER REASON

why you should use

CONTINENTAL GROCERY BAGS

Besides being GERM PROOF and having the MOST PERFECT BOTTOMS of any bags manufactured, our bags are counted by the newest special mechanism, insuring absolutely FULL COUNT and MAXIMUM NUMBER OF PERFECT BAGS in each package.

If your Wholesaler does not handle CONTINENTAL BAGS, accept no other, but send orders to the Distributors.

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co. Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, 427 St. James St., Montreal.

The Continental Bag & Paper Co., Limited
SOLE MANUFACTURERS
OTTAWA, CANADA



5 Cases with
10 Cases with
25 Cases with

FRE
Net
Asso





5 Cases at \$4.15
with 20 bars Naptha free.

10 Cases at \$4.05
with 40 bars Naptha free.

25 Cases at \$4.05
with 150 bars Naptha free.

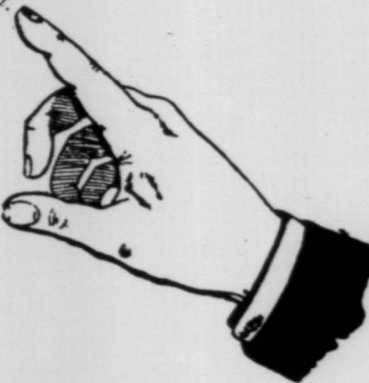
FREIGHT PREPAID
Net 30 days. 1% Cash.
Assorted or otherwise.



The best 5c. line with an extra good margin of profit.

Tell your customers that "Quick-Naptha" can be used for every purpose with cold, hot or boiling water as preferred.

A fifty-year old favorite—Quality counts



When a customer hesitates because

Redpath

Extra Granulated Sugar
In this New 5-Pound Package

is not the cheapest sugar she can buy, point out that, besides the greater cleanliness and convenience of the carton, there is a wide difference in quality.

Ask her to take home a sample of REDPATH Sugar and examine it alongside the cheaper sugar she has been using. The crystal whiteness of REDPATH Extra Granulated, in contrast with the other, is the plainest kind of proof of its superiority, which more than makes up for the difference in price.

In the new 5-Pound Sealed Carton you have certainly "Canada's Finest Sugar at its Best." Push it—it will make you friends.

The Canada Sugar Refining Co.
MONTREAL LIMITED

A Proposition That Is Worth While

One that will fill your spare time with congenial work—bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue,

TORONTO, CANADA



Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

20

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man



TWO CENTS PER WORD

You can talk across the continent for two cents per word



with a WANT AD. 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.

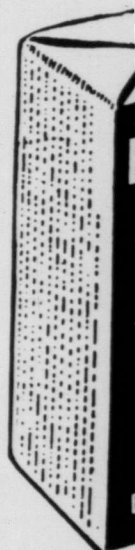
MacLean Publishing Co.

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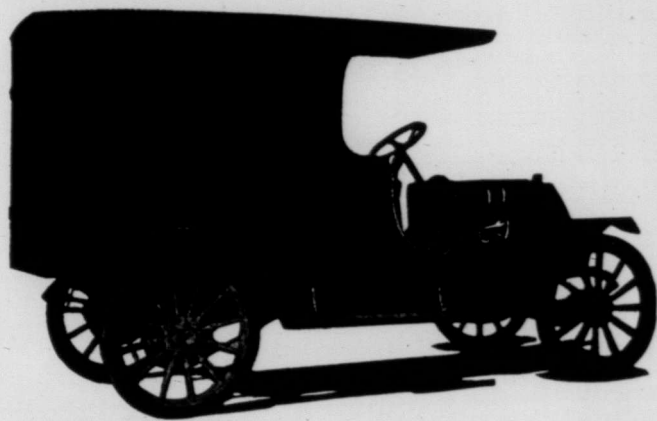


YO

sees the big
ments—sees
tries a pack

Are you
slip?

WM. H. D
W. G. PA
W. H. ESC



Auto Delivery Curtails Delivery Expenses

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

The Menard Commercial Car

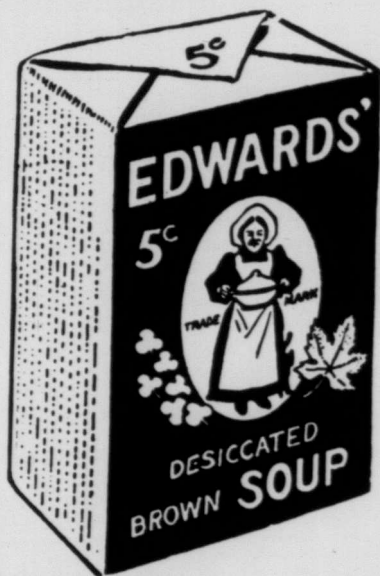
has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

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

Send for prices and full particulars.

Menard Commercial Motor Car Co'y

WINDSOR, ONT.



EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retail at 5c. a package, and in canisters at 15c. and 25c.

YOUR Customer

sees the big EDWARDS' DESICCATED SOUP advertisements—sees the goods in your store or your competitor's—tries a package—buys Edwards' Soup steadily.

Are you in line for this new trade or are you letting it slip?

===== DISTRIBUTORS =====

WM. H. DUNN, 396 St. Paul St.,	- - -	Montreal
W. G. PATRICK & CO.,	- - -	Toronto
W. H. ESCOTT & CO.,	- - -	Winnipeg

CASTILE SOAP

"LA VIERGE"

The Virgin Brand

EXTRA SUPERIOR QUALITY

THE STANDARD CASTILE SOAP
OF MARSEILLE

DAILY OUTPUT ABOUT 100,000 LBS.

