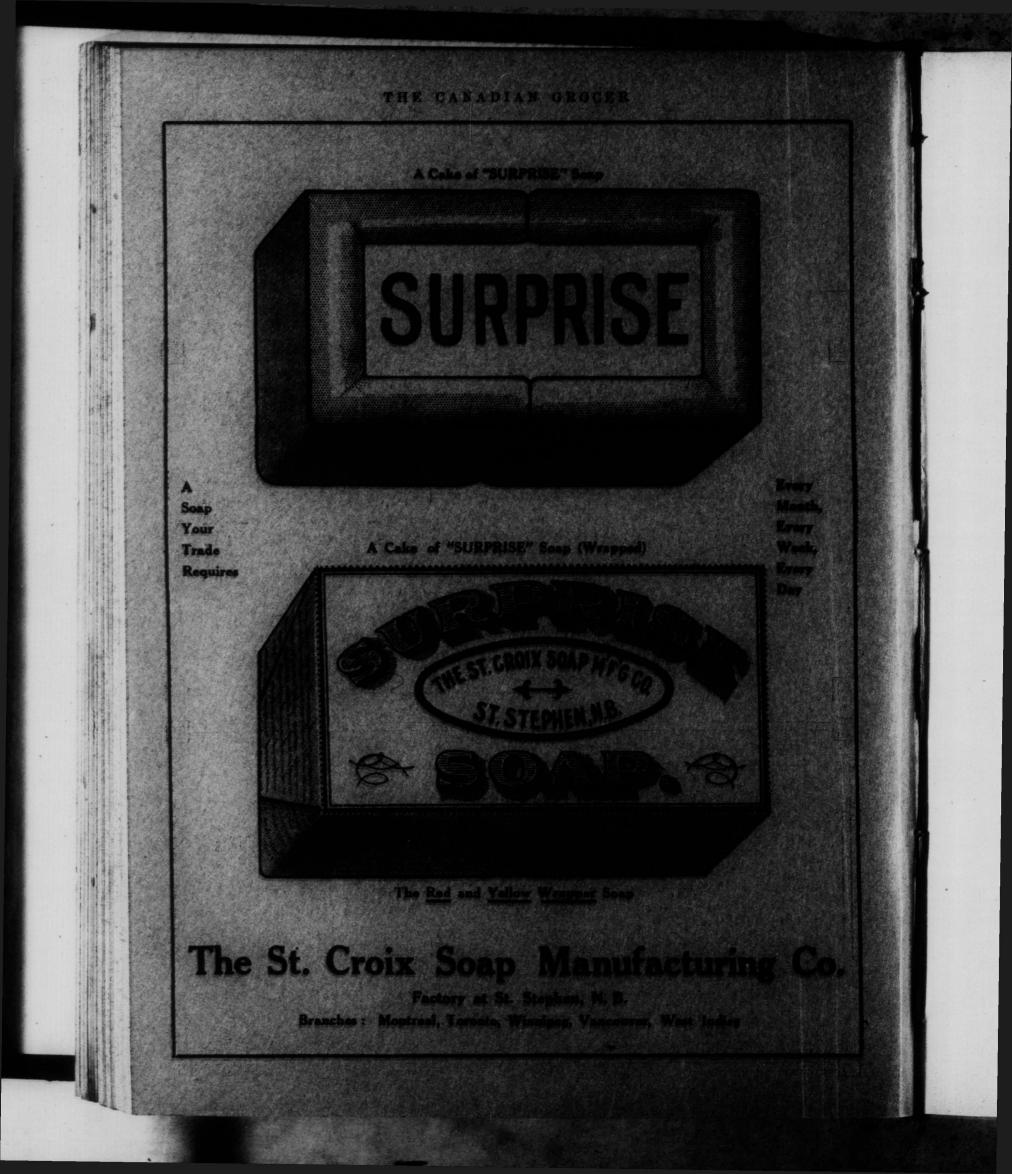


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When Doubt Creeps into Your Stock

Dollars Fly Out of the Window !

The only short-cut to permanent trade leads direct to the Road of Confidence. If you stray into the by-paths of Experiment you will wander far and long before you reach the goal. This is not fancy, but fact—a condition, not a theory!

The short-cut has been plainly blazed by those who have gone before—the successful ones. Be fair, friend, to yourself and to those sterling principles that have won out so signally in the daily battle of business life. Stock with quality goods, for when doubt creeps in dollars go fast!

Griffin & Skelley's Seedless Raisins

There can be only one best, one leader, one nearer than another in the hearts of good cooks. And in the Raisin World that distinct and individual production, "Griffin's Seedless Raisins," easily takes first place.

Free from dirt, as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, standard of quality everywhere!

Griffin & Skelley's Fine Asparagus

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

Arthur P. Tippet & Co., Agents

TORONTO

MONTREAL -



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.



Winnipeg Office

R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers	W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.	MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.
J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN Can give close attention to few more first-class agencies. Highest references.	Evaporated Apples and White Beans	Arrived in store one car NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT Lind Brokerage Company 73 Front St. E., Toronto
FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO.	Can give best quotations. W.H.Millman & Sons Wholesale Grocery Brokers TORONTO	THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialtie WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE
Customs Brokers and Warehousemen 27 St. Sacrament Street, Montreal TEL. MAIN 778 BOND 28	NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S. NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Odes: 4. A. B.O, Sthe dition, and private.	WATSON & TRUESDALE (Buccessors to Binart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - MAN. Domestic and Foreign Agencies Solicited.
ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.	G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited	
WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. BASKATOON, - WESTERN CANADA	W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885	DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Bailroada.
WRITE TO ¹⁰ Garfield Chambers, Belfast, Ireland For sample copy of the Irish Grocer, Drug, Provision and General Trades' Journal If you are interested in Irish Trade.	BUCHANAN & AHERN Wholesale Commission Merchanis and Importers QUEBEC, P.Q. Grocerics, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29	A. Francois Turcotto COMMISSION MERCHANT Room 16, Morin Block Quebeo, - Canada One or two more agencies wante FIRST CLASS CONNECTION
When writing advertisers kindly men- tion having seen the advertisement in this paper.	W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto	



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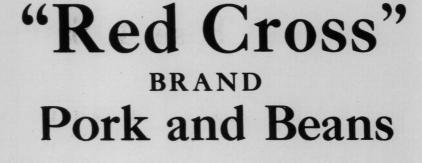
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IS







Plain or with Chili Sauce

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

A size to suit every demand.

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

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

Dominion Canners

LIMITED

Hamilton,

Canada

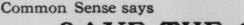
Ask your Wholesaler for Prices.

When you sell a customer unknown brands of coffee you have to make the whole sale.

Chase & Sanborn's COFFEES

are half sold when you put them on your shelves.

CHASE & SANBORN



SAVE THE CENTS

Modern methods successfully meet competition-pennies saved make the store pay dollars.

Here is some more common sense-use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

They are designed especially to protect eggs delivered by vehicle. Absolutely stop breakageprevent miscounts and satisfy customers.

Made in one and two dozen sizes. j

They will save you more than a cent on every dozen eggs delivered—soon pay for themselves and then **show a profit** Ash your jobber or our own specialty salesman, and write for our booklets "No Broken Eggs" and "Advertising Suggestions for Star Egg Trays."

WRITE TO-DAY AND START SAVING CENTS.

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.

WAGSTAFFE'S

FINE OLD ENGLISH, 1911

Seville Orange Marmalade Green Fig Marmalade Fig and Lemon Marmalade Ginger Marmalade Pineapple Marmalade

Jelly Shred Marmalade

GUARANTEED FREE FROM PRESERVATIVES. GLUCOSE OR COLORING

The most up-to-date Fruit Preserving Plant in Canada, costing upwards of \$75,000.00 when completed.

WAGSTAFFE LIMITED HAMILTON

Pure Fruit Preservers

THE CANADIAN GROCER PERRINS LEMON NECTAR BISCUITS CRISP AND TASTY BEYOND COMPARISON WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS Your Opportunity! "Buy the Powder with a Pedigree" Take Advantage Of It! **COOK'S FRIEND** HE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities. Have you ever stopped to consider these? They offer : 1 An excellent training in Salesmanship. **BAKING POWDER** 2. To live men, one dollar per hour for every hour of their spare time. 3. Promotion to the regular circulation staff of the MacLean Publishing Company. The MacLean circulation organization is the largest THE LEADER FOR 50 YEARS organization of its kind in Canada. It is composed of the highest priced circulation men in Canada-the best salesmen of the country, many of whom got their first training while acting as local representatives. Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for. W. D. McLaren, Ltd. If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day ! **Baking Powder Specialists** MONTREAL MacLean Publishing Co., Ltd. 143-149 University Ave. Toronto

8



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the **best** and **most perfect**. To do this it must be

BORDEN'S BRANDS

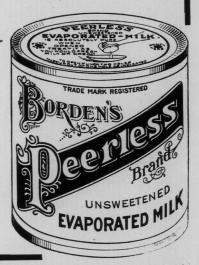
that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk and "Peerless Brand" Evaporated Milk.

Borden's Condensed Milk Company ESTABLISHED 1857

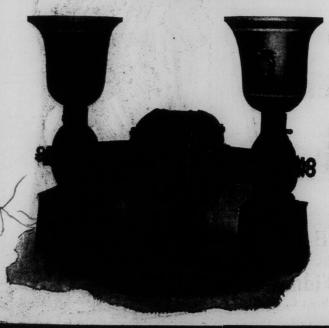
WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man ; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.



"ENTERPRISE"

M^R. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do-get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear*.

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa. PATENTED HARDWARE SPECIALTIES Philadelphia, Pa., U. S. A. 21 Murray Street, New York 544 Van Ness Avenue, San Francisco

Swiss Cheese

Your customers are becoming more and more particular about the quality and purity of their foodstuffs, and that is why it will pay you to recommend to them

Otto Wartmann's Emmenthal Cheese

which is absolutely pure. Manufactured in the valley of Emmenthal, Switzerland, from milk of the highest quality and guaranteed unskimmed. It is so rich and creamy that it will please even your most particular customers.

IT IS SUPERIOR.

to the Gruyere cheese, which is made of partly skimmed milk, and which, therefore, cannot have that delicious flavor which has done much to make the Emmenthal cheese famous. Further, the Gruyere loaves are 1-3 or 1-2 smaller than the Emmenthaler.

BEWARE OF IMITATIONS

Such has been the success and reputation gained by Emmenthal cheese that many manufacturers, both in Canada and the United States, have tried to imitate it.

Note:-We import ours direct from Switzerland, and in very large quantities, so that we are in a position to quote you the right prices.

WRITE FOR PRICES

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.



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



IMPORTANT DECISION

New York State Pure Food Law and

Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

· 11 (1995)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

37 Wall Street,

Hon. William F. Sheehan,

Albany, January 11, 1911.

New York City.

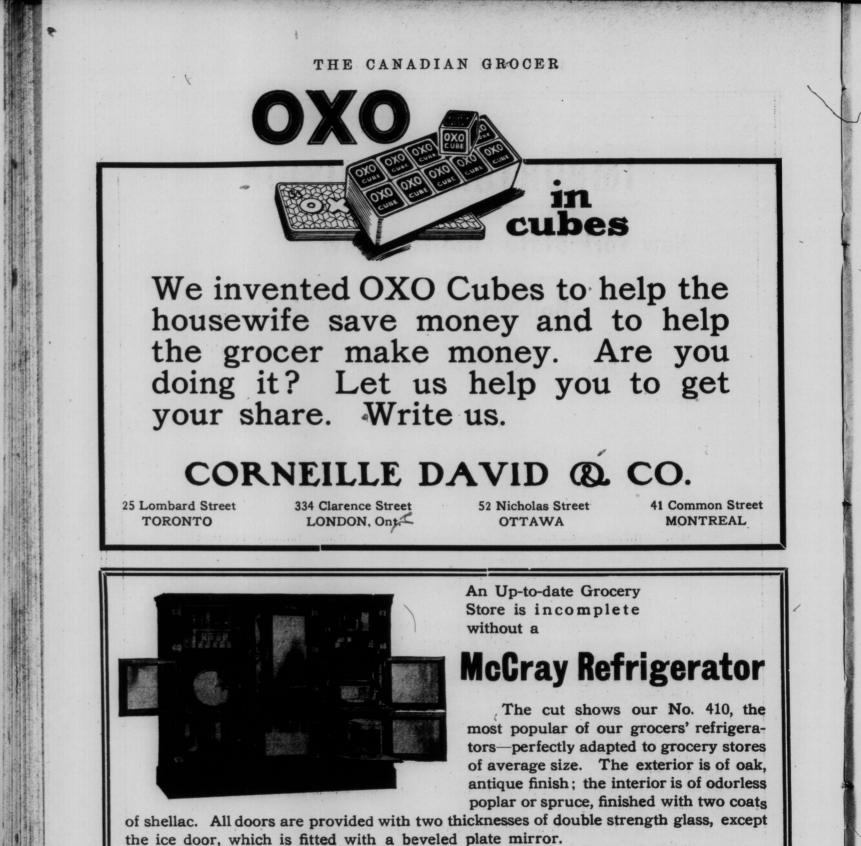
Dear Sir :---

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully, R. A. PEARSON, Commissioner.



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

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

WRITE TO-DAY FOR OUR CATALOG No 67 AND PRICES

MCCRAY REFRIGERATOR COMPANY 231 LAKE STREET KENDALLVILLE, INDIANA

Please address all correspondence to 1 Factory, Kendallville, Ind.





Western Grocers!

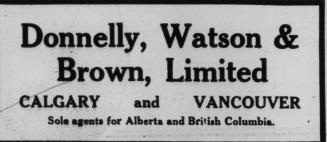
We have been appointed Sole Agents in British Columbia and Alberta for

Ridgway's Teas and Coffees

lines that have gained highest favor wherever introduced.

Ridgway's is the Tea that has held pride of place ever since tea became the popular drink of the British nation, and is unequalled in all grades for quality and flavor. Sell Ridgway's! The family grocery trade will surely be influenced to the store which handles this splendid tea.

WE INVITE YOUR INQUIRY



Rowat's Goods Sell! The Connoisseur's Choice ! Cater for your particular customer by featuring **Rowat's Pickles** AND **Paterson's Sauce** Theyare 'quality' goods which never fail to satisfy. ROWAT & CO. **BLASBOW** SCOTLAND Canadian Distributors :-Canadian Distributors:-Snowdon & Ebbitt, 325 Coristine Bldg., Mont-real. Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E Jarvis & Co., Vancouver, B.C.





QUEEN OLI



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When You Offer

"MELAGAMA" TEA and COFFEE

to your customers you can do so with the assurance that they will be thoroughly satisfied with the quality and flavor, and you can make yourself doubly sure by trying MELAGAMA in your own house. For **BULK TEAS** and **COFFEES** all we want is an opportunity to send samples and quote prices, we know that your orders will follow.

MINTO BROS.

Simple, But Oh, How It Sold Dates !

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

He cut our advertisement of **Dromedary Dates** from a monthly magazine — we advertise in nearly all the good ones—and pasted it on the front

DOME

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

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

We also pack ROYAL EXCELSIOR and ANCHOR brand package dates.

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

JAMES

A BIGGER TURNOVER

Toronto

naturally means a bigger profit for the merchant. And the fact that ten packages of Lawrason's

SNOWFLAKE POWDERED AMMONIA

are sold by retail grocers to every one package of any other cleaning compound means that Snowflake is one of the few most profitable lines in the trade.

The giant size of the 5 cent package of Snowflake, and its enormous efficiency as a cleaner and a soap-saver make the Snowflake demand permanent. Order some to-day.

S. F. Lawrason & Co. London, Ontario

Free from Grit and Dust Gives a Lasting Brilliant Polish

LEAD

The old reliable and best Stove Polish on the market to-day.

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

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=THERE ARE MANY REASONS=

WHY YOU SHOULD HANDLE

ST. LAWRENCE GRANULATED

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

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

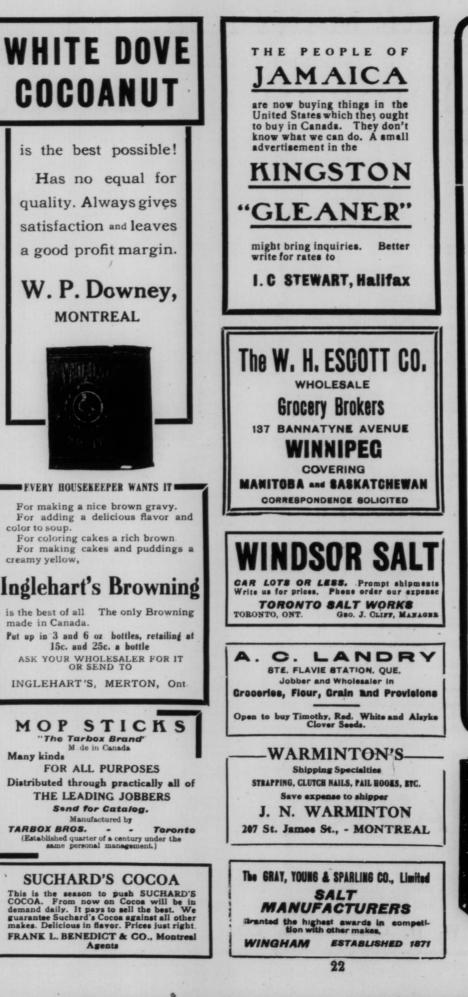


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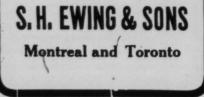
is becoming more and more popular in the household, as its ingredients are thoroughly wholesome and of a nutritious nature.

No Milk Required

nor has much time to be spent in preparation. Just what the housewife wants.

No difficulty in selling and

It Pays Well









Sterling Brand Marmalade

You are handling the best—looked at from any standpoint you like—when you are selling "Sterling" Brand Marmalade.

Its delicious flavour is obtained by the use of the finest bitter Seville Oranges and pure sugar only and absolutely no preservatives or coloring matter is added. Feature this rapid-selling line. It shows a good profit for the dealer.

THE T. A. LYTLE COMPANY, LIMITED Sterling Road, - Toronto

A BIG HELP FOR A LITTLE MONEY

We have studied your requirements for twentyfive years for the purpose of learning just what is

needed to retail oil and gasolene properly. The result is the

BOWSER Self-Measuring System

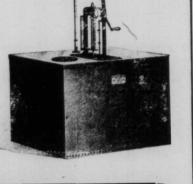
Not a thing is lacking.

It measures the oil accurately, Computes its value, Counts the gallons pumped, and Discharges it directly into the customer's. can without wasting a drop.