CAUTION: Other Castile Soaps are offered on the market closely resembling the VIRGIN BRAND—insist on the genuine, stamped: "LA VIERGE" "FELIX EYDOUX"—Marseille.

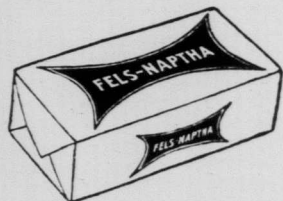
Law Young & Company

MONTREAL

SOLE AGENTS FOR CANADA

Pleasing Women

means success for you and your best chance to please them is by supplying them with Fels-Naptha soap because it makes their hardest work easy. It's the secret of our success, also, the satisfactory qualities of Fels-Naptha.



Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW.

W. P. Downey
MONTREAL, QUE.



Oakey's

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

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

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

Wellington Mills, London, England

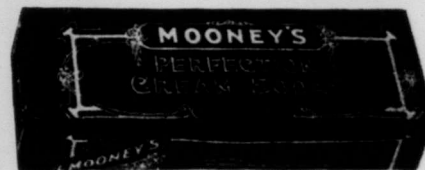
FREQUENCY OF SAILINGS

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

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.



SATISFYING, DELICIOUS

Satisfying from the point of "QUALITY" and "PRICE." Delicious because they are rich in flavor and crispness, being packed in air-proof boxes, which keeps the dampness out. When asked for

PERFECTION Cream Sodas

don't suggest a substitute, because there can be no substitute as good when Perfection Sodas are once used. The latest methods in biscuit making and expert operators are only employed.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B., HALIFAX, N.S.,
FORT WILLIAM, CALGARY,
VANCOUVER, B.C., ST. JOHN, N.F.L.D.

One Sale Means More Sales

You should be able to supply

MAPLEINE

when demanded by your customers. Advertised in the leading magazines.

Order from your jobber, or
Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, W.N.



When writing advertisers kindly mention this paper.

To Manufacturers of

Condensed Milk and Evaporated Cream

We are Open for Quotations on

100,000 CASES ASSORTED

Family and Hotel Sizes

Condensed Milk and Evaporated Cream

Shipments—15,000 cases per month Lake and Rail.

Quotations—We require quotations F.O.B. Sarnia,
Owen Sound or Montreal.

Terms—Quote lowest trade, also spot cash discounts.

WRITE

NICHOLSON & BAIN

WINNIPEG, MANITOBA

Wholesale Commission Merchants and Brokers

Branch Houses:

REGINA

MOOSE JAW

CALGARY

EDMONTON

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 postage, etc.

BUSINESS CHANCES

YOUR BUSINESS SOLD QUICKLY, OR wanting a business, write us. Co-operative Realty Co., Hamilton, Ontario.

IF YOU WANT TO START A NEW GROCERY store in a live western Ontario town with population of 2,500; largest canning factory in Ontario now being built, and great opportunity for new grocery store; I have the store and location. Donald F. Johnston, 559 Yonge St., Toronto, Ontario.

Maple Sugar — Maple Syrup — Comb Honey. Write us. Woodman & McKee, Coaticook, Que.

FOR SALE

CASH REGISTER FOR SALE.—4 DRAWER National Cash Register for sale. Present owner has no further use for same. Register is in perfect condition and will be sold at an extremely low price. For price and further particulars address Cash Register, care Canadian Grocer, Toronto, Ont.

PRICE TICKETS

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3, \$3.50, \$5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

PRINTING

CHEAPEST PRINTING ON EARTH.—BOOK-lets, Catalogues, Price Lists, Handbills, and any other fine printing for the grocery trade at fiercely competitive prices. Russell Smart, 40a Chancery Lane, London, England.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 214 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Day 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—employee's time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LET-ters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS —Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "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 1/4 Portage Ave., Winnipeg; 305 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that won't 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)

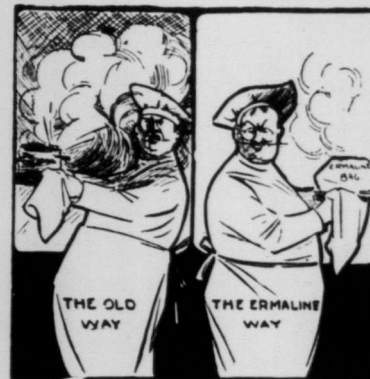
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

Ermaline Cooking Bags Make a Fine Display—

Just Think

what a crowd you would draw to your window by having a real up-to-the-minute display of these time and gas saving devices. Can't you arrange one of your windows with a small stove and a supply of bags and make a reasonable sum on your investment? Certainly you can.



The Ermaline Bag is the most satisfactory on the market to-day. It has proven itself a regular boon.

Ask Your Wholesaler,
Or Write.

EDWARD LLOYD
LIMITED
MONTREAL

HERE IT IS—THE REAL WHOLE WHEAT BREAD

Some of your customers like bread made of whole wheat flour. If they want all the nutriment of the whole wheat in a digestible form, tell them about

TRISCUIT

the Shredded Wheat Wafer—"the toast of the town"—a delicious, nourishing substitute for ordinary toast or crackers. A crisp, tasty snack for luncheons or for any meal, delicious with butter, soft cheese, peanut butter or marmalades.



The Canadian
Shredded Wheat
Company, Ltd.
Niagara Falls, Ontario
J87

Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines which are both new and good.

St. George Evaporated Milk, 4 doz. in case, \$3.50
Princess Condensed Milk, 4 doz. in case, \$4.20
Banner Condensed Milk, 4 doz. in case, \$5.00

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax,

J. Malcolm & Son, St. George, Ont.

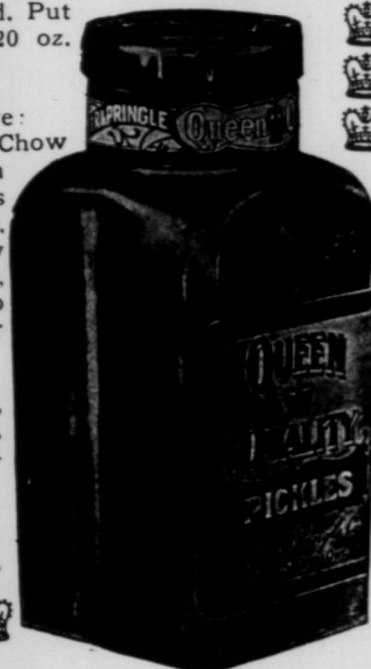
BUY THE BEST

Merchants who insist always upon the best goods will handle—**QUEEN QUALITY PICKLES**. The high quality and flavor of these pickles has long been recognized. The profit is good. Put up in 10 and 20 oz. bottles.

Other lines are:
Sweet Mixed and Chow
Bulk Pickles in
Pails, Perry's
English Sauce,
English Chow
Chow in pails,
Pure Tomato
Catsup, bottled or
in bulk.

Worcester Sauce,
bottled or in bulk.
Queen quality Un-
iversal Sauce.

Taylor & Pringle Co.
Owen Sound, Ont.



Once More We State That We
Can Meet Your Requirements in

JAMS

and give you complete satisfaction.

KING BRAND

is the brand which will make your
customers repeat. Absolutely no
doubt about it.

MANY VARIETIES
ALL DELICIOUS

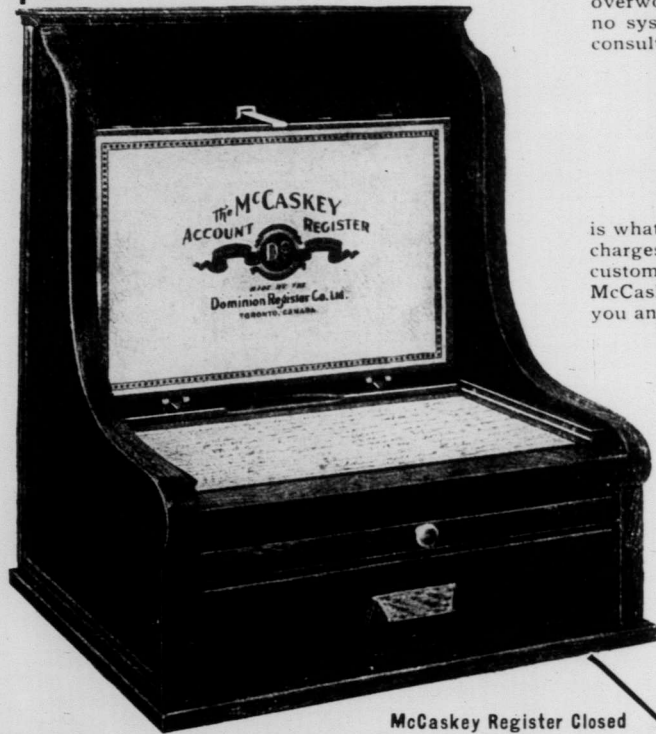
ASK OUR AGENTS OR WRITE DIRECT

Labrecque & Pellerin
MONTREAL

Agents—
MacGregor Specialty Co., Toronto
W. H. Escott & Co., Winnipeg
J. Hunter White, St. John, N.B.

Get Our Opinion About Your Accounting

Are you getting the profits you think you should? Is your accounting system infallible to errors? Are you sure it is not causing you worry or overwork? If there is an atom of dissatisfaction, or if you are observing no system of bookkeeping, you will be serving your best interests by consulting us. We can help you. Our advice is free.



McCaskey Register Closed

The McCASKEY ACCOUNT REGISTER

is what you need to reduce your bookkeeping labors, to prevent forgotten charges, to prevent errors, to prevent misunderstandings with your customers over their accounts, and to improve your collections. If the McCaskey System cannot be applied to your business so that it will pay you an enormous profit, we'll tell you so, just as quickly and as frankly.

Seventy-five thousand merchants in all lines of business have profited by our advice and are using the McCaskey System.

We know a good deal about handling accounts. Some of this information will be valuable to you. You can get it free.

SUPPOSE YOU WRITE TO-DAY.

Dominion Register Co., Limited

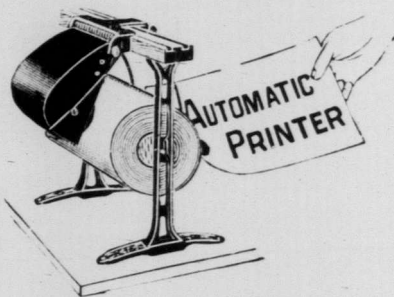
90-98 Ontario Street, Toronto, Canada

519-521 Corn and Produce Exchange, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD.