NO MEASURES-NO FUNNELS-NO MUSS-NO LOSS OF TIME, FLOOR SPACE, NOR OIL. IT'S JUST RIGHT

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

S. F. BOWSER & CO., Limited 66-68 FRASER AVE. :: TORONTO, Ont.



Do Your Customers Pay Up?

Don't continue to lose money through credit business Don't drive good credit customers away by jumping on them "rough shod." Hold the credit business—get more of it, but make it SAFE by using the right tactics.

Allison Sooks

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.



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

or sale by the jobbing trade everywhere. anufactured by Allison Coupon Company. dianapolis, Ind.

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







Sa

Sales in 1911 23,087,810 Packages

Over 26,000 Grocers in Canada Sell It

SALAUA SALAUA SALAUA TRADE **BUILDING**

Nineteen years of reliable service have held the leadership for "SALADA" Tea. Always-at all times-quality and value have been maintained. It does credit to your recommendation.

Our sales for the first six weeks of 1911 show a total increase over the same period of 1910 of 100,280 lbs.-as follows:

Veek	ending	January	7th,	Increase,	14,774	lbs.	
**	**		14th,		28,016	**	
**			21st.	**	21,414	**	
**	**	**	28th,	**	5,503		
**	**	February	4th.	Decrease,	2.910	**	
**	"			Increase,		**	

INDEX TO ADVERTISERS

 Adamson, J. T., & Co.
 2

 Allan, Robt., Co.
 2

 Allison Coupon Co.
 24

 American Computing Co.
 24

 American Tobacco Co.
 62

 Anderess & Nunn.
 42

 Asepto Mfg. Co.
 43

 Aylmer Condensed Milk Co.
 20

D

E

Galesburg Cornice Works. 52 Gibb, W. A. Co. 60 Gillatd, W. H., & Co. 21 Gillett, E. W. Co., Ltd. 49 Gorham, J. W., & Co. 2 Gorman, Eckert & Co. 63 Gossage & Sons, Ltd. 10 Gray, Young & Sparling. 22 Guelph Boap Co. 14 Gunns, Ltd. 46 н

 Halifax Cold Storage Co.
 59

 Hamilton Cotton Co.
 67

 Hillo Cotton Co.
 67

 Hills Bros.
 19

 Hodgson summer Co.
 25

 Holbrooks, Ltd.
 11

 Horne, Harry, Co.
 2

J

K	
Kit Coffee	6
L	
Lake of the Woods Milling Co	
Lambe, W G. A	
Landry, A. C	2
Lascelles de Mercado & Co	
inside back	
Lawrason, S. F. & Co	1
Leitch Bros.	
Lemon Bros.	
Leonard Brog.	
Lind Brokerage Co	
Lynch's Ltd	. 1

 F
 MacNab, T. A., & Co.
 2

 Fearman, F. W., Oo.
 4
 MacNab, T. A., & Co.
 2

 Fussell & Co.
 15
 McCray Refrigerator (o.
 12

 G
 Molougal, D., & Co.
 62

 Galesburg Cornice Works.
 52
 McLaren, W. D.
 8

 Gillatt, W. H., & Co.
 60
 McLaren, W. D.
 8

 Gillatt, E. W., Oo., Ltd.
 49
 McWilliam & Everist.
 50

M

N

 Neison, Dale & Co.
 50

 New Brunswick Pulp & Paper Co.
 66

 Nickel Plate Btore Polish
 67

 Nishimura, S. T. & Co.
 23

 0

Queen City Oil Co.....inside back cover R Bidgeway's Tea 15 Y 3 Robertson & Co., R 42 Y 3 Bobinson & Co., O.E. 60 Young Co., The. 42

Rock City Tobacco Co..... Rowat & Co..... Ryan, Wm. Co..... 8 т

 Tanglefoot.
 62

 Tarbox Bros
 22

 Teifer Bros
 24

 Tippet, Arthur P. & Co.
 1

 Toronto Salt Works
 22

 Turo Condensed Milk Co., Ltd.
 46

 Tuckett, Geo. E. & Son Co.
 63

 Turcotte, A. F.
 2

 v w Wagstaffe Ltd.

14 15 46

 Wagstaffe Ltd.
 7

 Waiker Bin and Store Fixture Co.
 42

 Walker, Hugh, & Son.
 57

 Warminton, J. N.
 22

 Warten, G. C.
 2

 Wetson & Truesdale.
 26

 Western Diatributors, Ltd.
 26

 White Swar Snice & Cereals, Ltd.
 14

 White Swar Snice & Cereals, Ltd.
 14

 White & Mariat
 11

 Wonder & Edwards.
 6

 Worder & Edwards.
 16
 Wrigley, Wm., jr.....

27

Pciking Out the Best Retail Dealers

This Can Generally be Accomplished by Listening to the Customers' Purchases -The Good Dealer Has the Confidence in His Patrons-Two Sales of Olive Oil Illustrating the Personal Power of the Grocer and Clerk-Objects to be Attained by Retail Sellers.

deal of truth-that the superior and inferior retail dealer can be selected by simply listening to the questions of their regular customers. The customer, it will be found in the majority of cases, who has confidence in her dealer shows this confidence in her actions and in her words.

To prove these assertions the writer recently questioned a number of housewives on how they go about their grocery shopping and in practically every case, these women had so much confidence in their dealers that they never worried over the brand of anything-this was left to the judgment and good sense of the grocer. There are, of course, some dealers who do not have the good fortune to act as their customers' advisers and this is because they have occasionally been guilty of selling them something they ought not to have sold.

Dealer Selected the Brand.

"I used to like to deal at T-'s," remarked one woman, "before he moved away. All I had to do was to name over the items I wanted and I placed so much dependence on him I never had to mention what brands I wanted. I was positive that he sold goods of quality and was certain he would not sell me anything that he knew would not satisfy me.

"Why, I didn't even have to ask him what soap or tea or sugar I wanted and he never abused my trust. He knew I wanted a good laundry soap, a good package tea and the best granulated sugar.

"But I couldn't have that confidence in the grocers around here now because I don't believe they understand their business well enough. I could give Mr. Tmy order over the phone in a couple of minutes; he didn't have to stop to ask questions. I simply read off my list to him without specifying the exact brand. "But he has moved away from here and in order to get good goods I have to go up to B-'s or B-'s."

This Customer Wants Quality.

The experiences of the above mentioned housewife are somewhat similar to those of another who talked to the writer on her shopping methods.

"Mr. S-n can always be depended upon" she remarked ; "I never have to tell him what special kind of anything I want. Occasionally I ask for some brand of goods, but if he has anything he

It has been affirmed-and with a great says is better, I always take it without any parleying.

"Yes, sometimes I ask for a certain article which he hasn't in stock but he always gives me something else of a similar nature which, so far as I'm concerned, serves the purpose. As long as the quality is good and the food is clean and wholesome, I couldn't very well object."

These statements indicate the confidence a good dealer can work up among his customers. They illustrate that the dealer acts in the majority of cases as the customer's adviser on what that customer should purchase and what not; and this is the class of merchant who attracts the bulk of the trade in his locality, who gives the best service, and who sells the more profitable goods.

An Olive Oil Sale.

The other day while the writer was in a grocery store a young man-a stranger to the grocer-called for a bottle of Blank brand, olive oil.

"I haven't that brand in stock." he quietly replied, "but I can show you the hest olive oil on the market ; would you like it in a bottle or tin, I can let you have either."

He was told the kind of container desired.

"Here is an olive oil," he replied, "that I can safely recommend; I use it myself and I know it to be of excellent quality.'

"I didn't want quite so much as that," the customer replied, in a tone that showed the sale had practically been made.

The grocer said something in a low voice to one of his employes and turned again to the young man who was after the olive oil, continuing his talk about the quality. In half a minute the assistant had arrived, with a smaller bottle which suited the purchaser as to size and the sale was then and there made.

A somewhat similar sale was made in another grocery store. Simply "olive oil" was asked for there and a clerk reached up for a large 65 cent bottle.

"This is the best that can be bought," he began.

He was asked the price and when the customer was given this information the latter wanted to know if he didn't have any cheaper.

"Not in that brand," he replied, "but I could show you a different kind of an inferior quality at less cost."

Clerk Drank Three Gallons.

"Why do you think that that is the best?" the prospective purchaser inquired

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"Look at the clear color of it and compare it with this brand," the clerk answered, holding the two up before the light. "I drink that kind myself; in fact last year I drank more than 3 gallons of it; used to take some after every meal and it did me a lot of good."

He Knew the Goods.

"Why are you requested to wipe the mouth of the bottle before and after using, as it points out on the label around the neck ?" asked the customer."

"Because if you do not, any oil that gathers around the outside turns rancid and affects the taste of it."

"You ought always to keep it in a dark place," he further added, "so that the high color will be retained. You know olive oil is splendid for digestion and a person who can, ought to take it with every meal; and I would certainly recommend you to buy the best."

While the customer had before that undoubtedly decided to purchase the high quality brand recommended at first the last argument brought out the pocketbook which parted with 65 cents forthwith.

An Extra Sale Made.

"Is there anything else ?" the clerk inquired as the customer was on his way to the door.

"I would like to get a small jar of some kind of preserved fruit or jelly for my Sunday morning breakfast," was the reply.

"Yes, we have a nice line of goods in this brand," holding up a 20 cent jar of clear looking crab-apple jelly. "Is that pure ?"

"Absolutely pure; there is nothing in it but crab-apple and the purest of cane sugar; we can recommend it to anyone; in fact the government inland revenue bulletin shows it to be genuine in all cases."

That clerk made the sale without any further explanations and an evidently sa-tisfied customer left the store a moment afterwards.

The above incidents further illustrate the independence and salesmanship of the dealer; they show him and his derks to be men whose recommendations go a long way in effecting sales of goods in which their interest has been secured and they emphasize the flesh gnd blood power of the dealer when face to face with the customer.

These men aimed to sell quality and satisfaction and incidentally made profits which were quite satisfactory to them.

The Dealer's Influence Over Customers

Some Actual Experiences Showing the Dependence They Place in Him-A Sale of Pickles Illustrating This and Demonstrating That a Dealer is a Real Salesman.

Winnipeg, Feb. 16 .-- "That sign aids me a great deal in selling goods which I otherwise would not," said a grocer recently when his attention was drawn to a sign which he had located near the door in view of outgoing customers and which read, "Have you forgotten anything ?"

"Very often," continued the merchant, "it will cause a customer to stop and think, with the result that frequent-ly other items are added to the order already given.

"There is also another way in which it is of use. A customer will be starting out and the sign coming to her notice she will often stop and say, 'Well, I think that is all I want this time.'

"Then I get in my work and introduce some line that is near at hand to her: 'Do you want any of this mustard,

Mrs. Customer? It is very nice for meat, has an excellent taste and is not nearly as strong as the ordinary mustard. We have it in several sized jars. This one is worth ten cents? In this way the sign often gives me a chance to make extra sales."

Did Not Carry Brand Asked For.

Just then a customer called and the grocer, in waiting on her, showed how he handled a customer who inquires for a certain brand of goods which he did not have in stock because he wasn't convinced regarding the quality nor satisfied with the profit. He also demonstrated his ability as a salesman by selling another brand.

The customer had purchased a few articles when she said: "Have you Blank's pickles?" mentioning a particular brand.

"Have you ever used that brand of pickles?" asked the grocer.

"No, I have never used it, but I see it advertised in the papers a great deal,' replied the lady.

'You are quite correct," he answered, "but I have made a thorough inquiry into the quality of that brand and would advise you to take either of these two;" holding up a couple of bottles in front of her, "you will find either of them an extra fine pickle, for we have tried them on our own table, and the manufacturers are thoroughly reliable.'

The result was the customer bought, relying on the grocer to make a choice between the two. His little talk had unconsciously to her taken her mind away from her first thoughts. The whole circumstance goes to show the reliance a customer places on her dealer.

"How would you have handled that customer if she had said she had used that brand of pickles and found them a good article?" the writer inquired of the grocer when the customer had gone. "I realize that it might have been a little more difficult to make the sale, but

A PROVISION COUNTER

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This illustration shows the importance placed on their provision department by The Star Provision Co., of Regina, Sask.

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They have a special counter with marble top, a large refrigerator, cash register, and computing scale, in order to aid

them in good service, and to promote the cleanliness and attractiveness of the goods they sell. Note the skylight above,

nevertheless I believe I would have been able to sell her. The brand she asked for may be a fairly good one, but in my opinion it is not as good as the line I sold her, for I know the firm is quite reliable. I always make sure of the quality before putting in a stock.

Argument That Might Have Been.

"If she had said she had used them and liked them, I would have said, 'Yes, it may be a very good pickle.' But I

have examined all three, made comparisons, read all I can find about the manufacturers, and I still recommend one of these. I know that only the best vegetables and vinegar are used in these two. You will notice how clear the pickles are in each bottle. I am sure you would be satisfied with either.' I find that customers will generally buy what I recommend, as I always take great care that I do not offer an inferior article," he added

How Asparagus Grows in California

Its Home is on Islands in a Delta at the Mouths of Rivers-Produced From Seed-Soil in Which it Thrives is of a Peaty Character and Will Ignite Easily.

California asparagus is grown almost entirely on islands in the delta at the mouths of the Sacramento and San Joaquin Rivers, below the cities of Sacramento and Stockton. That district is practically at sea level, in fact the tides from the Pacific Ocean are felt through the entire delta region.

That entire district is more or less of a swampy character as is evidenced by the heavy growth of the tule grass. This tule grass is to a large extent responsible for these islands, as it grows very rank annually, each year's growth forming a kind of peat or tule land. With each season the level of the uncultivated tule land is of course raised.

These lands were originally subjected to overflow at very high water, necessitating the building of levees or dikes. After the island is thoroughly protected by levees, the water remaining or that soaks in is pumped over the levee back into the river.

Best Kind of a Soil.

The soil of these islands is of the character of peat, as above shown, and extremely rich and productive. It is a light soil and will burn when dry if ignited. It is this character of soil that is peculiarly adapted for the cultivation of asparagus.

The asparagus is started from seed. The seed is taken from the plants the latter part of September or first of October and planted the following March about 2 inches under ground, in rows about 20 inches apart. These rows must be well cultivated during the summer following the planting. The latter part of November of first

of December of that year, the roots formed are dug up and left out of the ground about a month. In the meantime the ground is thoroughly plowed and harrowed and struck off into rows about 9 feet apart, with furrows about one foot deep between the rows. Then these same roots are planted again, this time about 18 inches apart in rows about 12 inches deep and left to grow, being well cultivated all summer and not cut over for market purposes. The tops should be permitted to grow and be cut off in January, the ground ridged up and taken

care of until Spring, when the first cutting from the bed can be made.

This first cutting does not amount to much and should be of short duration, so that the roots may have plenty of time to strengthen themselves before next season.

The second year's cutting will increase ouite a little over the first, but again the season of cutting should be short so as to insure the roots gathering plenty of strength and thus prepare themselves for heavier cutting that will commence the third year. In other words, the bed does not yield heavily until the third cutting season, which amounts to five years from the time the first work towards planting is done.

Quality Depends on Care.

The quality of the asparagus is regulated to a large extent by the amount of care and consideration given to the beds during the first three years of their existence. It involves a heavy expenditure, to say nothing of an endless amount of patience and painstaking work.

The floods that have done so much damage to the asparagus industry are the direct result of warm rains, coupled with heavy snowfall in the Sierra Navada mountains. It is not an unusual thing for there to be from 100 to 150 inches of snow on the level at points on the highest range of the Sierra Nevadas, where the Government has its observation stations.

The slightest break in the levee will generally result in the flooding of the island affected. If the levee is promptly repaired and the water pumped out, the damage to the beds may be small. In most every instance, however, it has not been possible to accomplish this, with the result that the beds were entirely ruin-

ed, causing a tremendous loss. Probably the best leveed island in that district is Grand Island. This island contains in the neighborhood of 18,000 acres of land. It has cost these landowners for leveeing alone about \$150 per acre. The levee on this island varies from 200 to 300 feet wide at the base. about 40 feet wide on top and from 40 to 60 feet high, built with enormous dredges.

An Extra Sale of Canned Peas Made By Bright Clerk

In a store which the writer recently visited there is a clerk who should some day command a high salary for his salesmanship ability, which he already has displayed to a marked extent. He believes in introducing some real salesmanship into his work and not acting as a mere machine by handing over the counter just those articles which the cus-tomer may inquire for. He believes in taking advantage of a customer's pre-sence in the store to introduce and push new lines, and to increase not only the sales in those lines that are already asked for but to also extend the demand to other goods which under old time mer-

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chandising methods could never be sold. When I entered the store to see the When I entered the store to see the proprietor this clerk was busily engaged in carefully arranging a display of can-ned peas at his counter. I observed first of all, what a contrast this was to the store I had previously entered where the clerk was sitting on the counter reading the paper. While I was waiting to see the proprietor, a lady customer came in and gave her order for two or three ar-ticles. ticles.

"Now, is there anything else that I could send up, Mrs. Campbell ?" said the clerk.

"No, I think that is all." "Here are some fine canned peas, Mrs. Campbell, that we have just recently re-ceived. They are very tender, uniform in color and size with a very clear liquid and have an excellent flavor. They'are a high quality article and I believe if you tried a can you would use them all the time."

"What size are they ? I had some at a friend's the other day which were the finest I have ever tasted. They were a very small pea."

"It was probably the same sized pea hat you had. These are quite small that you had. These are quite small slightly under 1-3 of an inch in diameter or two sizes less than the early June pea, if you are familiar with that size.' "I guess you may send me up three cans to try them."

"I am sure you will like them, I will include them with the other goods."

This conversation showed me that this clerk was a promising young salesman and one that any merchant would be proud to have in his store. In the first place, he was not satisfied with just taking this woman's order but made an attempt to introduce something else. Be-sides he has a selling talk on the line that helped a great deal in the sale and his information in regard to the size clearly demonstrated that he had made

a study of the goods. Clerks will find that they can make themselves much more valuable to their employer by being real salesmen and not mere order takers or slot machines.

A bill has also been introduced in Congress forbidding the manufacture of phosporus matches in the United States, the use of which is exceedingly large, on the ground that it poisoned the match workmen. Several European countries, including England, have prohibited the use of phosphorus in match manufacture.

Retail Grocer's End-of-Year Statement

How He Determines What His Net Profit Has Been—Figures Profits on Sales —Spends From \$60 to \$80 Per Month on Advertising—His Figures Analyzed and Commended—Another Dealer Asks Advice on Testing Teas.