CAN WE SEND YOU SOME SPECIMEN WORK.

In other words can we show you what our machine has printed and prints for other grocers? If you are interested just drop us a line and mention the Automatic Printer.



It certainly is a money saver.

INVESTIGATE
UTILITIES LIMITED
73 Bank of Ottawa Bldg., - MONTREAL

OLIVE OIL

will be in demand, in heavy demand, we should say during the next few months and it is up to you to put the best before your customers.

INVICTUS OLIVE OIL

has long been regarded in Canada as thoroughly pure and a leader. We can quote you real good terms and you can rely on satisfaction.

WRITE

H. E. VIPOND & CO.
MONTREAL

NATION'S CUSTARD POWDER

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

Nation's Egg Powder

AGENTS:

C. Gyde, St. Xaviour St., Montreal

F. Coward, Toronto
(For Ontario)

The W. H. Escott Co.,
Winnipeg, Man.

McKelvie, Cardell, Ltd.,
Calgary, Alta.

Distributors, Ltd.
Edmonton, Alta.

Ayre & Sons, Ltd.,
St. John's Newfoundland

J. M. Crosswell & Co.
Kingston, Jamaica

Samples free by post.

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CAMPBELL
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CAMPBELL
CAMPBELL



Perfection and Popularity

go hand in hand. The wise grocer knows this to be a sound commercial fact. He accordingly stocks



Royal Shield Jelly Powders

For purity they will stand the most rigid tests—there are no adulterants or preservatives used in their manufacture—points which make Royal Shield Jellies exceedingly popular with housewives.

If you but suggest, you will find a steady and satisfied trade to be worked up for Royal Shield goods, and it is a profitable line, too.

Campbell Bros. & Wilson
Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, Limited, Calgary.
CAMPBELL, WILSON & SMITH, Limited, Regina.
CAMPBELL, WILSON & ADAMS, Limited, Saskatoon.
CAMPBELL, WILSON & HORNE, Limited, Lethbridge.



The Connoisseur's Choice

invariably falls on

D.W.C. Olives

because they are quality goods known for their deliciousness. Carefully selected, high grade fruit only is packed. D.W.C. Olives are the kind which never fail to satisfy.

WRITE US. THEY'RE GOODS THAT SELL.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

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

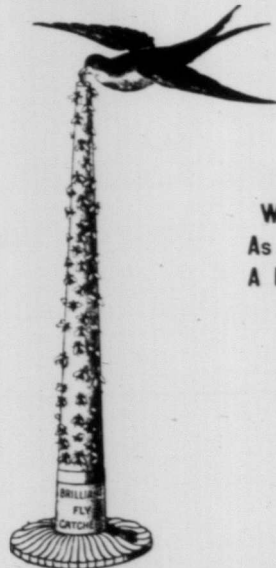
You Can't Get Any Cheaper. You Can't Get Any Better.
So, Why Pay Any Higher?

\$1.75 per box of 100

Profitable enough, too, eh?

The Most
Reliable Glued
Catcher On The
Market.

Will Unroll
As a Ribbon
A Full Yard.



For Jobbers' Prices Write

GRANGER FRERES LIMITÉE, - MONTREAL

Selling Agents for Western Provinces:
J. J. Tomlinson & Co., - Winnipeg

Camping Out

is getting more popular and no longer considered a fad, but a necessity.

You can sell a lot of Reindeer Condensed Coffee, Cocoa, Reindeer and Jersey Milk to these Campers by making a show of the goods, and you know "if it's Reindeer Brand it's good." Order from any wholesaler. Reindeer Coffee is combined with Milk and Sugar.



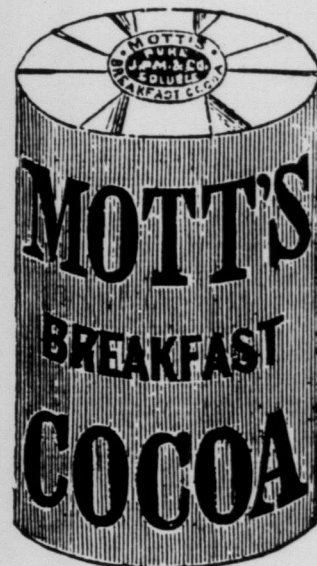
TRURO, N.S.

Branch at Huntingdon, P.Q.

CHILDREN

grow sturdy and strong on

ABSOLUTELY

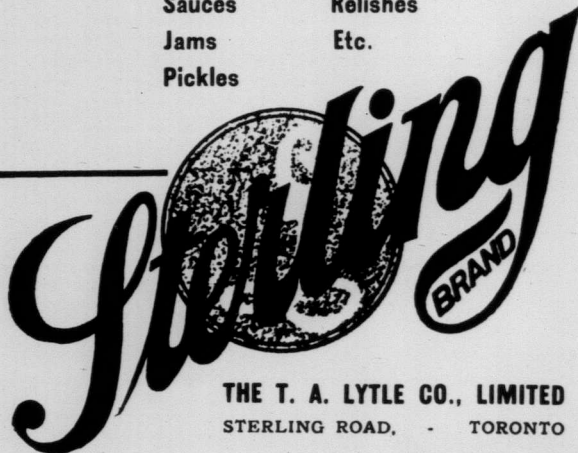


PURE

It's full of nourishment and easily digested. Order a box from your jobber to-day.

GOODS whose trade-marked names have grown familiar to the public need no explanation on quality or price. They sell themselves—the dealer must only display them. Think of the saving of energy you make when you stock goods of spotless reputation. A few of the long line of Sterling Products are appended.

Lime Juice	Catsups
Marmalade	Extracts
Sauces	Relishes
Jams	Etc.
Pickles	



THE T. A. LYTTLE CO., LIMITED
STERLING ROAD, - TORONTO

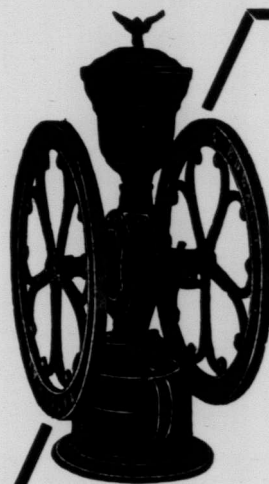
BUILT ON MERIT

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

ELGIN National Coffee Mill

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

Prompt shipments our specialty.



Ask any of the following Jobbers for our Catalogue:

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, Baker & Co.
ST. JOHN, N.B.—G. E. Harbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

Go After the Quality Trade With
The Quality Goods

Make "Black Watch" your specialty.
Display "Black Watch." Give "Black
Watch" to every customer who asks
for "your best chewing tobacco."
Build up your trade on

BLACK WATCH

Chewing Tobacco

It's a prime favorite everywhere be-
cause of its richness and pleasing
flavor. Stock up on "Black Watch"
and watch your profits grow.



The Empire Tobacco Co., (Incorporated)
IMPERIAL TOBACCO CO. OF CANADA, LTD.
MONTREAL, CANADA

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7-20-4
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What Figures are These?

They represent one of the best Cigars on the market to-day, the 7-20-4, one which you should not fail to feature during the holiday season, in fact always.

You—Yes, You

are able to sell tobacco, and a large amount too. You have a lot of customers who smoke and a little energy on your part will secure them as regular tobacco purchasers.

DON'T LOSE CHANCES

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with the Canadian Navy, remember, but is the popular

CHEWING TOBACCO

packed by the firm which guarantees prompt delivery and quality all the time.

THAT FIRM IS

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - Chewing Tobacco
Master Mason - - Smoking Tobacco
Rose Quesnel Smoking Tobacco

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.

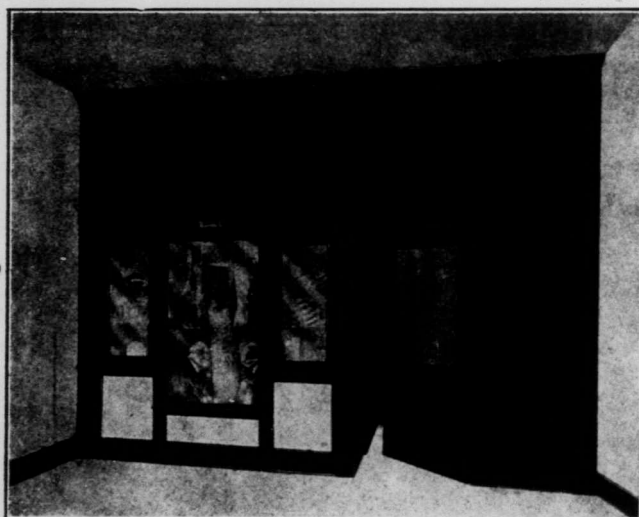
N. P. BAR SOAP

Makes good with the grocer because it makes good with the housewife. This is proved by the ever increasing sale there is for N. P. Bar Soap.

The intelligent household buyer is easily convinced of the better soap bargain she is getting when purchasing N. P. Bar, and it pays YOU lots better, Mr. Grocer.

Ask us for prices. Send card to-day.

David Morton & Sons, Limited
Victor Soap Works HAMILTON, ONT.



Refrigerator Protection

Unless you have the proper protection for your perishables, you are unprotected from the loss that is sure to be yours through spoilt stock.

THE ARCTIC REFRIGERATOR

has an absolutely dry air circulation and is the sure means of keeping your stock always fresh and saleable.

If you are thinking of adding any style of refrigerator for the coming summer season be sure you get our catalogue. It illustrates all that is best for grocers in the refrigerator line.

Representatives in the west: Donnelly, Watson & Brown, Calgary, Alta.

JOHN HILLOCK & CO., LIMITED
TORONTO, ONT.

CHLORIDE OF LIME

=

The season is now here when you will be selling lots of Chloride of Lime.