By Henry Johnson, Jr.

Below I copy a mighty good statement sent me a few days ago.

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"Dear Bro. Johnson:—I agree exactly with you as to figuring percentage and profits. Believe in paying good wages and using plenty of printers' ink. Pay my best man \$17 per week, and am now spending \$60 to \$80 per month for advertising. Last September advertising bills were \$81.05. Rent, \$86.50 per month. Room, 16 x 80 ft. Have hired extra help during last three months, while our competitors have been laying them off. These are facts and not hot air.

air. "This being our first year our expenses have been exceedingly heavy."

All success succeeds; the who "gets there" has placed himself above criticism. Thus, the merchant who can show that he has succeeded under given conditions has a chance to say, justifiably, that his ways are surely right. Even merchants who, under the favorable conditions of a new country where competition is slack, make money figuring profits from the cost, may properly say that system is good enough for them. But, in these days, not only of competition, but of 1apidly-improving system and more exacting and consequently more

costly service, no man can afford to overlook any seemingly even minor detail, in the conduct of his business.

Knows His Exact Position.

Now, this correspondent shows by his carefully drawn up statement that he knows just where he's at. He has it all down fine. His statement accurately shows what are liabilities and resources. And that's something very few merchants have any true conception of.

First, as a liability, comes his sales, \$50,760.21. Having bartered that value of goods for eash or accounts, he is liable for that sum-must give a clear accounting of it. Further down, showing that he owes \$843.40, he places it, too, as a liability. Then comes Capital Stock; that amount having been put into the business to start with, he must "show it" at the end of the year, intact. Thus he's also liable for it. He's made a net profit of 2.81 per cent. plus, on his sales-that, too, must be shown up-he's liable for that also. Thus, he shows that he must account for \$60,030.31. The question would now arise, what has he done with it

What the Figures Mean.

Well, he has paid for groceries, \$26,-214.78; meats, \$13,730.22; general ex-

penses have cost him \$2,615.19; wages have come to \$5,338.25; horses, etc. amount to \$473.97; advertising, \$290.14; ice. \$257.41. These are regular expenditures of all kinds. These are properly resources. They are thus considered because they properly stand against the liability of total sales. Then come tangible resources or assets, which constitute about the only kind ordinarily understood by grocers in general. These are stocks of various kinds, \$4,270; tools, etc., \$1,700.25; cash, \$1,124.94; bills receivable, \$2,174.91; lastly we have the actual loss by bad accounts, put in, I should say, at an estimate which, taken in the light of the general appearance of this statement is liberal at \$200. And, the last item, which is not by any means as usual as it should be, but which is just as correct and needful to safety as any other item given, the depreciation of 10 per cent. on fixtures, etc., \$213.55.

Having gone all through this clear statement, then, this manager still has \$1,426.70 on hand. Where does that belong? Properly, of course, there being no other liability, this goes in as net profit for the year and must be apportioned as a dividend on the \$7,000 capital put into the business. He therefore, put this in on both sides; 2.81 per cent. on sales, for which he is liable; 20.38 per cent. on capital stock, as a resource.

As to Advertising.

I don't think I ever saw so complete, clear, concise and comprehensive a statement; certainly not emanating from a grocery store. What may be drawn from the side remarks about printers' ink, etc., is worth pondering, and each reader can draw his own conclusions. It is well to remember, however, that, while theoretically advertising always makes money, practically it does not. What is the proper limit, I am not yet ready to state as a general proposition. But if I were asked by this correspondent, I should say that he'd probably better revise his expressed determination to spend a lot on publicity this year. A little more than last year, maybe, but do not go into it too strong all at once.

TESTING TEAS.

A correspondent writes me: "I have several different varieties of chest teas. Would you kindly inform me how to draw them so I can tell which of them is the best and how much better?"

The apparatus for testing teas is simple. The absolute requirements are really two: Equal quantities of tea and fresh boiling water. The professional outfit consists of a number of cups of

Sales	\$26,214.78 13,730.22 2,615.19 5,338.25 473.97	\$50,760.21
Advertising	290.14	
Ice Stock on hand, December 1, 1910.	257.41	
Groceries \$3,825.00		
Meat 186.00		
Expense		
Stable Supplies 73.00		
	4,270.00	
Tools and fixtures	1,700.25	
Cash	1,124.94	
Bills receivable	2,174.91	
Bills payable		843.40
Capital stock (incorporated)		7,000.00
Loss, 10 per cent. on fixtures, \$ 213.55 Bad accounts 200.00		
	413.55	
Profit, 2.81+ per cent. on sales Dividend account, 20.38+ per cent. on\$7,000 stock	1,426.70	1,426.70
	\$60,030.31	\$60,030.31
	21.31+ per cen 18.50 per cen	
Net profit	.2.81+ per c 31	ent.

FIRST YEAR'S STATEMENT, NOV. 30, 1910.

exactly equal size, a very delicate balance, a five cent piece, a tea kettle and a gas stove. A retailer may achieve satisfactory results using a number of cups from one "set" of dishes, a postal scale whereon to weigh the equivalent of a silver five cent piece and the household kettle.

Mark the cups on the bottom, 1, 2, 3, etc. Mark the samples to be tested in the same way. Of course, all "Japs" must be tested together, then all Gunpowders, Oolongs, Ceylons, etc. Set each cup in front of the sample of corresponding number and weigh into each the half-dime quantity of tea.

Judgment Must be Unbiased.

Next mix up the cups—change their positions around so you won't know which you are testing. This for the reason that you want your own unbiased judgment and you can't be sure of getting it on tea whose identity you know. Now take fresh water—water which has never been boiled—and make it boil. Have it bubbling fiercely before you use it. Then pour it on the tea, filling each cup equally full.

The next step depends on the kind of tea you are testing. Japans should

stand about two minutes and then you begin by drawing the leaves up on the spoon to the surface so you can smell them for strength and flavor. In about 4 minutes the teas will be ready for tasting. The next test is for color of liquor, the lightest liquor taken in combination with other characteristics generally being considered best, though in many sections a darker, heavier drink takes preference over a lighter one, even if the lighter one have the more delicate flavor. As you taste, smell and variously judge the combined merits of the teas you should arrange the cups according to your judgment, the best to the left of the line and the others following to the right, according to their adjudged value.

When you have finished all this it will be instructive to refer to the numbers of the cups and samples to see how nearly your arrangement agrees with your costs. Much thought and study, much quiet practice in tasting and a good deal of suggestion from tea buyers and salesmen who know,—all these are needed to develop any buyer's judgment, whether naturally good or bad. It is a much simpler matter to learn to test teas than coffees, because teas are sold straight, as a rule, unblended, while hardly a coffee reaches the retailer that is not blended in greater or lesser degree. ers

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Artificial Coloring.

I should add that the last test for Japan teas is for artificial coloration. After all other tests have been made, draw a lot again as before and allow to stand ten or twelve hours. Seum or a red rim around top of liquor denotes artificial color and will will aid in determining values. I believe there are other tests, but I am not familiar with them.

Gunpowders and Hysons are tested in a fashion similar to Japan. These teas are, however, universally colored, hence comparative tests must be made for other merits and demerits, save that the aroma arising immediately after the water is poured on is greatly indicative of fineness and the "smeller" must come into play at once. But the tasting of Oolongs should not begin until fully 5 minutes after the water has been put onto them. Ceylons are heavier than Oolongs, but must be tested in same manner, except that tasting is better deferred until the leaves have been steeping 6 minutes.

Personal Touch that Means Success

Practical Man Points Out The Power of the Dealer in Modern Business Building—Means and Methods for Selling Goods Above Actual Demand — Quality Talks More Than Price.

By J. E. Brown.

efore Edmonton Retail Merchants' Associati on.

Ability to Learn Required.

When one has decided to build, he first considers what it is to be used for and what end it will serve, and then considers the material and the cost.

Just so with business. What are you going into business for? What kind of a business do you want, and what end is it to serve? After you have decided this point, then you can lay your plans and if you are wise you will select material in the shape of principles, character and merchandise to build with.

Few buildings are greater than their architects and few businesses are greater than the men and principles back of them.

So I would say the first thing is to take stock of yourself and see if you are a born trader, or if your liking for trafficking is strong enough to compel you to learn its many and intricate paths.

If you think that just anybody can successfully run a business, you had better never start, for the chances are you will go on the dump heap of merantile failure where more than 75 per ent. of men who start in business land. Of course, a few succeed in spite of the fact that they know little of business or methods, but there are exceptions to most rules.

If you have the ability to learn the detail and principles of your trade then you have the first requisite. But ability is a worthless asset if you lack patience, initiative, energy, and adaptability. These five qualities combined make proficiency and this is the quality that spells success. I mean these are the five essentials that form the foundation to build on.

The materials that go into the superstructure are absolute honesty with the public, reasonable value given in exchange for the price, the personel of the firm and employes to be above reproach, so that every statement will carry the convictions of truth and fairness, a cool head that will not be turned by the blush of success and a resolute spirit that will stand firm when the clouds of adversity rise and threaten and the disposition that "He who serves best rules most."

Must Resist Temptations.

You must be a man who can resist the thousands of temptations to take undue advantage of the public's confidence and often igonrance.

You must-also have the faculty of saying no to the numerous insidious

schemes presented for the sole purpose of separating you from a part of your hard earned cash.

And yet, when one is catering to the public, he must be courteous, suave and polite enough to radiate an atmosphere of agreeableness that will intoxicate all who come into contact with us, remembering always that the dear public is a very numerous personage with a lot of needs, notions and eccentricities and that you, as a man in public business, will be called on for favors as well as wares.

You are fitted to become a merchant in proportion to the degree that you possess these qualities.

If you have but a few of them and a vision not longer than to-day's gains you will be known as a "storekeeper." If you have a working acquaintance with most of them you will become a "merchant" and if you are a master of them you are building a business that will be a blessing to your day and a monument to your name.

Strive for Simple System.

We hear a great deal about methods in business. There are new systems coming up every day, many of them emanating from professional systematizers who invent new ones as fast as the old ones are sold and exploded. Beware of them and select after careful acquaintance with the needs of your business, the simplest system that will give you the detailed information necessary to the conduct and development of the business. I am a crank about system and approve of it, as no business is running safely that cannot be analyzed and checked to secure any information that may be wanted; but get at it the shortest way and discard all the rubbish of red tape.

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If you want to sell high class merchandise you must locate in a large community of well-to-do and wealthy people so as to have a market for such goods. Then your store fixtures and service must all be in keeping with the class of goods kept and the taste and desires of your wealthy patrons. The profit on this style of business will have to be larger than on the more staple lines as style and make are demanded by this better trade and consequently the merchant's risks are greater and losses more frequent. This trade is more exacting and more appreciative also which requires better trained salesmen of exeprience and more definite knowledge of goods and qualities. Such stores have to be well financed for its patrons will not trade there if it lacks the air of prosperity.

Selling to Middle Classes.

If your aim is to sell the great popular middle classes then your general apearance and equipment must be in keeping with this idea, but never one of stinginess or restraint. / Generosity must be in the air and goods and values appealing to the reason, for this is the practical class of hardy customers who are neither extravagant or shiftless. The help in such a store should be most democratic, sensible and well informed in regard to goods. This is the trade to whom it pays best to display and demonstrate the values and uses of merchandise These are the busy, pushing, inquiring people who are ever interested in all they see and hear. They are the toiling, thinking, producing class who want to know and make use of their knowledge.

Here is where I want to say that the merchant who will have intelligent help to show the people the qualities and uses of his goods will get the best of the trade.

Demonstrating Catsup.

Every general retail store can afford to demonstrate most of its merchandise. It will pay good grocers to give samples of food stuffs to the trade, and have a good cook tell and show them how to prepare and serve everything. As an example suppose you carry three or four makes of catsup. Let the demonstrating salesman open up each and put a spoon full of each on a clean white blotting paper and as the liquid is absorbed by the blotter the real body of the catsup is left for examination. You will find that the cheap one is nearly all absorbed and nothing left but

a brownish red powder, while the good one hardly wets the blotting paper, but leaves a good heap of rich red tomato. One is made from refuse from seed growing houses and the other from fresh ripe sound tomatoes.

The customer who sees such a demonstration is at once won over to quality without consideration of price.

At the same time, canned pork and beans and oyster cocktails can be demonstrated with the catsup.

The Dealer's Selling Power.

I have seen gallons of olives and olive oil sold in a day by a demonstrator who knew how to make salads and serve a mall bite on delicate plates. I have seen large quantities of fine teas and coffees sold through serving small cups and at the same time demonstrate a percolating pot for making it.

I have seen almost every customer entering the store sold rice by a clever girl who served it made up in several ways and at the same time sell rice cookers and other things. I have seen colored wash goods sold by having samples washed at the counter. We have all seen more paring knives sold in one day by a demonstrator than a big store will sell in a year without.

I have seen a dozen clerks kept busy selling sheet music while another sang the songs or played the music.

And, gentlemen, I saw a little flat chested woman sell \$25,000 worth of bust forms by demonstrating them at the New York Fashion Show.

Demonstrating is only a practical form of advertising which makes everything so clear to the customer that confidence in the goods and houses is at once formed.

Practical Methods.

This kind of display and presentation of goods is the entertaining feature that at once claims the attention which is the first step in making a sale. It is one practical method of introducing new up-to-date goods to the public and at the same time selling enough to make it profitable.

Ågain it forces salespeople to become intelligent about goods, which is the thing most needed to-day.

Do you know that a grocery clerk offered me a few weeks ago, a Swiss cheese for Roquefort and insisted he was right. He was either ignorant or dishonest and took me for a sucker. From my standpoint his attempt would create disrespect for the store.

I could talk all evening about intelligent service to the public, as the lack of it is really the largest hindrance to a store's development.

Personality Builds Up.

It is the personal contact that builds for or against the store. Too many merchants think if they only had the money they could do all they wanted. My dear sirs, this is only a means, but not the necessity. You might have money enough to buy the best corner in town, and erect the best building that experience and money could build and then send

the shrewdest buyers out and glean the markets of the world for just the goods needed and then employ the best decorators to arrange them to tempt the customer and then have the cleverest advertisers write the most alluring description of the goods and invite the public in and they come by thousands and fill your store and your bosom swells with satisfaction and your hopes reach out for more.

But, gentlemen, that might be your biggest day. Not because your goods, prices or accommodations did not suit the public. Oh no, it is a much more serious thing—the clerks behind the counter did not know their business or your business and the public failed to get the service they want—the personal contact was not satisfactory.

The information, help, service and satisfaction were lacking, not because the store did not have it, but entirely because the sales persons failed.

Too many merchants try to "stand in" with the public, but never think of "standing in" with their help. One is just as commendable an aspiration as the other. The first often costs more than you can afford and only brings friends while you pay or play, while the other only costs you the price of what good clerks earn and their self respect.

You employ help to do work you have not the time to do, or to do work better than you can do it and in most cases you ought to get help for both reasons.

The man who is so narrow that he hires help to do only the things of little importance will always have a small business.

Duty of Employers

There is one type of men who ought never go into business, and that is the man who is afraid to let the man under him know what he knows. Nobody knows enough and the man who knows less is more useless.

The proprietor, overseer or department head who is not broad enough to teach help under him all he knows, is hindering his own prosperity, the business and the help under him. He belongs to the old school, who said " a little learning is a dangerous thing."

Teach your employees how goods are made, their uses, who makes them, their cost and the profit necessary to sell them to have a successful business. Once they know this your interests are safe.

Some one is saying now that you do not dare tell some clerks such things, and if you have help of this kind, do not be foolish enough to keep them when there are good people to be found.

There are many more things I would like to say about store help, but it would be better to sav it direct to them instead of the employer.

Place Quality Above Price.

Too many merchants put too much stress on the price, thinking that it is the attracting power for a store.

There never was a greater delusion and misconception. Price never created a desire for goods and a sale never was made without the desire for the article.

I admit that after the desire is there, price concessions help to remove an obstruction to obtaining it, or make it easier for one having a desire for the goods to gratify it. But I repeat, price never creates a need or a desire for goods, except perhaps with the millionaire spender who occasionally buys goods for their exorbitant value, which only proves that a cut price is not good business.

The genius who always buys his merchandise cheaper than everybody else has not yet been born, although every side street almost boasts of such, but never the first class store of any town.

Good Profits and Low Expenses.

The real mercantile genius is the man who sells the most goods at good profits and keeps expenses low, consistent with good business.

Thank goodness the men to-day who are making the reliable merchandise and commercial records are men of honor

I admit that after the desire is there, who maintain values as well as integrity.

And I am glad to note that the most successful firms in the commercial world to-day will not tell a lie in advertising any sooner than they would violate a business obligation. And yet we occasionally see an advertisement that is full of misrepresentation and exaggeraed values, that are intended to deceive the public outside of the stores, who we should remember are just as shrewd as the storekeeper. Better not advertise at all than make statements that cannot be made good. The best advertising is creating a desire for what you have to sell and having goods measure up to the representations.

Advertise as long as you can tell the truth, then quit always remembering that a public business is an open book and that whatever it contains the public will know.

Answer the question each for ourselves. Are we master builders?

CUSTOMER RETURNED CAN OF OLD CORN

Some Reasons Why the Dealer Should Look Carefully to Freshness and Therefore the Quality of the Stock—Methods for Carefulness in this Respect—How to Know the Old From the New Goods on the Shelf.

"Please, mother don't want this. She says that it does not look fresh," said a little girl entering a grocery store the other day and carrying a can of corn with the wrapper on it very badly faded.

"Well, where did that come from?" exclaimed the merchant as he examined the can. "Why we haven't bought any of this brand for two years. It must have been set back on the shelf," and after a further examination he found five more cans which he must have been carrying in stock for two years, and which were likely packed some time longer.

It is for this reason that many eustomers are annually lost by merchants. One of the essentials of a grocery store if it hopes to retain trade, is to keep the stock fresh. There are many merchants who devote little attention to this important detail. When goods are opened, they are placed on the shelf along with those already there without any system so that the new goods will go out first.

In the well regulated grocery store this phase of the business is closely looked after, so that customers will always receive fresh goods. Where possible goods should not be opened up until the stock is completely sold out. Of course, this is not possible with goods which are placed on the shelves, as they must be kept filled in order to present a good appearance and with these the merchant must work out some plan so that the older stock will be sold first.

In some stores, the older goods are merely placed to the right or left of the shelf and the clerk knows from which side to sell. In other stores, this detail

is looked after more closely still, and each can or package of the older stock is marked before the other is put up. This is done by using a small character in the corner of the article, that each clerk may easily distinguish the old from the new. By this system package goods are always kept fresh.

Something might also be said in regard to bulk goods. In the case of currants, raisins, rolled oats not in packages and similar articles which are kept in bins or other receptacles, when the stock becomes low, the fresh goods are often dumped in upon the older. In this way, the goods in the bottom will often remain there for a long time before being sold and the customer who receives them will likely be displeased.

It is best, therefore, to remove what is left in the bottom before putting in the fresh. It requires only a short time and protects the merchant's trade. Every merchant will find it greatly to his advantage to make an extra effort to keep his stock fresh.

Another Letter on The Mail Order House Question

By M. Moyer.

The story that Theo. Legault related in the last issue of The Grocer about his citizens buying a present for one of their lodge officers and paying 100 per cent. more for it, to a mail order house than they could have bought it from their local dealer, is only a repetition of

34

similar cases which could be mentioned by the thousands.

He very tersely puts it that the people in his district have acquired the habit, which he claims is contagious, and in consequence, they do these foolish things, contrary to their own interests.

Like gold mining, where one profits thousands lose, and yet the business goes on because they have acquired the habit.

That this habit, or disease, has spread over the greater part of the country, and is causing destruction, is universally admitted: the people are beginning to look for a remedy. They all begin to realize that in proportion as these large concerns are making their millions from mail orders, the country villages and towns, and consequently each individual, is suffering.

The wealth of the country is flowing into the large cities and the country is becoming depopulated and impoverished. Farms, for want of help, are neglected; towns for want of trade that naturally and rightfully belong to them, are at a standstill, properties are decreasing in value, and the revenue necessary to keep the roads, schools, churches and the management of municipal affairs is difficult to obtain. These are all the effects of this contagious disease.

There is no argument in favor of such a system. All admit that it is wrong from every standpoint; it cannot take the place of the retail stores to supply the people, but it interferes with the most economical system, and is a parasite on the general welfare of the country. The people have been led by incessant advertising, but they are now beginning to see where it will land them. By interviewing the farmers as well as the buying public in general, I have reason to know, that they are ready to co-operate with the merchants in instituting an educational campaign in order to obtain the true facts, and arrive at a system that will distribute the wealth of the country to the people where it belongs. If the merchants in towns cannot sell as cheaply with much less expense than the mail order house under much heavier expense, then they ought to wake up; but if they do, the people should know it. Here is where education is necessary. People would surely not pay 100 per cent. more for goods if they knew that they could get them that much cheaper at home.

Investigating committees should be appointed in every town, composed of farmers, merchants and others. If the merchants expect people to deal with them, the people also have a right to say what kind of service they want, and not be satisfied unless they have the best. This the merchants can give them if they knew that they could depend on their patronage.

The feeling of antagonism should be removed, and the merchant and consumer should harmonize their views and build up a system for the mutual benefit of all.

The Canadian Grocer

Established - 1886

THE MACLEAN PUBLISHING CO., LIMITED JOHN BAYNE MACLEAN · PRESIDENT

Publishers of Trade Newspapers which circulate in the Provinces of British Columbis, Alberts, Saskatebewan, Manitoba, Ontario, Queboc, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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CANNED LOBSTER TO BE HIGHER.

Although prices for new pack lobster have not been officially named, yet from advance information there is every reason to expect an advance of about 10 per cent.

The cause of this is attributed to the assertion that the pack will be insufficient to meet the demand. Canned lobster has been meeting with splendid receptions during recent years particularly because retail dealers have got behind it with their selling forces.

LOOK AFTER SEED STOCKS.

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Seed-time will soon be here and it is now due the retail grocer's stock to be supplemented by a good supply of garden and flower seeds. The grocery tore is the logical place for seeds to be bought and sold because it is the establishment frequented by the majority of probable purchasers.

The seed department can be made a profitable one if taken early in hand. The dealer who is first on the scene with a supply of the highest quality is usually the one in a certain community to get the biggest share of the business. Stocks should therefore be looked after soon, and seeds should be displayed, talked up and advertised if the best results are to be secured.

SECRET REBATES AGAIN.

After all that has been said about the giving of secret rebates, there are still many wholesale grocery travelers indulging in this criminal practice. Some wholesalers find that their travelers are confronted with the problem every week. These men call upon retailers to whom they ought to sell certain goods only to discover that dealers refuse to buy un-

less a better price is given or some other consideration.

Men in business ought to be honest. It should be a matter of principle for a traveler not to offer any secret inducement to a retailer, or for the latter not to countenance any such proposal. Every act of this character tends to lower the honest business plane and has a demoralizing effect upon merchandising as a whole.

Apart from this, the giving of a secret commission clearly shows a lack of salesmanship ability on the part of the traveler. If he must stoop to the point of having to hand out a two dollar bill or more to get an order, it brands him as a man not to be trusted and a man who has no qualifications to be called a salesman. Business done on honest principles is the only business that is permanent.

SELL PRESERVED FRUITS.

The amount of preserved fruits and fruit jellies consumed is becoming greater each year. The pure food laws which regulate the manufacture of these lines have done a great deal in establishing a feeling of confidence among buyers. The housewife is each year putting up less fruit and naturally this creates a better demand for these lines from the grocer.

Every merchant, knowing the large amount of fruit which is now used should make an extra effort to secure the trade in this line. In order that this can be done he must carry the best quality of goods, as the greatest drawback in the sale has been the feeling among consumers that the quality was not the best.

The retailer should call the customer's attention to the strict pure food laws which now govern the making of these goods, that the fruit is preserved in modern factories under approved sanitary conditions, and that only pure and wholesome articles are used in its manufacture.

SELLING SUGAR AT A LOSS.

A Toronto grocer offered a customer a hundred of sugar last week for \$4.65, the customer of course expecting No. 1 granulated.

The cost of that amount to this dealer was \$4.30 which allowed him 35 cents above the cost. Figuring this out on a percentage basis his profit was about $7\frac{1}{2}$ per cent.

Is it any wonder that so many grocers are not making the business profitable? Here is one selling at a profit of $7\frac{1}{2}$ per cent. when it costs him 15 per cent., or at least 12 per cent., to do business.

It would be better under most circumstances not to sell any sugar than to sell it at a loss.

KNOW THE QUALITY GOODS.

In these days of advanced grocery ideas and methods, there may be some members of the trade here and there who are still inclined to scoff. It is to be hoped that they are exceedingly few.

A little example will illustrate the point. Suppose the telephone rings and a customer gives an order; but as happens a hundred times a day she depends upon the grocer to send her the "best" of some particular article.

Is there any grocer who would reply that he was not sure he had it or that he did not have it? He might have a little doubt in some cases as to two brands or more which he believed to be all of the first quality.

Again when a customer in the store, referring to some article, asks the grocer as to its quality what would she think of him if he were to reply that he did not know?

The trade has been advancing and today the grocer who amounts to anything takes a pride in his work and realizes his duty to himself to study it. When the grocer says "this is the best" or "I will send you the best," he implies that he is thoroughly acquainted with the qualities of all the goods on his shelves. This is only as it should be and beginning with that fact he should combine his efforts to increase his knowledge and improve his methods of carrying on his business.

THE POWER OF SHELF DISPLAY.

It has been said that "some merchants regard their show windows as merely places to be filled up, the same as the shelves."

Now why should the shelves be merely places to be filled up. Occupying as they do a position open to the view of all customers in the store, they should not only be locations where the goods may be stored but should be a great asset in the selling of goods. Therefore every merchant should arrange the goods on the shelves so that they may act as silent salesmen.

With this in view, some attention must be devoted to the fixing of the shelves. Goods of one class should not be scattered about in all parts of the store but should be placed together, in which position they will attract more attention than a can or package placed here and there. Goods on the shelves should be carefully dusted quite frequently so that they will be as attractive as possible.

Spare moments may be spent to good advantage in arranging and re-arranging the goods on the shelves. Their value as a selling power may, in many instances be increased considerably by the addition of price and show cards, of which far too few are used in the ordinary store.

Practical Methods in Retail Stores

Advertising Potato Flour in the Newspaper by Recipe-A Western Dealer's Method for Finding the Standing of New Customers—Unique Guessing Contest From Alberta—Dealer Tells Why He Can Sell Cheaper for Cash—Several Retail Advertising Suggestions.

Installing Display Refrigerator

Kamloops, B. C., Feb. 16 .- Ramsay & Philips, of this town, have just completed an eleven-day clearance sale of groceries, which they held in order to clear out their stock on account of extensive alterations which they are making. They are making some improvements in their storehouse and basement, putting in cement floors and installing a large refrigerator which will display goods to customers in their store.

During the sale, they gave 20 per cont. off all glassware and crockery, but all goods were sold for eash. In announcing this sale they used a full page in their local paper, quoting many articles of groceries with prices in each case.

How Potato Flour Was Advertised.

Quebec, Feb. 16 .-- A. Grenier, grocer, 94 St. John's street, in advertising a brand of potato flour which he handles, introduced into his advertisements in a local paper some recipes for cakes in which this flour should be used One recipe was for angel cake, and read as follows: "Mix and sift together, one and a half teaspoons each of cream of tartar and salt; 1/2 cup sugar and 1-3 cup Blank brand potato flour; beat until stiff the whites of five eggs; cut and fold in the dry ingredients; add 1/2 teaspoon of vanilla and bake 15 or 20 minutes in one dozen small tins or about 30 minutes in a bread tin."

Another recipe was for cream almond cake. A caution at the bottom of the recipe read: "Always use cold water."

Mr. Grenier has struck a strong point in the advertising of this line of goods, as it appeals directly to and interests the parties that it should in order to get results-the housewives. This kind of advertising no doubt will bring good results to the grocer who uses it carefully.

Hunts Up Past History.

Winnipeg, Feb. 16 .- A grocer of this city believe that customers should give reliable credit references before any credit is extended to them. He believes that the best time to find out information regarding customers is before they start to deal, and not after they have run up a large bill which cannot be collected. For the carrying out of this idea, he has had printed an application form for credit on which the following questions are placed :-

Name of husband, in full:-Name of wife, in full:-Adress:

Hushand's occupation: Name of present employer: How long in present position: How long in previous position: Name of previous employers:

Name of landlord and address:

- Previous landlord and address:
- Name of last grocer and address: Name of last butcher and address:

These questions are followed by the accompanying remarks: - "We have adopted this system only as a protective measure to insure ourselves against "bad" accounts, which is no more than justice to ourselves, and by so doing we are enabled to supply you at prices just as low as if you were paying cash for your orders. Please understand that every customer must comply with this system, and under no circumstances can we extend credit without this application being filled out fully and returned to

A Guessing Contest.

Claresholm, Alta., Feb. 16 .- A. Hutton, a local merchant recently interested the public in his store by running a guessing contest. The contest consisted of guessing the closest to the number of sacks of flour that Mr. Hutton had sold during last year. The prize offered was hundred pounds of his best flour. Many guesses were received as a result, ranging all the way from four hundred to four thousand. The correct number was 9671/2, the winner guessing 990.

A Talk on Cash Business.

Strome, Alta., Feb. 16 .- Dixon & Son are endeavoring to convince customers that the cash system is the best. Along with their regular advertising they recently had the following short talk on this subject :-

"Reasons why Dixon & Son can save you money-Cash versus credit .- The farmer dealing in a cash store has not to pay to provide against loss by others who never pay. He knows that every article in a cash store is marked on a eash basis. He finds that in a cash store he buys for \$85 what he would have to pay \$100 for at a credit store. Another thing-which a community ought to look at-in the matter of merchandise is, that requirements purchased in a local cash store are on the average lower than in a city store. It costs every merchant who is doing a credit business of say \$30,000 yearly at least \$700 for books, stationery, postage and time required in keeping the books and an average loss of at least \$1200 on bad accounts, which make a total of \$1900. This has to be made up by those who pay cash at a credit store."

Uses Recipe in Advertising

Chatham, Ont., Feb. 16. - "That's what I call a good advertisement." was the comment of a Chatham housewife on glancing through the columns of a London paper.

The advertisement was that of John Diprose, grocer.

Opening with a conspicuous heading in display type, "A Good Recipe for Cornmeal Cake," the recipe follows in ordinary type. Then a three line talk - corn-meal," a few on "our words about guaranteed maple syrup, and the same about ---- syrup- the kind of talk which makes you anxious to pay the price, which is quoted in each case. Then follow the addresses of the three John Diprose stores.

The advertisement occupies only four inches of space, single column, and the incident affords evidence on the question as to whether or not a small advertisement attracts notice. In this case the use of the recipe was the item particularly commending it to the reader.

The Power of Association.

Peterboro, Ont., Feb. 16.-Porter S. White, a George street grocer, has been advertising maple syrup in the local papers lately. He emphasizes the fact in his copy that it is the genuine article, and drives the point home by the statement "take our guarantee that it's good and order some." He goes on to ad-vertise pancake flour: "Maple syrup suggests buckwheat flour and you might as well include some pancake material with your order. Our hrand gives splendid satisfaction."

These two lines being associated, if a customer orders one, she would be very likely to order the other also. The same applies to the impression made upon her in reading such an advertisement.

A MAN OF IDEAS.

The Grocer was shown the other day a unique colored picture postal card, which to use a colloquial expression, had been "doctored." The illustration is that of a scene in Birch Island, Georgian Bay, Ont. Originally there were five Indian children standing in the foregroundthree boys and two girls. A retail dealer secured one of the postal cards and pasted miniature photos of the heads of three travelers on the necks and shoulders of the three Indian boys, each head holding a Scotch Tam-o-Shanter The resulting effect can be well imagined when it is known that the personel of the 'knights of the grip' was L. Chap-man, traveler for a Toronto wholesale house, Tom Scott, representing a soap firm, and Mr. Soper, a flour concern. Beneath the post card is to be found

this poem by the ingenious retailer:

Three youths who started full of hope, one found his place in -soap: another wiles away an hour in demonstrating ---- flour; the other, too, has found his place-see his bland smile old leatherface.

The Markets-Important Tea Situation

Tea is Firmer-Due to New Regulation in United States Which Has Raised Prices-Beans Show Slight Advance in Toronto-Business is Slack-Heavy Snowstorms Have Affected Trade Throughout the Country.

See also Provisions, Cereals and Fruit, Pages Following.

QUEBEC MARKETS

POINTERS-

Cream of Tartar—Advanced. Colored Teas—Firmer. Dried Fruits—Firm.

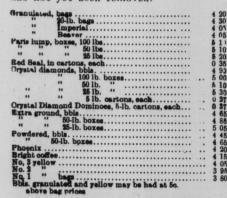
Buckwheat Flour-Up 10c.

Buckwheat Flour-Up loc. Montreal, Feb. 16.—One of the fea-tures of the market this week is the situation in colored teas resulting from the new ruling in the United States which after May 1st will bar colored teas from that country. Further reference to this subject appears later with the reasons why it is of interest to the Canadian dealer in teas.

It might also be pointed out that syrups are in good demand in anticipation of an increased business during Lent. This might be remembered by grocers who are looking for new avenues of business at this season of the year. The Lenten season will undoubtedly bring business in lines that are not always in best demand and the wide-awake grocer will discover many of these for himself by the experience with his own customers

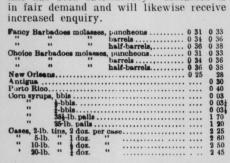
Dried fruits continue to maintain their strength as also do canned goods. Cof-fee does not look weak, although the speculative price has been wavering of Sugar is doubtful and the bulk of the buying seems to be only for present requirements just now. Sugar.—The market is problematical.

From local reports purchasing is most-ly in small lots for present require-ments. Naturally the future movement of the market is merely a surmise. market seems to have recovered some of the ground that was lost, if it were by no other means than strengthening up after a rapid decline that had every appearance of going further than present quotations. One section of the trade is inclined to think that the bottom has been reached. Others are at least look-ing for a little lower price, although they admit that the market has become slightly firmer. They maintain, however, that the primal cause of that weakness has not yet been removed.



Syrup and Molasses .- The sales of syrup of late have greatly increased and for the next month or two will surely be up around high figures. The approach of Lent means new business for syrup

which is one of the articles the sale of which receives a new impetus during that season. Business in this line has been satisfactory. Molasses is in fair demand and will likewise receive

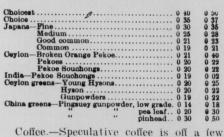


Dried Fruits .- There is not a great deal of interest in dried fruits, although it is apparent that trade is beginning to waken for the new year. It might be said that in some lines there was no noticeable curtailment of demand. California seeded raisins are higher in the primary market and California loose are unchanged but firm. In regard to dates one report says stocks are not sufficient for the requirement of the trade until the arrival of new dates next fall, and also that dates of inferior quality are now selling at full prices. Other dried fruits are strong.



Tea.-The attention of the Canadian trade is directed to the tea market. , as the result of the action of Already the United States Tea Board in its ruling against colored teas, advances of from three to four cents have been made and in some cases more for the grades against which action has thus been taken. In addition numerous enquiries have been received by large Canadian tea houses for colored teas which according to several authorities are likely to have much enhanced value on this side of the line. After the first of May the new law states that no colored teas shall be brought into the United States. It will likewise be only after that date that the new crops will be available. Also, the stocks now held are not heavy. From the fact that the public have been brought up to call for colored teas in the United States, the demand will not thus be immediately broken off. Therefore, it is claimed that

the tea merchants in the United States will desire to stock up with these lines and their source of supply is limited. It is pointed out that this is the reason for the call to Canadian houses. Again, if the prices from the south are really enticing, it is not likely that Canadian houses will hold their stocks. This is mentioned as the views of several who are closely in touch with the markets and who have carefully considered this recent action in the United States. Japans, China greens and Ceylon greens are the teas against which action has been directed. The individual Canadian dealer can probably figure out whether he will be affected or not. The situation is undoubtedly an interesting one especially as it has arisen within the past week.



Coffee .- Speculative coffee is off a few points this week due to the recent col-fee happenings, but the actual market is just as strong as ever. The war be-tween the longs and the shorts may go merrily on but all the time reports from the primary markets show unre-lenting fixedness of prices. Figures might be quoted to show how the visible supply is decreasing and the effect the new crop will have but this has all been mentioned before. Undoubtedly the crux of the price question centres upon the new crop. In the meantime local demand is well maintained.

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

Nuts.-Business is normal. Prices are maintained but demand is just ordinary In shell.