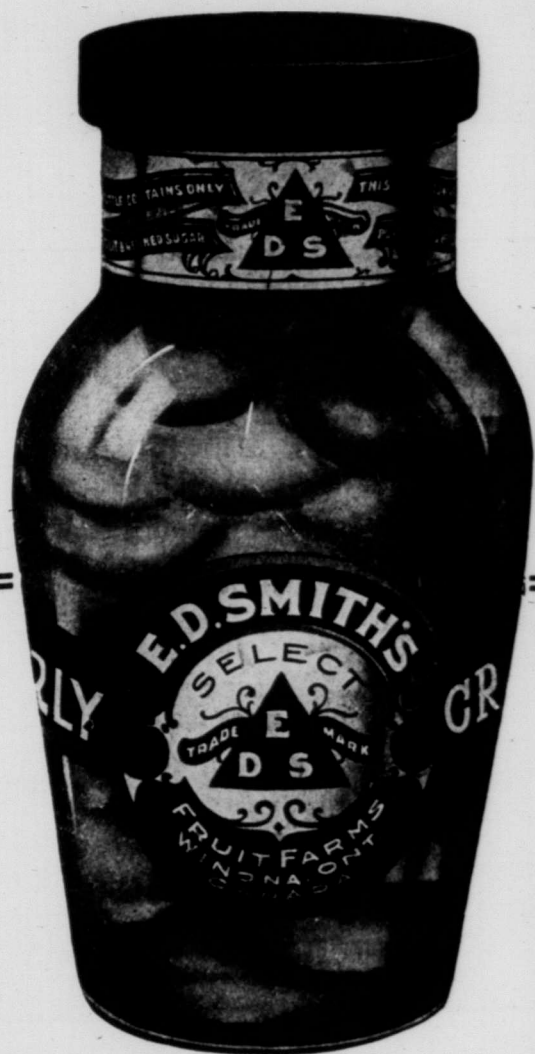
Buy Bull Dog Brand
Special Prices

Fibre Packages or Zinc Cans
all sizes.

=

The John B. Paine Co. Ltd.
Toronto, Ontario

AGENTS—
Montreal
COLW



THAT deliciousness that makes your customers' mouths water when they see a display of **E.D.S.** Brand Pure Fruit Jams and Jellies is what prompts them to buy, and when they buy once they come again.

E.D.S. Brand Fruit and Vegetable Products are government inspected, ensuring their purity and quality.

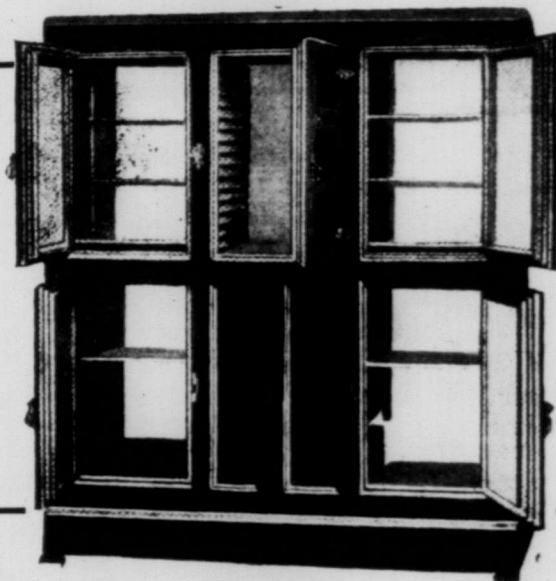
MADE ONLY BY

E. D. SMITH

WINONA, ONTARIO

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

Proper Refrigeration Saves Money-Sells Goods



It is important to your success that perishable goods should be properly kept if you wish to have the returns you should.

Dry air circulation is the only proper way to be sure of keeping untainted the perishables that must have refrigerator space. In this particular point

THE NORTH STAR REFRIGERATOR

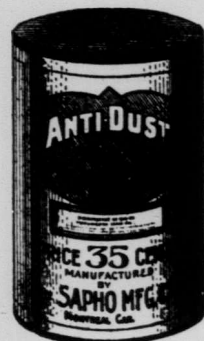
excels all others. It is so dry that a match can be lighted on the interior at any time.

Milk, Butter, Fish, Ham and Onions may be kept in the same chamber without tainting from one another. Should you require a refrigerator not listed in our illustrated booklet, ask us to give you particulars to meet your requirements.

Patented connection for utilizing outside air in winter can also be supplied.

WRITE NOW FOR PRICES AND CATALOGUE,
SEND FOR ILLUSTRATED BOOKLET TO-DAY.

Estate JAMES DAVIDSON
OTTAWA, ONTARIO



ANTI-DUST
DEODORIZES
DISINFECTS

Introduce this to the housewife and she will always insist on having it. This is the most effective up-to-the-minute cleaner and disinfectant and not an imitation.

It eradicates germs and microbes, leaving a sweet, fragrant smell. You should use it in your store, Mr. Grocer—you will be enthusiastic with the result.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
 MONTREAL

Our Quotations



LEMON CORDIAL

10 oz. bottle \$10.80 per gross. Qts. \$27.00

LEMON SQUASH

10 oz. bottle \$10.80 per gross. Qts. \$27.00

LIME JUICE CORDIAL

10 oz. bottle \$10.80 per gross. Qts. \$27.00

ORANGEADE

10 oz. bottle \$10.80 per gross. Qts. \$27.00

FREIGHT PREPAID ON
 ORDERS \$25 AND OVER

GREEN & CO. Manufacturers
 TORONTO

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.**

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

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

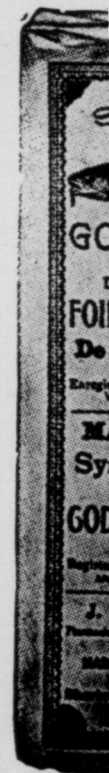
TRY A SAMPLE SHIPMENT.

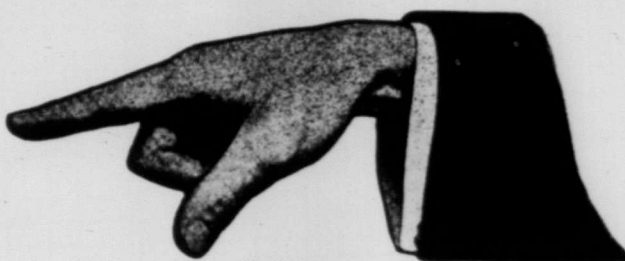
WALTER WOODS & CO.