Brazila	0 15	. 0	16
Filberts, Sicily, per lb	0 11	0	12
" Bardelona, per lb		Ő.	104
Tarragona Almonds, per lb	0 15		16
Walnuts, Grenobles, per lb	0 14	1 0	19
walluce. Grenopips, per to	0 10		
" Marbots, per lb	0 1:) 0	16
" Ohrnes, per lb		. 0	111
Nhelled-			
Almonds, 4-grown selected, per lb 3-grown 2-grown	0 35	50	37
" 3-crown " "	0 32	21 0	35
" 2-crdwn " "		0	31
" (in bags), standards per lb	0 27	7 0	28
Cashews.	0 14	5 0	17
Peanuts-		, 0	
		0	12
Spanish, No. 1.	:*::	. 0	
Virginia, No. 1	0 13		15
Pecans, per lb		. 0	65
Pistachios, per lb		. 0	75
Walnuts-			
Bordeaux halves	A 30	8 0	40
			32
Brokens	0.31	0	32

Spices.-Cream of tartar is firm and advances have been recorded of late. The consuming demand for pepper keeps good and the visible supply of this market is being steadily reduced, there being little of any grade on the way now according to one report. The Tellicherry and Aleppy crops appear to be materially less than last year and a higher market

Foreign values of black is expected. pepper are high.

) Per lb	Per lb
Allspice 0 13 0 18	Ginger, whole 0 20 0 30 '' Cochin 0 17 0 20
Cinnamon, whole') 16 0 18 "ground 0 15 0 19	Mace 0 75
Cloves, whole 0 28 0 35 "ground 0 25 0 35	Nutmegs 0 30 0 60 Peppers, black . 0 16 0 18
Cream of tartar 0 25 0 32	Peppers, white. 0 20 0 25

Rice and Tapioca.-There are no special features to this market. Prices are steady and are not expected to go lower. Demand here is up to the ordinary. Pine made P have 950 nounds

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Beans .- The market is unchanged. Demand is good but there is no particular feature to the market this week.

CANNED GOODS

MONTREAL .- Trade is steady and at this season is rather quiet. It is expected that during the next two months there should be an increased demand. Prices this week are unchanged.

this week are unchas	ngeu.		
Peas, standard, dosen			\$1 20
Peas, early June, dozen			1 35
Peas, sweet wrinkled, dozen			1 35
Pees, extra sifted, dozen			2 00
Pees, extra sifted. dozen Pumpkins-31b., 95c.; gallon, 1 Beans, dozen Corn, dozen	3.00. /		
Beans, dozen			1 00
Corn. dozen			1 60
Tomatoes, dozen (Ontario and	Quebeal		1 45
Strawberries, dozen			1 90
Raspberries, 2's, dozen			1 77
Peaches, 2's, dozen			1 90
Peaches, 3's. dozen			1 90
Pears, 2's, dozen			1 80
Pears, 3's, dozen			
Plums, Greengage, dozen			2 40
Plums, Lombard dozen	• • • • • • • • • • • • • • • • • • • •		1 67
Frums, Lomosrd dozen	******		1 00
Lawtonberries, 2's, doren			1 60
Clover Leaf and Horseshoe h	prands salmon-		
1-lb. talls, per dozen			2 07
1-lb. flats. per dozen			1 32
1-lb. flats, per dozen			2 25
Other salmon-			
Humpbacks, dozen			1 40
Cohoes, dozen			1 60
Red Spring, dozen			1 90
Red Sockeye, dozen			2 10
Lobater Futures-			
i-lb. fiats, dozen. \$9.75; 1-lb.	talls, dozen, \$4.2	5.	
1-lb. flats, dozen, \$5.25.			
Compressed corned	Minced collops.	-	
beef, 18 1 00	Corned beef has		
Compressed corned	Corned beef has	n, 18.	1 2
beof, 28 8 85			1 2
English brawn. 28 3 15	Jellied hocks, 2 Jellied hocks, 6		
Boneless pigs' feet, 2s 3 15	Jeined hocks, 6		13 04
Ready lunch veal loaf	Paragon ox to		
Ready Hunch Veal Ioar	198		7 5
	Paragon or tong		
Ready lunch veal loaf	Paragon ox to	ngue,	
18	248		95
Roast beef, 1s 2 90 Roast beef, 2s 3 35	Paragonluncht	ongue	
Roast beef, 28 \$ 35	18		4 0
Stewed or tail, 1s 1 60	Tongue lunch, L		35
Stewed kidney, 1s 1 50	Suced smoked b	ant la	15
Stewed kidney, 2s 2 65			
Minced collops, 1s 1 40	Sliced smoked b	eef, li	\$ 5

TORONTO .- One firm has advanced the price of canned tomatoes ten cents per dozen this week and others believe that conditions warrant higher prices than are being quoted just now. Stocks are evidently scarce and wholesalers are buying among themselves in some cases in order to replenish their stocks at prices as high as are now being quoted to retailers. Some canned tomatoes are being imported from the United States to this market in order to make up the deficiency in stocks here. As the heavy selling season for canned vegetables does not come on for about two months, retailers in some cases are buying only for immediate needs. The trade in canned fish is not extra brisk just now but

dealers are looking forward to an improvement in the near future as the lenten season approaches.

	VEGETABLES	Per dos.
		Group B Group
Beans, Golden Wax,	talls	2 52 2 55 . 0 97 1 00
	Midgets, 28	1 371 1 30
" Refugee M	Valentine (Green) 2's lidgets 2's	1 30
H H	red, 2's	. 1 375 1 40 . 9 975 1 00
whole, blood	red, 2's	. 0 97 100
" sliced, blood	red, 2's red, 3's red, 3's	. 1 32 1 36 . 1 374 1 40
" whole, Roset	oud, 2's	1 30
	38	
Carrots, 2's		. 0 97 1 00
" fancy, 2's	•••••••••••	. 95 197 . 105 107
" on cob, gal		4 775
" Early June, si	ze 3, 2's	1 50
" Sweet Wrinkl	e, size 2, 2's ed, size 1, 2's	1 50
Pumpkin, 3's		. 0 971 1 00
gal		. 3 024 3 06
" " 3's.		. 1 77 1 30
3'8		1 35
Turnips, 3's.	•••••••••••••••••••••••	\$ 75 4 02
	FRUITS	
Apples, standard, 3		1 20
Blueberries, standa	rd, 3's	. 3 50 3 60 . 1 374 1 30
	pitted, heavy syrup, \$. 5 37 5 30
" black pitt	ed. heavy syrup, 2's	. 1 92 1 95
rea, not j	pitted, heavy syrup, 2's	2 174 1 55
" white, not	t pitted, heavy syrup, 2	s 1 624 1 65
" red pitted	ed, heavy syrup, 2's, gal.	8 526 8 65
Gooseberries 2's h	AGYT STRUCT	1 771
Peaches, 2's, white,	heavy syrup heavy syrup heavy syrup	1 87 1 1 90
DIBCK	standard.gal.	. 7 02 7 05
" red, he	andard gal	1 771 1 80
Ted so	hid nack gal	0 671 0 10
Rhubarb, preserved	1, 2's	. 1 52 1 55

standard, gal Strawberries, heavy syrup, 9's. 3 50 1 77 Clover Leaf and Horse 1 60

ONTARIO MARKETS

POINTERS

Tea-Firm

Beans-Advance Dried Fruits-Firm.

Canned Lobster-New pack higher.

Toronto, Feb. 16 .- Wholesalers report that business has been a little quiet, so far this month, due no doubt to the bad roads throughout the country, making it difficult for the farmer to get in to do his trading, and the big falls of snow have also had an effect on the lumber camps and other industries throughout the country which eventually brings a decrease in business.

Sugar still remains in the critical po-sition it held last week and the position of the market is as hard to ascertain as before. While some believe that the bottom has been reached, there are oththe ers who think that there is the possibility of another slight reduction. Raw sugar is a little firmer in New York, but United States refined is expected to take a drop to adjust itself to raw prices and some believe there is a pos-sibility of Canadian following as it did last time. The demand for sugar has increased, showing that some dealers must believe that the bottom price has been reached been reached.

line. The price of new pack lobsters are be-ing fixed and will show an increase over present prices of about ten per cent. Trade in general in canned goods is only normal.

markets

Sugar.—No changes have taken place in sugar prices during the past week and the market is still in a critical position with differences of opinion ex-isting as to whether the bottom has been reached or not. There are no spe-cial indications just now of what the cial indications just now of what the immediate future of the market will be.

Tea is decidedly firm, due to the strong position of the world's tea mar-kets at the present time. The new rul-ing in the United States, shutting out

all colored teas after May 1st has caused a big call for greens in that country, where they are largely used, and the result has been a raising in prices, which has also had some effect on Canadian

Dried fruits are enjoying a brisk trade

just now, business being divided among the several lines. Figs have a good trade on account of their low price.

and prunes are called for freely because there is generally a good trade in this

European beet sugar continues to strengthen and it is now quoted at 9s 5d f.o.b. Hamburg, which is equal to 3.98 duty paid New York, as against the duty paid value of 3.48 for 96 degree test Cuba centrifugals or a difference of conta part h. Errow 2.45 least work cents per lb. From 3.45 last week, the New York market advanced to 3.48 with rumored sales at 3.51. Holders are firm and quote 3.54 for March delivery.

It is felt that the New York refined market will adjust itself according to the price of raws within the near future and it is thought by some that there is a possibility of the Canadian refined be-ing affected, as the last drop in New York refined was followed by a similar decline here; but whether it will or not is an unsolved question, others believing that the bottom has been reached.

The demand for sugar is showing more activity, indicating that some dealers at least believe that the price is at the lowest point, or with the possibility of it being at the bottom, they are willing to run chances.

Extra granulated, bags	4 30
Imperial granulated	4 10
Beaver granulated Yellow, bags	4 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	4 70
" 50-lb. boxes	4 90 5 00
Powdered, bris	4 50
50-lb. boxes	4 70 4 90
Red Seal, cwt.	
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 20 5 30
" in 50-1b. " in 36-1b. "	5 50

Syrups and Molasses.-The trade in molasses just now is extremely quiet, and syrups are not selling as well as during the past month. Retailers evi-dently have stocks on hand and are cleaning them up before making further purchases

316

5 n

upe-	Per		Maple Syrup-
tins, 2 dos.			Gallons, 6to case 4 80
0.000		2 26	1 " 13 " 6 40
. tins, 1 dos.			Quarts, 54 " 40
		2 60	Pinte, 34 " \$ 00
b. tins, } dos.			Molasses-
		2 50	New Orleans,
b. tins, } dos.		200	medium 0 30 0 35
		2 45	New Orleans, bbls
rrels, per lb		0 084	bbis
If barrels, 1b.		0 03	Barbadoes.extra
arter " "		0 08	fanor
Arter Ils. Stilbs. es		1 70	fanoy
		1 90	Muscovado

Dried Fruits.—There is a strong healthy market in dried fruits with steady prices. Stocks are not plentiful and higher prices are predicted on some lines before new goods arrive. Prunes in California are growing scarce, sizes smaller than 50-60s being well cleaned up. Reports from the Pacific coast also show a firmer market in raisins. Figs on account of their low price compared with other dried fruits are getting more attention just now than they have in other years. Prices on all lines are un-

changed											
Prunes-											
30 to 40, i	n 25-lb.	boxes						0 1	31		13
40 to 50								01	21	0	13
50 to 60		**								0	12
00 to 70										0	11
70 50 80	**									0	
80 to 90		**						0 (191	0	10
90 to 100								00	9	0	091
Same fi	ruit in t	0-1b. 1	DOXOS	e oent	less						
Apricote-									3		
Standard								0 1	16		16
Quoice, 2	5 lb bos										17
Fancy,								0	19	0	25
Candied Pe	-als-			_				_		_	
Lemon		0 09	0 11	Oltr	00			0	15	0	17
Orange		. 0 10	0 12								
Figs-											
Elemes, 1	per lb.			21				0	11	1 (121
11 inches.		08 0	10	24				0	11	1 (13
	0			Un	abrell	la bo	IOS	0	12	. (14
		0 490 0									
Tapnets,											~
Deg firs			•••••				•••		141		
Bag figs	hee		•••••					0	029		06
Dried peac								2	10		10
Dried appl			•••••					0	09	v	091
Ourrants-			1000	1.50 The							
Fine Filiat	ras	0 07	0 08	Vost	IZZAS			0	10		12
Patras											
	eaned }	o less									
Raisins-											
Sultana											12
	noy										13
Walanda	tra fano	y						0	14	0	16
Valencias	Belect	BQ						0	08	0	08
Seeded, 11	D Dack	sta, fai	noy					0	081	0	09
. 16	oz. pac	kets, c	hoice								08
. 13	07.							0	07	0	07
				88	irs					1	0 041
Dates-					ckag						
Hallowa						11		0	00	1 .	

 Dates Package
 dates,

 Hallowees per I 1b..... 0 061 0 061
 Fards choicest... 0 10 0 101

Tea.—As soon as the decision of the tea experts preventing the importation of colored teas into the United States after May 1st became known, there was at once an active inquiry for green teas throughout the United States, causing in some cases an advance of three or four cents per pound, which has caused teas to become a little firmer on this side of the line, as stocks of greens in the States are not overly large and will soon be cleaned up. There has always been a big demand for colored green tea in the United States. Coupled with this, the world's tea markets are in a strong position at present. This position has been brought about by the universal increase of consumption of tea, while production remains about stationary. The strength of the Ceylon markets has been increased owing to the large acreage of tea damaged by the inter-planting of rubber trees. The total Ceylon crop for 1910 is less than the previous year by eight millions, this large decrease being partially caused by unfavorable weather in the tea-growing districts.

Coffee.—The movement of coffee during January resulted in a decrease in the world's visible of about 600,000 bags. The statistical position of coffee at present is as strong as ever, with nothing known of just now that will weaken it for some time to come. Willet and Gray's Journal says: "Conflicting reports about the next crop will appear, but the weight of good opinion is not only that a large crop is impossible but the recent moderate estimates are being reduced. The rain in January came too late and in insufficient quantity to do good because the trees lacked strength,

large quantities of young fruit could not develop and was lost and no amount of rain could replace it."

On the whole buying is being done sparingly but local wholesalers report that the demand is normal. Prices show no change.

io, roasted reen Rio	0 18 0 15	U 20 0 16 0 22	Mocha, roasted Java, roasted Mexican	0 27	0 33 0 25
aricaibo, " ogotas	0 22	0 20 0 25	Gautemole Jamaica		0 18 0 20

Spices.—There is a firmer undertone in pepper in the foreign market. Total crops of pepper for 1911 are variously estimated at from 39,000 to 42,000 tons, against 51,000 in 1910. Cloves are firm but all spices remain unchanged in price, with a moderate trade.

	Bbla.	Pails o Boxes	Tins	4-lb. pkgs. di	Hlb.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	09,
Cloves	0 24	0 25	0 27	0 90	0 90
Gream tartar	0 25	0 25	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 90
Mace			75		2 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 174	0 75	0 90
Pepper, white	0 24	0 25	0 26	1 00	1 10
Pastry spice		0 24	0 36	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmerio			0 15		
Mustard seed, per lb.					0 12
Celery seed, per lb. in	bulk				20

Rice and Tapioca.—There are no features in these lines this week. A fair trade is passing with prices remaining steady.

Standard B, from mills, 500 lbs. or over, f.o.b.

Per		r lb.	Sago, medimm				
Rice, stand B Rangoon	0 031	0 03	brown Tapioca—	0 05	0	06	
Patna	0 05	0 06	Bullet, double			08	
Java	0 06	0 07	Medium pearl. Flake	0 05		08 08	
	1.12		Reed		0	08	

Nuts.—Business in nuts as expected at this time is slack, occasional orders coming from retailers for small lots only. Prices show no change.

Imonds,	For	mig	etti																		15	0	15
		TTA																					
	she	billed					•	• •	•••	•	••	• •	•		• •	• •	• •	•••	•	0	35		38
Walnuts,	Gre	nob			•••	•••	•••	•••	•••	• •	•	•••	• •		• •	• •	•••	• •	•	0	15	0	16
"		des																					
	10	rbot	••••	••••	••	•••	••	•••	•••	•	••	•••	•	•	•••	• •	•••	•••	•	ò	20	0	40
Uberts.		neu	••••	••	•••	•••	•••	•••	•••	•••	•	••	• •	•	•••	• '	•••	•••	•	ň	191	ŏ	13
BCADS																				0	18	0	20
trazils.																				Õ	15	õ	151
Sanuta,	ros	stad																		Ō	091	Ö	12

Evaporated Apples.—A fair trade is being done in evaporated apples at unchanged prices. Present stocks are not plentiful and holders are waiting for higher prices. One opinion was expressed that they will go much higher at the opening of navigation as the west will pay higher prices than exist here at present, but will not buy just now on account of the high freight rate.

Evaporated apples.....0 12 0 124 Beans.—Beans are slightly higher in price, now being quoted at \$1.90 to \$2 for prime, while the hand picked are worth \$2.05 to \$2.15 per bushel. Trade in this line is only normal.

MANITOBA MARKETS

POINTERS :--

Sugar.-Firmer.

Syrup.-Demand Increasing.

Dried Fruits.-Steady.

Winnipeg, Feb. 16.—With the settling of the elements and the readjustment of conditions after the severe storm, trade in all lines has taken a turn for the

better. Passenger and freight train services have resumed their regular schedule and travelers who were tied up in small towns in the Northwest are again on the move. As much valuable time has ben wasted, endeavors are being made to catch up by the majority of travelers, and as a result large orders follow one another.

The annual bonspiel is at present being held in the city, having started last week, and a large number of country merchants have taken the advantage of combining business with pleasure, and are thus keeping wholesale and jobbing houses busier than usual.

Trade has been steady for all lines during the week, and unusually firm, there being no changes in prices whatever to report this week. Sugars are a little firmer, and dried fruits and coffee still hold their high figures. Stocks of evaporated apples are practically all used up, and only a few of the larger retail houses are now carrying them.

Sugars.—Prices remain stationary and demand has increased considerably. Several cars are being placed on the recent firmness shown on the steady market, and the belief is that bottom has been reached for a while. Stocks are plenty large enough to prevent any immediate advance on the local market.

Montreal and B.C. granulated, in bbls	4 85
in sacks	4 80
yellow, in bbls	4 45
" in sacks	4 40
Icing sugar, in bbls	5 45
" in boxes	5 65
" " in small quantities	6 10
Powdered sugar, in bbls	5 25
" in boxes	5 45
" in small quantities	5 60
Lump, hard, in bbls	5 75
" " in t-bbls	5 85
" " in loo-In cases	5 75

Dried Fruit.—No change has taken place in dried fruits. The market continues steady and a fair demand for many lines is in existence. Currants, figs and Mediterranean fruit are still strong, and likely to take an advance at any moment.

Smyrna Sulta	na raisin	, uncles	aned, per lb	01	
California rai	sins choi		d in I-lb. packages	01	38
	·	per pac	kage i, in 1-lb. packages	00	71
		per pac	Kage	00	71
		per pac	d in 1-lb. packages kage	00	181
	rand	per pac	d in 1-1b. packages kage	00	9
Raisins, 3 cro	wn musca	tels, pe	1b	00	
Prunes-					
251b.bx,90-100 "80-90		0 09	Prunes, 50-60 Prunes, 40-50, 1b		
" 70-80 " 60-70		0 12	Silver prunes, ac. to quality 0		
" dry.	cleaned.	Filiatra	k, per lb s, per lb	00	
" wet	cleaned.	per lb.		00	
" Fill	atras, in	1-lb. pkg	. dry, cleaned, per lb.	00	
Pears, per lb. Peaches, sta		0 13	Nectarines, lb Dates, per lb	01	2
ard, per lb.		0 09	Hallows, bulk	00	161
Peaches, choi		0 10	Dates, packages		
Apricots, sta	nd-		30 in case	00	17
ard, per lb.		0 16	Peel Ib lemon	0 1	
Apricots, cho	ice		" " orange	01	
per lb		0 16	" " citren	01	3
Plums, pitted	,lb	0 12			

Syrup and Molasses.—A growing demand is still in existence for syrup and prices remain firm. Molasses, while fairly active, has not increased in demand as fast as the former, but both wholesalers and retailers are satisfied with the trade. Prices remain firm at last week's quotations.

syrups-	
24 2-1b. tins, per case	
19 5-lb. tins, per case	
6 10-1b. tins, per case	
3 20-1b. tins, per case	
Half bbls., per lb	
Barbadoes molasses in t-bbls., per gal	
New Orleans molasses, } bbls., per gal	. See
tien Ottestis moresees, i porer' bet Ber	

Teas .- January and February are always considered "the tea months" with wholesalers and jobbers, as these months are generally the quietest in the year for general lines, owing to the heavy stocking up of retailers for the Christmas trade. Accordingly all lines of tea are generally pushed these months by salesmen and travelers, as the merchants have some time to investigate qualities of same. Sales so far this year have been satisfactory. The market for low grade tea is much higher than it was a year ago, while the high grade teas are if anything lower than usual, and much lower in comparison to the existing higher prices for low grades. The result is that jobbers are endeavoring to interest retailers into handling better grades, and stock up with better quality by booking for several months ahead.

Beans and Peas.—A strong active market still prevails for both beans and peas. No advance has taken place during the week, and last week's prices are still quoted.

Beans, 3-lb. picker, per bushel	
Hand picked, per bushel	
Peas, split. 100 lbs	. 2 85
Pearl barley, 100 lbs.	. 351

Coffee.—High prices are still prevailing in coffee, but no further advance. Stocks are fair, and country merchants fearing an advance, have about all obtained their supplies.

Coffee, standard Rio.... 0 142 Coffee, choice...... 0 15 Coffee, extra choice. 0 16

Tapioca and Sago.—Demand continues to improve in the lines, but no change in prices has taken place.

BRITISH COLUMBIA MARKETS.

Vancouver, Feb. 16—With plenty of local potatoes offering the price is holding down though a slight increase is recorded. The quotation is \$32 per ton. The dry weather of the last summer kept the local potatoes dry, and it is seldom they have been of better quality. Unless something happens it is not likely that importations will be made from Japan this season. The samples received from that country were good, and as they can be secured at a reasonable figure, supplies may be obtained from there in the event of a stringency in the market here. There are no Ashcrofts on the market now.

Boats this week brought in butter from Australia and New Zealand, the latter coming by way of San Francisco. The quality is better than for the last few seasons past. This is the first time that New Zealand has been on the market here in any quantity. For several seasons the Australian article has been alone, and that may have been the reason for its inferior quality. Quotations are 30 cents for solid and 31 for bricks. British Columbia apples have nearly all been used up, and the table apples on the market now are from eastern Washington. Some excellent fruit is being displayed.

A decrease is noted in the prices of

THE CANADIAN GROCER

hams and bacon, the former a cent and the latter a cent and a half.

Sugar is down another ten cents, which brings it now to the figure at which the imported sugar formerly sold. It will take the place of the China sugar and the article from Scotland will have to go down to hold the trade. Reduction is also noted in the yellows.

Eggs are comming in from California which will keep down the price of locals, though they are now about to the lowest for the season, judging from the past. The eggs from the south are finely selected, fresh and of excellent quality.

pples, cooking 1 00 1 50 pples, table 2 00 2 75 otatoes, local 32 00	Dried Fruit- Val. raisins, lb 0 06 Oal	
Oanned Goods - Ceas, Early June 1 371 Comstoes 1 521 Jorn 1 20	Prunes	
apples	apples 0 11 Butter, Eastern solid 0 29 "bricks 0 30	
Sugar- Stan granulated 5 25 mported 5 25 light yellow 4 60	Butter, local creamery 0 35 Butter, Austra- lian and New	
Dark yellow 4 50 Dornmeal, p. 100 lbs	Zealand 0 20 0 31 Bacon 0 21 0 58 Ham, cooked 0 18 0 19 Lard, pure 0 15t 0 155	
Cornmeal, local 2 60 Cheese, Ontario 0 15 0 15 Beans, per 1b 0 03 0 04 Papioca, per 1b 0 04	Lard, compound 0 121 0 13 Eggs, Eastern fresh 0 30	
Rice, per ton65 00 75 00 Flour, Standard, bbl	Eggs, California 0 38 Eggs, local 0 40	

NEW BRUNSWICK MARKETS.

St. John, Feb. 16.—A number of staple lines were marked down last week. Molasses dropped three cents per gallon and is quoted at 27 and 28 cents. Cornmeal is five cents cheaper, the price now being \$2.80 to \$2.90. American clear pork is now at \$23.50 to \$25.50 and pure lard is 14 to $14\frac{1}{4}$ cents per pound. The only change in the produce market is in the price of case eggs which are now offered at 27 cents per dozen.

Beans, hand			Cal. raisins, seed-
picked, bus 2 15	2	10	ed 0 081 0 09
Beans, vellow			Prunes, 1b 0 05 0 09
eye, bus 2 65	2	75	Molasses, fcy.
Cheese, new, 1b 0 13	0	181	Barbados, gl 0 27 0 28
Ourrants, 1b 0 081	0	081	Butter, dairy,
Canned goods-	-		1b 0 22 0 24
Pess No. 4	1	20	Butter, oream-
" No. 3.	1	271	ery, 1b 0 24 0 26
" No. 3 " No 2	1	321	Eggs, new laid 0 30
" No.1	1	80	Eggs, case 0 27
Peaches, 2's,			Ham 0 16 0 18
dozen 1 95	2	00	Potatoes, new,
Peaches, 3's,			bbl 1 90 2 00
dozen 3 00	3	05	Rice. 1b 0 031 0 034
Raspberries,			Lard, compound
dozen 1 85	1	90	1b 0 121 0 121
Tomatoes 1 35	1	40	Lard, pure, 1b 0 14 C 141
Strawberries. 185	1	90	Bacon 0 16 0 20
Flour, Manitoba 6 35	6	45	Pork, domestic
" Ontario., 5 20	5	65	mess 23 50 24 50
Fish-			Pork, Ameri-
Cod, dry 4 J0	5	50	can clear 23 50 25 50
Herring, salt,			Salmon, case-
bbls	5	25	Red spring 70' 7 10
Blosters, box. 0 85		90	Cohoes 6 50 6 75
Cornmeal, gran. 4 65		75	Baked beans.
Cornmeal, bags. 1 40	1	45	dozen 1 20 1 30
" bbls. 2 80		90	Lemons, Messi-
Oatmeal, bbls 5 15	5	20	na, per box 3 00 3 25
Std. oatmeal 5 60	5	70	_Sugar-
Rolled oatmeal 5 10	5	20	Standard gran. 4 35 4 45
Buckwheat.		1	Austrian " 4 25 4 35
west. grey, bag 2 90	3	00	Bright yellow. 4 15 4 25
			No. 1 yellow 3 85 3 95

RAW SUGAR AT HALIFAX.

Large Quantities Coming In-Retail Grocers to Hold Outing.

Halifax, Feb. 16.—A West India liner, Boston, arrived here this week, bringing six thousand bags of the new crop of sugar from Jamaica. The planters say that this year's crop of sugar will be fully 25 per cent. greater than that of

last year. The sugar is of good quality and good times are anticipated as a result of the staple crop of the Island.

The chief article on which customs duty is levied at Halifax is sugar and the increased receipts will bring up the customs returns at this port to large figures.

The retail grocers of Halifax will hold their annual outing on Thursday next. The party will go to the Florence Hotel at Bedford, and a committee has been appointed to complete the arrangements. The grocers plan on having an excellent time.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The Minto Tea Co. is the name of a new concern recently formed with headquarters in the Queen City Chambers, 32 Church St., Toronto. A. H. Minto, who is identified with it, is familiar with the tea business, having had 17 years continuous experience testing and handling teas. He is a son of the late Wm. Minto. The Minto Tea Co. will import both tea and coffee for sale in bulk.

The Wm. Cane & Sons Co.. Newmarket, Ont., have patented a device for holding down the lids of jam, candy, lard, spice, etc., wooden pails so that they cannot be removed until they reach the buyer. This Patent Wire Seal and Fastener, as it is called, will prevent pilfering on the part of delivery, express, railway men, etc., and therefore will insure safer delivery as well as a lower freight rate. The above company have also installed a new pony band saw for manufacturing clothes pins which gives them a greater output. They are also enlarging their wash-board department.

A neat catalogue has been issued by the Galesburg Cornice Works, Galesburg, Ill., illustrating their vegetable display stand and mist machine. These devices are now in tise in many stores in Canada and are proving most beneficial for the displaying of vegetables, since they are kept always fresh, clean and attractive and prevent withering.

Chocolate "Bordo" is one article that every dealer can sell quite readily and at the same time develop his confectionery department. It is a high grade confection with a most pleasing flavor and has gained a remarkably fine reputation since it was placed on the market. A post-card to the originators, The Montreal Biscuit Company, Brewster Ave., Montreal, will bring samples. Let every dealer anxious to make more profit from his confectionery department write today.

RECIPROCITY IN TEA.

A typographical mistake was made in setting up the heading of the Red Rose Tea advertisement in last week's Grocer. It read "Reciprocity in India" and should have been "Reciprocity in Tea," This caused the appropriate effect of the ad. to be 'ost and the publishers of The Grocer regret the error.

The Consumer is Judge and Jury

and you can be sure of a verdict in your favor every time a tin of **Diamond Brand Maple Syrup** goes to trial. **Diamond Brand** is recognized as the highest standard of Maple Syrup quality in the market to-day. See that your stock of Diamond Brand is complete. You cannot afford to be without this staple leader.

SHANTY BRAND Maple Syrup

Owing to the extreme scarcity and abnormally high price of real maple products and the cheapness of cane sugar and glucose, you will be offered all kinds of concoctions made to look like maple syrup at much below value of good goods. We remove the necessity of you taking chances by offering you our **Shanty Brand** to sell at popular prices and show you a large margin of profit.

Shanty Brand is a High-grade Syrup

Every tin is guaranteed to give your customers perfect satisfaction. A special feature of Shanty Brand is the handsome and appropriate label, reproducing a maple scene in natural wood colors.

> Insist on being supplied with Diamond and Shanty Brands by your Jobber.

SUGARS & CANNERS, LIMITED MONTREAL

THE CANADIAN GROCER Manufacturers, Manufacturers' Agents, Brokers, Etc. BRITISH COLUMBIA DIRECTORY R. ROBERTSON J. Y. GRIFFIN W. A. JAMESON Do you want live representation? R. Robertson & Co. We are in touch with the trade. **COFFEE CO.** 912-918 Dominion Trust Bldg Andrews & Nunn VANCOUVER, B.C. Importers and Roasters of High Grade Coffees Manufacturers' Agents and Wholesale Brokers Wholesale Commission Merchants GROCERIES, PRODUCE, FRUITS, GRAINS Manufacturers and Proprietors of Codes-A B C 5th Edition, Western Union "Feather-Light" Brand Baking Powder **Importers and Exporters** 615 Dominion Trust Building We also carry a full line of TEAS, Reference-Bank of Montreal. Write us for information about B.C. trade. Cable Address-"Robin," Vancouver. -A B C, 6th Edition; Revised Economy; Modern Economy; Utility and Dowling's. VANCOUVER, B.C. SPICES, etc. Highest Mail orders promptly attended to. Cor. Langley and Broughton Sts. VICTORIA, B.C. VICTORIA McLEOD & CLARKSON FRUIT GROWERS' ASSOCIATION Manufacturers' Agents and Wholesale Commission Agents The largest packers and shippers of first-class Fruits of all kinds in British Columbia. 144 WATER ST., VANCOUVER, B.C. The Condensed Ads. in this OFFICE AND WAREHOUSES COR. WEARF AND YATES STS. . VICTORIA Can give strict attention to a few first-elass Gre-cery Agencies. Highest References. Paper will bring good results Branch at 140 Water Street, Vancouver. 5% 10% SAVED **GROGERS of NORTHERN ONTARIO A Strong Combination:** UTILITY Why let Freight Rates eat up your legitimate profits? Our customers all agree they can save the above percentage by avoiding unnecessary freights! WHY NOT YOU? **CLEANLINESS ATTRACTIVENESS** A "Walker Bin" Outfit is a "Necessity" to the Get in touch with us to-day; trade with us Modern Grocery to YOUR advantage. Write for Illustrated Catalogue

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

THE YOUNG COMPANY, Limited NCRTH BAY - and - SUDBURY

Hanitobas Watson & Truesdale, Winstpef, Mas. Saskatchewas and Alberta: J.G. Stokes, Refins, Sask. Hentreal; W. S. Silcock 33 St. Nicholas Street

42

REPRESENTATIVES .__

"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.

LIMITED

A General Merchant's Experience

A merchant, who conducts a large general store in an Ontario village, stocked Red Rose Tea a couple of years ago because he was convinced of its quality. And he has ordered Red Rose a good many times since. This week he ordered another hundredpound case by mail and in his letter says:—

"I generally keep three brands of package tea for my customers, and the three that I had last year were Red Rose, ______ and ______. Well I have dropped ______ altogether, or my customers have, and the Red Rose and ______ are a good team, with the Red Rose leading quite a little bit now."

This is proof, hot off the griddle of experience, that quality pays. Here is another proof:-

The sales of Red Rose Tea are increasing faster since the first of this year than they ever did before.



43

-SOAP SENSE-

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is



"The enemy of dirt"

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.



"Kitchener Pork & Beans"

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

Delicious

Appetizing

Satisfying

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

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

The Oshawa Canning Co., Limited

Experiences in Collecting Accounts

More of the Troubles to Which Merchants are Subject—One Instance Where a Dealer Received a Severe "Call" — Husband did not Know His Wife Owed the Money—Suggests a Change in Garnishee Law.

By J. M. Donovan.

I am always greatly interested in all articles in The Canadian Grocer pertaining to the collection of accounts and the manner in which merchants are abused when they ask for their own, and perhaps my experiences along this line would be useful to fellow merchants. I know I have been a little short and perhaps discourteous myself with some customers who would not keep their accounts balanced on my books, for a person's patience is often strained to a point where he can scarcely help it.

A short letter containing some plausible excuse why you need the money when the account is due is the easiest and most courteous way. If two or three letters of this nature are of no avail I threaten to bring the customer into court unless the account is paid. This occagionally brings matters to a head, especially with women.

Some it would be useless to threaten as it would only make it harder still to collect the account, and to these I send a short letter stating my circumstances and why I need the money and in the majority of cases it brings good results. Some customers would allow their accounts to run forever if you did not follow them up.

Letter to Slow Customer.

I had an account of \$15.90 with one customer and although I considered that she was worth it, still it had been running for months so I sent her the following reminder:

"Dear Madam,—In asking you for the enclosed amount, I sincerely trust it will not in the least inconvenience you to comply with my request for the payment of same. I have other customers to whom I am sending a similar request also as I have two bank drafts to meet this week, payment will be greatly appreciated."

The above letter brought good results from this customer who settled within 24 hours and also from other customers to whom I sent a like request.

In the matter of threatening to garnishee men I believe it is of fittle use as we must leave them at least twentyfive dollars and the class of people who give us the most trouble rarely draw over that amount and are in a position to laugh at us for taking such a course. Even if they do draw a few dollars more if an account of \$25 is put in against them, it will take a long time for a dealer to collect it for it is not often such a debtor works full time.

I have known cases where garnishees have extended over a year and then been given up by the merchant and in these cases what little bit was collected

was kept by the lawyer for his work. The way it stands now the garnishee law is of little use to a merchant to collect a debt from a married man unless he draws his pay monthly, while most men draw it every two weeks.

Change in Garnishee Law.

I believe that the law should be changed, making the retaining amount ten or fifteen dollars, so that something worth while could be collected by garnishment. If \$15 was the amount that could be retained by a married man, it would force a good many to be honest and this would in time make them better citizens. Employers could do much to make them such and would eliminate a great deal of this bad pay and deadbeat business if they would work in conjunction with the merchant. This would be better for the employers also, as a man can not be an honest employe who is not otherwise honest.

A Customer's Displeasure.

Merchants receive many abuses in their work of collecting accounts. Just lately I had a case myself where a cus-tomer showed her displeasure because I asked her for my own. It was a customer who left me about two years ago, owing a good sized account. She would pay a little on this account once in a while when she got ready but did not get it reduced very much. So I dropped her a note, but two years was undoubtedly too short a time in which to expect an account to be paid. She appeared in the store with blood in her eye and her temper worked up to a high pitch. She threw down her account to a clerk with a whole five dollar bill and gave the clerk some very flattering advice to give me for asking for the account.

I was so out of patience at her for leaving so much advice and so little money that I wrote to her husband about the matter. I believe there was war in that household, as the husband knew nothing of the account; but it ended very happily for me for I received my money in full.

RETAILER CAN SELL MORE CANNED GOODS

Wider Market is Possible, Says Canner at Big Convention— These Goods are Now Recognized as a High Class Quality of Food—Harmful Preservatives Not Used by Responsible Manufacturers.