HAMILTON

WINNIPEG

CURE





When placing your order for Canned Fish, be sure you have the name right:

“BRUNSWICK” Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the “Brunswick” modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

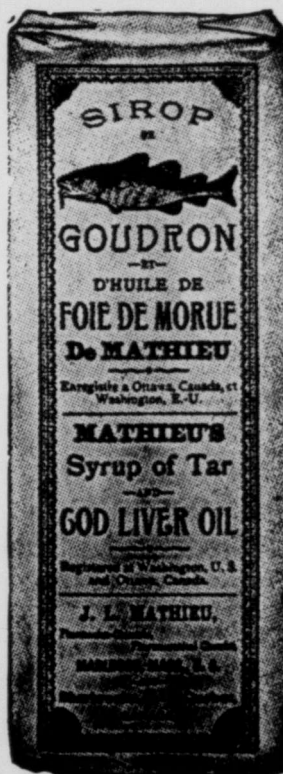
Keep a generous stock of “Brunswick” Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

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

For Feverish Colds, don't forget to recommend

Mathieu's Nerve Powders

the great Headache and Neuralgia Remedy.

Newton A. Hill, 25 Front St. E., Toronto, Ont.
Distributor for Western Ontario.

Chaput, Fils & Co., Montreal, Que.

Foley Bros. & Larson, Winnipeg, Man.

Quaker Soap

100 double wrapped
Bars to Box

No prizes
No premiums

Just Soap

At the Lowest
Price Good Soap
Can Be Sold.

Mathewson's Sons

MONTREAL

LOOK FOR QUALITY—THEN SEE TO THE PROFIT

That's our advice, and it's right. Ever since we started in business—it's many years ago—we have been most particular about supplying the trade with the highest quality goods at the lowest possible price. The strong following we have from the Atlantic to the Pacific proves conclusively that our efforts have been rewarded,

MOLASSES FANCY BARBADOS MOLASSES DA COSTA IS THE BRAND

On or about May 15th we will receive the first shipment of these superior molasses. They will be delivered from the wharf. DA COSTA stands for purity. We need add nothing more.



SARDINE and PINK SALMON SNAPS The Best Goods on the Market

SARDINES

Just received a large shipment of Norwegian Sardines in pure Olive Oil. Price to you:

\$8.00 PER CASE OF 100's

Freight paid on orders for 5 cases to any rail or steamboat station in Ontario, Quebec or Maritime Provinces.

SALMON

Last call for PINK SALMON at \$4.00 PER CASE OF 48 one lb. tins.

These goods are certainly a bargain at the price. Don't make any mistake, but get a share of what we have left.

MINERVA BRAND PURE OLIVE OIL

In the next few months there will be a large demand for OLIVE OIL for salads. You will serve your best interests by securing MINERVA and stocking it in preference to all others.

MINERVA OLIVE OIL is undoubtedly the leader. Every bottle and tin bears the certificate of the Laboratory of Marseilles which controls the bottling. Pure olive oil deteriorates when exposed to the light. No fear of loss from MINERVA. Each bottle is enclosed in a fancy carton.

Three Record Profit - Makers---Get Prices Right Away.

TEA

Japan, Ceylon and India. China, Ceylon Green and Young Hyson.

PRUNES

California and Oregon in 25-lb. boxes.

CURRANTS

In cases and 36 one-lb. packages. Loose, 25, 50 and 80-lb boxes.

WRITE IMMEDIATELY

LAPORTE, MARTIN ET CIE, LIMITÉE

368 ST. PAUL STREET, MONTREAL

Adamson & Co
Allison Coupo
Aylmer Conde

Balfour-Smye
Benedict, F. J.
Bickle, J. W.,
Borden Conde
Bovril, Ltd.,
Brown Mfg. Co.

Campbell Bros
Canada Maple
Canada Sugar
Canadian Cereals
Can. Shredded
Carr & Co.,
Church Bros.,
Chaput Fils.,
Chivers & Sons,
Church & Dwight
Clark, W.,
Clawson & Co.,
Clements Co., I
Coles Mfg. Co.,
Common Sense
Connors Bros.,
Continental Bag
Crescent Mfg. Co.

Dailey, F. F. Co.
Davidson Estate
Distributors, Ltd.
Dominion Canned
Dominion Match
Dominion Regist
Dominion Salt Co.
Downey, W. P.,

Eby-Bain, Limit
Eckardt, H. P.,
Edwardsburg Sta
Eno, Ltd., J. O.,
Enterprise Mfg. Co.
Epps, James & Co.
Escott & Harmer
Estabrooks, T. H.
Eureka Refrigerator
Fowler & Sons, S.
Fydoux, Felix...

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S. F.

THE CANADIAN GROCER
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Facts That Speak For Themselves

London, March 13, '12

To Messrs. S. F. Lawrason & Co.,
City.

Dear Sirs,—

At a meeting of the London Retail Grocers' Association last evening, a resolution was passed in which the Association expressed its appreciation of your selling policy; keeping your goods out of the cut-rate stores and the liberal advertising you are doing to our mutual benefit, and it was further resolved that each member should push the sale of your goods as much as possible.

Yours truly,

Jas. MacKenzie
Secretary.