"Don't get away from the earth. Don't expect that the good people of this country are not going to know that a can of strawberries is not a can of strawberries if it contains three strawberries and a little muddy liquor; that a can of tomatoes, which should represent the clean, bright appetizing love apple, is not a can of tomatoes when it is filled with a little core and some real fresh water; that a can of peaches which represents the culls of orchards rather than the section that appeals to the eye, will be a detriment to the canned food industry every time it is permitted to masquerade before the public under a four color and gold label."

This is one of the paragraphs from a speech at the recent convention of American canners. It is not suggested by referring to it that canners on this side of the line should pay particular attention to this advice of a United States canner, but it might be taken as a motto with the determination of never losing sight of it. The quality of canned goods is best appreciated by the grocer who cannot open the can to display the goods, but must depend solely upon the reputation of the packing company and the standard which the label represents.

Better Demand Possible.

This speaker also pointed out that the consumption of canned goods is insignificant in comparison with the demand that can still be built up. It has been within the past three years that the greatest advances have been made. The people have been educated away from the near that harmful preservatives were employed. Figures were quoted to show that the consumption of canned goods even now is per capita a mere bagatelle in comparison to what it might be.

The speaker concluded by urging vigilance on the part of the canners; care with the raw product, better containers, sound boxes, efficient employes and a general uplifting of the trade to a higher plane, and especially a maintenance of the standards that have already been attained.

TO OFFSET CHAIN STORES.

The Amsterdam Grocery Company, recently incorporated with a capital stock of \$25,000, has opened a warehouse in New York, and commenced business. The stockholders are retail grocers who in order to meet the competition of chain and department stores have co-operated to form a buying corporation. Stock in the company is issued only to retail grocers, and a grocer owning one store is limited to five shares, so that no one man can get control of the company. Stockholders may not deal with the company unless they wish, while the company will sell to anyone whether they are stockholders or not. The company does not deliver goods to the retailer, who is obliged to send around his wagon for his own goods.

The Most Rapidly Developing Market in all the World

is that of Western Canada. Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. can find no method of getting into this great market equal to shipping their goods to us. We maintain large track warehouses in the five great distributing points of Western Canada-Winnipeg, Calgary, Edmonton, Saskatoon and Regina. Our connection with the trade is most extensive and our facilities the most complete.

> Write us for detailed information about the Western Canada market

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers. HEAD OFFICE, - - WINNIPEG, MAN. REGINA SASKATOON **EDMONTON** CALGARY

WINNIPEG

Made only

by

Delivering the Dozen! are always in demand, a little persuasion

When dealing with standard lines that will often sell 12 articles instead of one.

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves,

at his own Fruit Farms

Winona, Un

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly! In the case of "E.D.S." goods, their purity and flavor are such as to guarantee the "repeats," and the acceptance of your suggestion will surely result in bigger sales! Try it.

Agents:-N. A, HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNING, R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.





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Easier Feeling in Live Hog Prices

Caused by Lower Prices in United States Market Where Supply of Hogs Has Increased-Eggs Continue to Lower in Price Offerings From United States Markets at Low Price-Cheese Continues Firm.

On the United States markets the price of live hogs is tobogganing daily, on Monday a drop of 50 cents taking place, followed on Tuesday by a further decline of 15 cents. The increase in the supply of hogs at packing centres has been responsible for the lowering prices. There has also been a declining tendency in pork products in the States, due to the influence of the accumulating stocks on the market. This has had a depressing effect on the live hog market in Canada and prices are weaker. The English market is quiet and also shows a weakened tendency.

Eggs are still weak and prices at all centres continue to sag. Not only have there been freer arrivals, but the low prices in United States markets have had a depressing effect, as large amounts have been imported to all centres from the U. S. markets. The demand has been larger than usual for this time of the year, and only for the offerings in the United States, supplies would not be large enough here. In Vancouver eggs are being brought in from California and the good quality imported article is quoted at 38 cents, whereas local eggs there are 40 cents. Lower prices may be expected as United States firms are daily offering eggs at lower prices.

Arrivals of butter have shown a decrease lately, and prices seem to be holding steady throughout the country. An impression seems to prevail that prices are about as low as they should go, but a low market in the United States has a depressing effect. However, it is felt that present supplies and future arrivals will all be needed during the next few months to supply the demand. Australian and New Zealand butter is being offered in British Columbia for the first time in large quantities. It is quoted at the same price as the eastern Canada article.

The cheese market continues firm, with limited stocks. Stocks in England are also light, with a firm market, finest Canadian being quoted at 61s to 63s. The total exports of Canadian cheese from May 1, 1910 to Feb. 8, 1911, were 2,046,781 boxes against 2,040,301 boxes for the corresponding period in the previous season, showing an increase of 6,480 boxes.

MONTREAL.

Provisions .- The market has been steady but rather quiet. There is fair demand for the various pork products, but the amount of business passing is rather light. Prices have been holding fairly steady, and no appreciable change has been reported.

Pails, w	,000	20 10	s. net, j	per ID.			0 113		131
Pails, ti	in, 20	Ibs. g	ross, p	er 1b				0	13
Tubs, 5	0 108	net,	per lb.						13
ierces,	3751	08., p	er 1b					0	121
Compound	Lard	_							
Boxes,	50 lbs	, net.	per lb					0	111
Cases, 1	0-1b.	tins.	60 lbs.	to case	nerl	h	0 12		121
"	5			"					125
**	3		**	"					124
Pails, w	rood.	201be	net. p	er 1b					131
Pails, t	in. 20	1bs. 6	TO88. 1	per lb.			0 101		111
Tubs, 8	0 lbs	net.	per lb.				0 11		12
Tierces	. 375	1bs 1	per lb.						101
Pork-									
Heavy Can	ada s	hort	out me	ss. bbl.	35-45	pieces		25	00
Bean pork.								20	
Ganada she	ort cu	t bac	k pork	bbl. 45	-55 pi	eces.			00
Clear fat b	acks.							26	50
Heavy flan	k por	k. bb						24	00
Plate beef,	100 1	b bbl					-	8	75
	200							7	00
	300							25	00
Dry Salt	Mea	ta-							-
Green bao			lb					0	11
Long clear	baco	n. he	avy. 1b					0	111
Long clear	baco	n. lig	ht. lb					Ó	125
Hams-									
Extra larg	e size	8, 25 1	bs. up	wards, l	b			0	124
Large size	s, 18 t	0 25 1	bs., per	r lb				0	14
Medium si	zes. 1	3 to 1	8 lbs.,	per lb.				0	151
Extra sma	ll size	8, 10	to 13 ll	bs., per	Ib			0	16
Bone out,	rolle	i, lar	ze, 16 t	o 25 lbs	., per	lb		0	16
		smi	all, 9 to	12 lbs.	, per	lb		0	17
Breakfast	baco	n, En	glish, t	oneless	s, per	lb		0	171
Windsor	Dacor	, skin	ned, b	acks, pe	er lb			0	18
Spiced rol	baco	on, bo	neless,	short,	per lt			0	16

Butter .- Prices in this market while unchanged, are reported a little firmer. Supplies in the surrounding country have become light, and it has been noticed that demand is being concentrated more upon city stocks. Some have stated that they expect to see higher prices, but the reasons for a change are hardly considered that apparent. Demand continues good and the market on the whole is considered quite satisfactory.

New milk creamery	0	26	0	2
Dairy, tubs, lb.	0	22		2

Eggs.-The market is weak. Prices have been sagging and the prospects are that they will continue to sag. The demand is good, but the supplies are far more plentiful than was expected. The rapid decline in prices on the U.S. markets was bound to have an effect on this side of the border and the high prices that had been maintained for some time and were apparently good for a few weeks, suddenly broke. Prices not only lowered, but the supply has been so plentiful that the market is still weak.

New laids. 0 30 Selects. 0 25 No. 1. 0 22

Cheese .- The market is steady and prices are holding firmly. Demand is good, but in a general sense there is no particular feature to be recorded.

Quebec, large.... Western, large.... " twins... " small, 20 lbs... Old cheese, large...

Poultry .- The market is rather quiet. Demand is about normal. Supplies are fair and in some cases are well able to meet the demand.

Fowl Geese Chickens :.	0 14	0 15	Ducks 0 17 Turkeys 0 20	

Honey .- The honey market is quiet. Demand is steady, but featureless. Prices are unchanged.

acted...... bulk, 30 lb. tins.....

TORONTO.

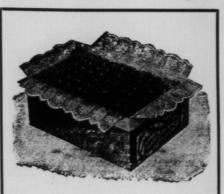
Provisions .-- Live hogs are a little weaker, tending to lower prices, under pressure of heavy offerings on the markets of United States and Great Britain. Live hogs at country points are quoted just now at \$7 per cwt. Dressed hogs are weaker also and are ranging between \$9.25 and \$10. The easiness in lard has amounted to $\frac{1}{4}$ cent reduction in the pure article, and in pails is now quoted at $12\frac{1}{2}$ to 13 cents. Other prices are holding steady with a normal business passing in the staple lines.

Long clear bacon, per ib	0	11	0	113
Smoked breakfast bacon, per lb				18
Pickled shoulder	0	094	0	114
Roll bacon, per lb				
Light hams, per lb				
Medium hams, per lb				
Large hams, per lb				
Cooked hams				
Fresh shoulder hams				
Shoulder butts				
Backs, plain, per lb				
pea meal.				20
Heavy mess pork, per bbl	91	â		
Short'out, per bbl	24	00	26	00
Lard tierces ner lb	0	19	-0	121
Lard, tierces, per lb	0	121	0	192
" pails "	0	191	0	12
" compounds, per lb				11 :
Live hogs, at country points				00 -
Live hoga, local	;	. OE	1	30
Dressed hous	9	20	10	001

Butter.-Butter prices are holding firm at present quotations. The arrivals are only normal and the market is not at all loaded. Demand is not overly large, retailers, on account of the recent drop in prices, fearing that the bottom has not been reached, and therefore not wishing to load up. However, it has been hinted that higher prices may be seen within the next month, as the supply generally drops off a little during February and March. However, there may be quantities of butter in storage, the amount of which is difficult to ascertain, and which might have some effect on prices.

0 28	0 29
0 24	
0 22	0 23
0 19	0 20
0 19	0 20
0 18	0 19
0 16	0 17
	0 24 0 22 0 19 0 19 0 19 0 18

Eggs.-When eggs get started on the downward course it is hard to tell when the end will come. For the past five weeks, prices have been gradually dropping to a lower level, and they still continue sagging. This continued drop has been brought about by the plentiful arrivals of new laids and also by the extremely low prices now ruling in the United States. Large quantities have been brought here from United States markets and lower prices are continually being offered by dealers in United States centres. Demand is fairly good, but one dealer stated that no doubt it would be much greater if it were not for the presnece of canned eggs in Toronto. which the bakers are using largely. It was stated that if eggs were not available in the United States just now that dealers would be unable to supply the demand with the present arrivals from this province.



You Love Your Competitor, But—

If somebody put you on to a sure and honest method of beating him to bigger business you would listen hard.

Well, here is one-sell

CHOCOLATE "BORDO"

Now, don't stop. Chocolate "Bordo" is the "one thing needful" to make a recumbent confectionery department leap into vigorous, expansive life.

Samples will convince you quicker than anything.

They will prove that Chocolate "Bordo" has a delectableness of flavor that makes the best chocolate you ever tasted before seem flat as boiled water.

It's up to us---write, and the proof comes by return mail.



New laid eggs. 9 25 0 28 Aggs, storage. 0 16 9 19 Yickled eggs 0 17 6 24

Cheese.—Cheese is firmer, being quoted this week at an advance of $\frac{1}{4}$ cent on new cheese, bringing the price of the large up to 13-13¹/₄ and twins to 13¹/₄-13¹/₂. There is a fair demand for this line.

Large...... 0 13 0 18; Old cheese..... 0 14 0 15 New twins..... 0 131 0 131 Stiltons..... 0 14

Poultry.—"Very little doing, with prices unchanged," was the review of the week's trade in this line by most dealers. Arrivals are not large in any of these lines, nor the demand either. Chickens, dress-

ed..... 0 16 0 18 H Ducks, dressed . 0 14 0 15 7

Honey.—There is not a great deal of trade in honey just now, only occasional orders being received from retailers. Prices remain unchanged.

Clover honey, extracted, 60 lb. cans..... 0 10 0 11 0 15 " comb, per d Buckwheat honey, lb....

WINNIPEG.

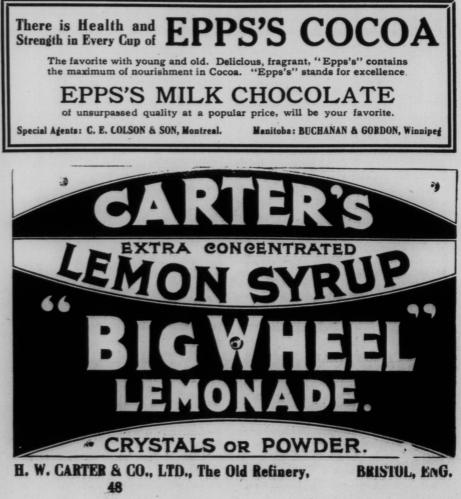
Eggs.—Stocks of storage eggs are rapidly diminishing and southern fresh eggs are practically the only ones offered. Considerable difference prevails in prices offered by different wholesalers; some offer fresh eggs brought in by express at 32c, while others ask from 35 to 37c for them. On stored stocks a declining market is in existence and 25c to 27c is the price now quoted.

Butter.—Stocks of eastern creamery are large, and demand keeps steady, while dairy butter continues to decline. Manitoba creamery bricks are quoted at 37 cents, while eastern creamery are now quoted by some houses at 27 cents, and others at 30 cents.

Cheese.—The market in cheese is no higher this week than it was last. Stocks are fairly heavy, Ontario large being quoted at $13\frac{1}{2}$ cents, and Ontario twins at 14c.

TO REGULATE COLD STORAGE.

A cold storage bill has been introduced in New Jersey prescribing conditions under which cold storage foods can be sold. It would compel the branding of packages containing food with the date of their receipt in any cold storage warehouse. It would prohibit the holding of food in cold storage for more than six months without the consent of the State Board of Health. It would give power to the State Board of Health to inspect and supervise all places in the State used for cold storage, and would compel cold storage men, to submit quarterly reports stating the quantity of each food stuff on hand.



Grocers: It is the quality of material used and the skill in manufacture that count when it comes to results. Cheaply made baking powder does not run even. A spoonful taken from one can will act differently from a spoonful taken from another can. Baking Powder properly made is so carefully compounded that a given quantity from one can in stock will produce the same results as the same quantity from any other can. Magic Baking Powder is scientifically prepared in the cleanest and best equipped factory of its kind in Canada.

MAGIC BAKING POWDER



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

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.



Montreal

MABLE NYER

DELAY MEANS LOSS



9 Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT AC-COUNTS YOU ARE LOSING MONEY.

I These are some of the ways in which money is lost without your knowledge :

Forgotten charges—goods sold—never charged. Disputes with customers—loss of trade. Poor collections—loss of discounts. Loss of accounts. And in a hundred other ways.

I Let us tell you about them; we'll do so gladly if you will drop us a line and say you are interested.
(First and Still the Best)

Dominion Register Co., Limited 90-98 Ontario St., Toronto, Ont.

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties

CLARK'S

Concentrated Soups (Chateau Brand)

From all over the Dominion, dealers report a good demand for these high-grade soups in tins. Their moderate price, convenience and excellence are attractive to the customers.

Are you supplied?

Jobbers who have not yet secured a stock should communicate at once with

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



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Flour Market in Uncertain Condition

With Slightly Easier Feeling-Manitoba Wheat Shows Slight Weakness-Trade is Slack and Prices May be Cut to Stimulate Demand-Flour Trade in United States Greatly Depressed Just Now.

No changes have taken place in the price of flour in Canada during the past week, but a slightly easier feeling is not-ed in the market. Manitoba wheat is slightly easier, and the price being lower than a few weeks ago, has a depressing effect also. Another fact is that trade in flour is slack and if this continues some of the big mills may reduce prices in order to stimulate demand, and this would likely result in a general reduction. However one opinion was expres-sed that some of the big mills at least are not anxious for any drop in prices, as they loaded up with considerable as they loaded up with considerable wheat at the high price and wish to get out even on the transaction. Flour prices in the United States are also much weaker and sales are reported there at lower prices than have been ruling. Millers in Minneapolis have cut the price of flour 15 to 20 cents a horrel in the of flour 15 to 20 cents a barrel in the last week, making a drop of about 50 cents in the last four weeks.

The price of No. 1 northern Manitoba wheat at Toronto is \$1.00½ just now, while a month ago, quotations were \$1.04. Ontario wheat has also suffered a shrinkage and is now worth 84 cents. Trade in Ontario flour has been slack,

dealers operating on a hand-to-mouth basis and with little export demand. Demand for flour continues slow in all the United States markets, and many big mills are credited with offering flour at greatly reduced prices. Taken on the whole the markets in both the United whole, the markets in both the United States and Canada seem to be in an unsatisfactory condition just now, but millers are looking for an improvement. The English flour market is quiet and easier, Canadian patents being offered at 28 S ex ship.

It is generally believed that stocks of wheat in the world at the present time are larger than for some years. The visible supply of wheat in the United States and Canada east of the Rockies last week was 53,845,000 bushels as compared with 37,215,000 bushels last showing an increase of 16,630,000 hushels.

Cereal prices continue without change, with a good demand reported from some centres. Oats are weaker in the United States markets. but continue steady to a shade easier in Canadian markets.

MONTREAL.

Flour—Prices here remain unchanged, but the market seems to be a little casier. A recent easiness in wheat brought Manitoba into line and the heavi-Supplies of wheat are said to be more plentiful than ever before and views are held here and there that the trend just now is downward. There is a fair amount of business passing. In the Unit-ed States, market reports state that flour is depressed and that mills are accepting lower prices.

Straight r	heat patents, bbl	4 40	4 60
Manitoba	1st spring wheat patents, bbl		5 60
	straight patents bbl		
	strong bakers		
	second		1 10

Cereals-The market is uneventful. Prices are unchanged. There is a good steady demand for rolled oats and in

fact in all the heavier cereals there is good business just now.

Cine Ostmesi, Dags	2
standard oatmeal, bags	2
uranulated " "	2
Solted commeal, 100-bags	11
Rolled oats, bags, 90 lb	9
H harrele	4

TORONTO.