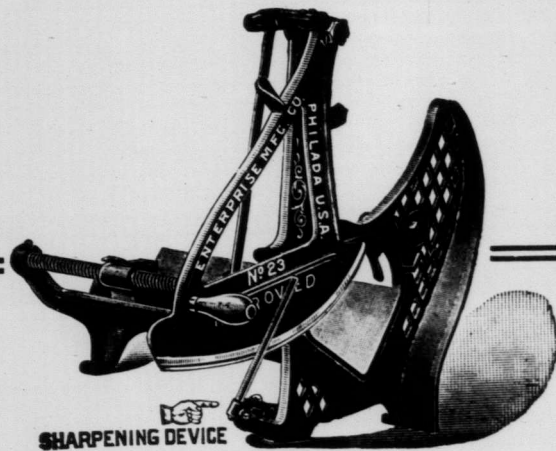
Jno. Diprose,
President

**THE GIANT
FIVE CENT
PACKAGE**

SPRING CLEANING TIP:—All wood-work should be thoroughly washed with Lawrason's Snowflake Ammonia before painting or varnishing, to remove grea and dust. The paint or varnish will spread easily and dry quicker, also take o half less to do the work.

S. F. LAWRASON & CO., - LONDON, ON'

A Good Beef Shaver is an Easy Money Maker



Enterprise Beef Shavers are made on the principle that gives you years of satisfactory service. Every part is made of good material and with the fine accuracy of machining that means absolute precision in operation.

ENTERPRISE Beef Shavers

are made in two styles. No. 23—the Enterprise Smoked Beef Shaver, with Self-Sharp-ening device—does the work without waste. The knife is suspended pendulum-like and each stroke cuts a slice cleanly and quickly. Regulated automatically to cut from tissue thickness up to an eighth of an inch.

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

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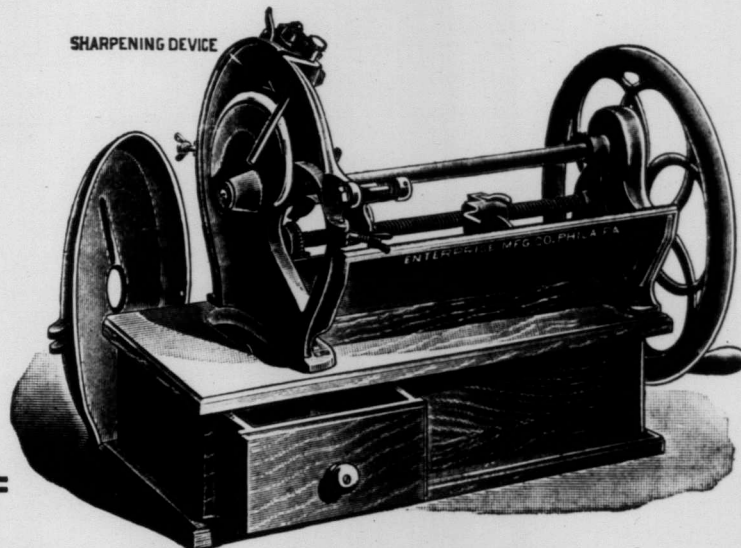
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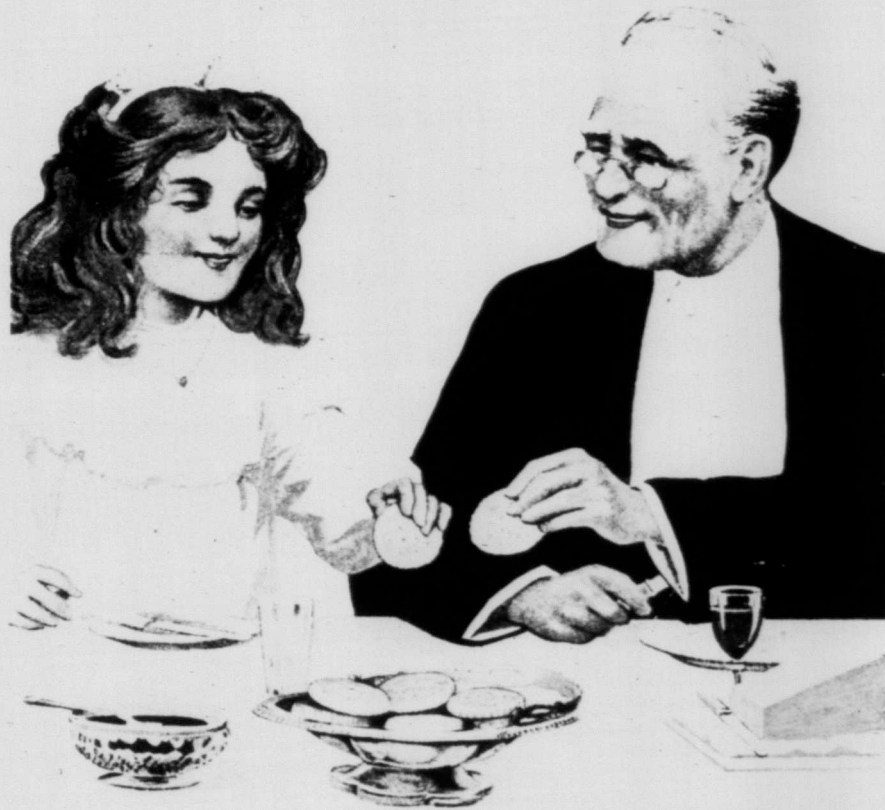


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