Flour-The flour trade is conceded by most millers to be pretty slack at the present time, although some mills report that trade locally compares favorably with other years. At any rate an increase in business just now would be gladly welcomed. Wheat continues to vary within a small margin, and while there is an easier feeling at the present, no change has taken place in quotations. The flour market is in an uncertain condition just now and the opinion was expressed that if the present slackness continues, a drop in prices in order to stimulate trade would not be a surprise. This might be offset by the fact that many millers bought wheat at the high price and want to get out even, before they drop their prices.

 Manifols
 Manifols

 Manifols
 Wheat.

 1st Patent, in car lots
 540 550

 3nd Patent, in car lots
 490 500

 Gtrong bakerr, in car lots
 470 480

 Feed flour, in car lots
 300 320

winter wheat.			
Straight roller	4	25	4
Patents	4	80	5
Blended	- 4	80	5

Cereals—Local trade in rolled cats is keeping up fairly well, but export busi-ness is not brisk. One dealer says that trade has not come up to the standard that some mills had expected for this season and that some millers sho had loaded up with oats in the expectation of a big trade, are now attempting to sell a portion of their stock. Prices, however, remain the same.

 Rolled oate, small lots, 90 lb. sacks.
 2 20

 "" 25 bags to carlots.
 2 10

 Standard and granulated ostmesi, 58 lb. sacks.
 2 10

 Boiled wheat, small lots, 100 lb. bris.
 2 85

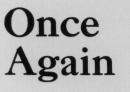
 "" 5 bris. to car lots.
 2 75

WINNIPEG.

Flour-Trade in flour has improved considerably during the last week. The domestic demand has picked up considerably and large quantities are being shipped west and merchants have been stocking up. Eastern demand has fallen off somewhat, but is expected to improve before long. Large quantities have been sold for export at the opening of navigation which was composed mostly of first patents. Millers report that they did two thirds more trade during January in spite of the unfavorable weather conditions than they did last year. The out-look for February is also good, but March is always quiet, owing to mer-chants waiting for the opening of navigation so as to secure lower freight rates.

RUSSIA BUYS MUCH TEA.

The "Times of Ceylon" in a re-cent issue says : "In reviewing the course of business in the green tea market, the chief feature during 1910 has been the unprecedented de-mand from Russia."



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

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

The Mooney Biscuit & Candy Co., Limited FACTORIES AT

> Stratford, Ontario Winnipeg, Manitoba



MAPLEINE

(The New Flavor)

(In e New Flavor) Mapleine is a high-grade pro-duct-absolutely pure-posses-superior to Maple. One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup. Sold in 202., 462., 802., 1602., 3202. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & CO. Sales Agents 26 Front St. E., Toronte

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

rescent

Mapleine

Fish Prospects for Coming Lenten Trade

Canadian Consumption Increasing and Retail Dealers Should Look to Their Stocks-Boneless Cod Likely to Be Scarce But Finnan Haddie Will be Fairly Plentiful-Lent Will Soon be Here.

Montreal, Feb. 16 .- Statistics show that the consumption of fish in Canada is steadily and rapidly increasing. This fact is not only gratifying to those who are immediately interested in this great industry, but it should appeal to all Canadians and especially the retail grocer

The reasons are practically self-evident. In the first place fish is recog-nized for its high food values. Then it is cheap in comparison with the other foods in common use. And as a third reason, the Canadian supply is to all purposes unlimited. As is often the the case, articles that are easily obtained frequently do not receive the attention deserving them, and this seems to be true of fish. But during the past few years there has been an awakening, thanks largely to a few men who have labored in season and out to win due recognition for Canadian fish, and as a result the benefits already apparent are highly satisfactory.

Lent Near at Hand. The Lenten season begins with the first of March this year, and one result will be a heavier demand for fish. Advantage of this opportunity for new business should be taken by grocers for the average dealer in fish is able to report good profits. As a pre-lenten sub-ject it may be well to consider in this article the situation in regard to the supply of Atlantic fish only.

In the opinion of one dealer, boneless cod is likely to be scarce and dear. Readers of these columns remember that owing to the failure of the United States fleets the Canadian market was invaded and practically every available supply was purchased to meet the deficiency south of the border. The supplies of green or cured cod were snatched up at a higher price than could have been obtained in the home markets. It is not meant that the market is going to be bare, but in all probability boneless cod

will be a scarce article. It is also stated that Labrador herr-ings are scarce and the price will likely be higher than in former years. This is condidered an exception for the herring has generally been in good supply-Mackerel is also reported scarce and ought to be dear. There is no pickled mackerel, supplies being all fresh or ought to be dear. frozen

Quebec and Ontario Tastes.

The chief business is in haddock and steak and market cod. Finnan hahdies which are simply a form of haddock are said to be plentiful. Prices are fairly high because of the increased demand for fish and the scarcity in some lines, but the prospects indicate a heavy trade esthe prospects indicate a heavy trade es-pecially judging by the amount of busi-ness that has been done up to the pre-sent. It is generally admitted that had-dock is the favorite fish in Quebec and cod holds the upper hand in Ontario. However, it is found that the trade is well divided. Haddock fillets are find-ing a prominent place on the market a prominent place on the market. They are the cured haddock with the skins removed and dipped in a tomato

sauce. They are not widely known yet but they are rapidly finding a good demand.

What is known as steak cod and mar-ket cod ought to bring a heavy business and altogether the Lenten season should find supplies ample for all requirements.

CALIFORNIA LEMONS.

The lemon business in California appears to have taken on new life and the

acreage is increasing rapidly. There are now 18,000 acres of bearing lemons in the State, and it is estimated that at least 5,000 acres will be planted this spring. The available acreage for lemon culture is large, and if conditions sur-rounding the industry remain settled and stable, it is stated by some that be-fore long California will supply the entire United States demand and leave a surplus of lemons for export. There is promise of a large lemon crop in California this year. It is estimated that the yield will reach seven thousand carloads. A great deal of attention is being given to improving the methods of handling the lemon in the field and packing houses.

THE PARTY PRESERVE PERSON AND A THE PARTY AND THE PARTY AND A THE PARTY AND A



When It Comes to Biscuits the Grocer Who Knows Stocks CHRISTIE'S Because They Are the Best

9 The superiority of Christie Biscuits is unquestioned. Since particular women from coast to coast call Christie Biscuits "The Best Baked" and "The Purest of all Pure Foods," the reasons for the wise Grocer's preference

are self evident.

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q There's just one surety of biscuit purity—right inspection of every ingredient entering into the "bakes," combined with cleanly, scientific baking under modern and sanitary conditions.

G CHRISTIE BISCUITS are the *best* and *purest* because we take every precaution that makes for biscuit perfection. For fifty years we have endeavored to bake the best biscuits—we have been insistent on high grade quality—we have constantly improved our facilities until to-day our big factory is known as the cleanest and most modern in all Canada.

G All our energies have been concentrated in *the making of better biscuits*. The name "CHRISTIE" is not only a surety of biscuit purity, but also a household word all over the Dominion.

9 N.B.—Christie Biscuits sell more than biscuits.

CHRISTIE, BROWN & CO.

53

CANADA

APLE SYRU

of Canada Maple Syrup and Sugar

Pride

We can supply our customers with pure Maple Syrup and Sugar for immediate delivery.

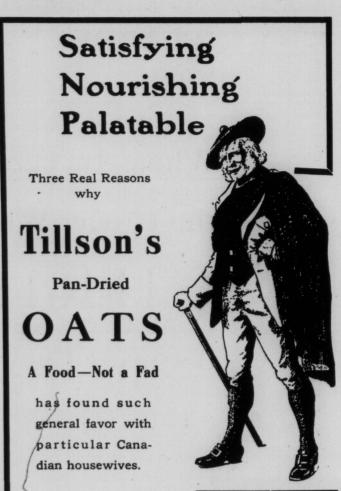
All our goods are guaranteed absolutely Pure Maple.

What about your orders for 1911 New Maple Syrup and Sugar?

> Now is the time to think about it.

Send them in early to ensure prompt delivery.

Maple Tree Producers Association MONTREAL Toronto Office - 512 Dundas St.



And no up-to-date grocer can afford to neglect the profit opportunity offered by Tillson's.

It is a line that is exceptionally well advertised in both daily and monthly press, and on billboards, and the demand for Tillson's is steady and insistent.

Be ready to meet this demand.

Better send along that order TO-DAY.

PUT UP IN 2 SIZES Premium Family Package, retails at 25c. Pan-Dried Package, retails at 10c.

Canadian Cereal & Milling Co., Limited

Head Office · Lumsden Building, TORONTO

54



The President Wrote a Letter To Sir Richard Cartwright

Just the other day it was, too.

And he said we were *not* interested in the new Elevator Bill before the Senate.

Because, he added, we operate our immense chain of country elevators simply to purchase the best wheat for our exclusive milling requirements.

We don't buy to sell again, don't you see.

So we don't care what happens at terminal elevators.

Now, Brother Grocer, if we had not such a large organization of wheat buyers, we would have to purchase whatever wheat the dealer cared to send us.

We would have to take chances with the *wheat*, you would η have to take chances with the *flour*.

We might be exposed to the Mixing Evil.

And that famous FIVE ROSES wouldn't at all be the flour it is. The standard by which others are judged.

But no, we have bought the keenest wheat-buying brains to be had.

And we have made these experts the managers of our elevators wherever the best grains grow—one expert per each elevator.

And so FIVE ROSES flour, unlike its less fortunate rivals, is milled from the *cream* of the Manitoba harvest.

Are YOU going to sell "skim milk" brands?

Aren't you going to be the Quality Store?

And get the cream of the trade.

55

Five Roses Flour

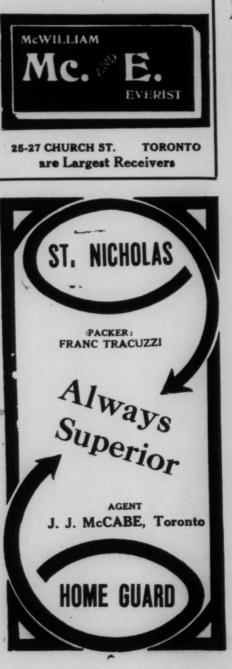
Packed to suit your trade—barrels and halves Bags of 7, 14, 24, 49, 98 pounds Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, Ltd. "The House of Character" MONTREAL



Have car of H. P. Brand arriving weekly. Stock is fine and giving good satisfaction. California Navels are now good.

California Celery Florida Strawberries **Head Lettuce** Cucumbers, Onions, Endive, Cauliflower Beets, Carrots, etc.



Potatoes are Firming Up in Montreal

Weather Has Recently Interfered With Bringing in Supplies— Spanish Onions are Selling Well—Larger Consumption in Or-anges May be Looked for—Fair Trade in Imported Lines for This Time of the Year-Firm Market in Bananas.

been

\$1.75 to \$2.

The heavy shipments and good quality The heavy shipments and good quanty of California oranges this season will, no doubt, bring the public into the use of more oranges and a larger consump-tion in this line may be looked for. This high quality was manifest six weeks ear-lier in the season than usual. Other years California oranges reached the good quality stage just in time for the Christmas trade, but this season good quality fruit was being received here in November. The orange season is pro-bably at its height now and fruit is being shipped which has not been duplicated for quality in many years, except in isolated cases of small quantities of some especially fine product. Prices must have also been quite satisfactory to the consumer.

California celery is also receiving considerable attention just now. Arrivals were short for a time as it could not be gathered on account of rainy weather but supplies are fairly plentiful now. No Florida celery has as yet been received on Canadian markets.

on Canadian markets. Potatoes are firm at some centres, the weather having interfered with ship-ments and caused prices to stiffen in those places. Home grown onions con-tinue scarce with a good trade in the Specified official Spanish article.

MONTREAL.

Green Fruit—The general fruit trade is about normal. Lemons are in fair demand with the price steady. The sup-ply of oranges this week was slightly helow the usual figure and prices as a result was slightly helow the usual fig-ure and prices as a result were a little firmer. Trade is confined largely to seasonable goods which at this time are not numerous.

Annles, bbl 4 50		Lemons 2 25	3	00
Bananas oratan,		Granen-		
hunch 1 75	2 25	California 2 75	- 2	90
Granherdes, hhl. 11 00 1	1 50	Valencia 4 00	-4	9.F
Granberries, bxs	2 75	Mevican	2	00
Cocoantita, have		Pinesoples-		
Grane fruit, Flo		Pinestoles- Moridae case 4 50	6	00
Malagas keg	7 50	Strawberries, Flo-		
Almerias, keg	R 00 R	rida, ot. hrx	0	60
	1			

Vegetables-Potatoes are decidedly frm with quotations at \$1.20 and \$1.25. The weather recently interfered with bringing in supplies and prices for that and other reasons have stiffened con-siderably. There is a fair trade in imnorted goods such as celery, cauliflower, lettuce, etc. Business is inclined to be quiet just now and excenting the seasonable lines there is nothing specially exciting

ung.			
Reats, hag	1 00	Oniona-	
Carrote, hag		Rnanish. cases	8 00
Cabhage, doz 0 50	0 60	Ked. hag	1 50
Cabhage, bbl 1 00	1 50	Potatoes, hag 1 20	1 25
Colory, crate 5 00	5 95	New Rermuda	
Canliflowers, Cal.		notatoes, hbl	9 07
half crate 1 78	8 00	Sweet potatoes.	
Chonmhars, doz. 2 50	9 95	basket	2 00
Garlie, 2 hunches	0 25		3 00
Graen Panners		Paralev, crate	
small basket	1 25	Paranipa, bag 1 00	1 25
Tenks, Anz 1 75		Radishes, dozen hunches 0 60	0 75
Curly lettuce, box 1 60	2 40	Aninanh. hhl	4 50
Florida lettuce,		Tomatoes, crate 3 50	4 00
hamper \$ 50	3 75	Turnips, bag 0 75	0 91
Boston, hox 2 25	2 50	and the second se	37. 48

TORONTO.

Green Fruits-The first shipment of marmalade oranges to this market has

Apples, bbl..... 3 50 6 00 Apples, box 2 00 Banapas...... 1 50 2 00 Occosnuts, sack 4 00 5 00 Cranberries, bbl 90 10 00 Cranberries, case..... 3 50 Oranges-Tangerines, a Tangerines, 5 50 5 00 7 00 Grape Fruit-Iorida per case 3 50 3 75 smaica, case. 2 75 3 00 . S FO

Vegetables—There is a big trade just now in Spanish onions with prices rang-ing around \$3 per case. This line has ordinarily a fair trade and with the great scarcity of the home grown article, it has been greatly increased. However, supplies are plentiful and dealers will be able to care for all enquiries. There are few home grown onlong on the local able to care for all enquiries. There are few home grown onions on the local market and holders are asving big prices. A fair trade still continues in potatoes with Ontario at \$1 per bag and choice New Brunswick at \$1.10. The market is well decorated with such im-ported goods as celery, cucumbers. etc., with a good trade for this time of the year. vear.

about completely cleaned up and

and

Messina..... 2 75 3 00 Limes, box..... 1 25

dealers are waiting for the next ship-ment which is expected this week. Prices will be about the same as for the

last, \$2.50 to \$2.75 per case. Lemons are arriving freely and the firmness in this line still continues. The quality of

should stimulate sales. Florida strawberries are coming down to a more

reasonable level and are now quoted at 50 cents. Mexican oranges have also

been reduced and are now ranging from

the lemons arriving now is good, should stimulate sales. Flo

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Beets, Louisania		Lettuce. Cana-	
doz	1 25	dian, head	0 40
Canadian beet,		Boston head let-	
hag 0 60	0 75	tuce. doz	1 95
Cabbage, case-		Boston head lat-	1
Canadian 0 75	1 25	tuce, hamper. 2 50	2 75
Cabbage, per 100 \$ 57	5 00	Onions-	
Carrots. Cana-		Spanish, large	3 00
dian, bag	0 50	Spanish, 1-cases	1 50
Carrots, Louis-		Yellow, per bag 1 65	
ania, doz			
Celery, dozen 0 30		Potatoes, Onta-	
Celery, Califor-	0 10	rio, bag 0 90	
		Sweet, hamper. 1 25	1 40
nia, case 4 50	4 75	Paraley, per doz	0 75
Cucumbers, Bos-		Parsnips, bag	0 60
ton, doz	2 25	Newturnips, per	
Endive. 12 heads	1 00	11-gt. basket.	0 50

WINNIPEG.

Fruit—Trade has been quiet during the last week outside the citv, but has in-creased somewhat in the citv. Ship-ments of oranges have been excentionally good, and the fruit is a full month ear-lier this year than it was last. A de-cided improvement in grape fruit is also cided improvement in grape fruit is also noticed. The appearance of the fruit re-ceived a short while ago was consider-ably disfigured by scales which seriously hindered sales. Later shipments, how-ever, are free from the trouble, and the quality is good. A few changes in prices will be noticed. Northern Spies are scarce and have advanced \$1 per barrel. Florida grape fruit have dronped 50c per keg, while California lemons have ad-vanced 50c per crafe. vanced 50c per crate.

Apples-		Crapberries-	
Greenings. bbl	6 00	Frezen, bbl	9 00
Can. Nor. Spies,		Florida grape	1000
No. 1		fruit, box	5 00
Other varieties	6 50	Malara grapes.	
Bananas, bunch 2 50	3 50	per keg	9 00
California lemons		Navel oranges 3 00	3 50
crate	5 50	CARLON DATE DE LA	

56

TRADE NOTE.

The Fair, Picton, Ont., has purchased the \$11,000 stock of H. S. Wilcox, of that town.

Advices from Holland say that the stock of herring there is the lightest known for many years at this season. Fead & Co., grocers, Shelbourne, Ont., have sold to T. J. Harrison.

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Ready-Made Show Cards.

Pure foods make healthy people. Pure food is our law.

If you get it here-it's good. Not better than the best, but better than the rest.

The best can't be beat. That's why we can stand competition.

We don't offer "Just as good." It is always the best.

Our canned pumpkin makes pie equal to what mother used to make.

It's the pleasing taste that sells our coffee.

We want you to try our tea. You will come again.

No trouble to show goods. Less trouble to sell them.

A word to the wise is sufficient. Buy prunes to-day.

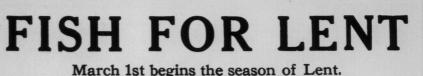
Oatmeal makes fine cookies. We will give you a recipe.

We wouldn't say these were better than mother's make, but.you just try them.

Department of Justice officials in the United States believe that they will be able to recover almost the full amount of the \$1,000,000 of which the sugar trust defrauded the government in the drawback scandals. The trust first of-fered \$500,000 in settlement and then increased the offer to \$700,000.

A QUEBEC APPRECIATION. Canadian Grocer.-Please find enclosed postal note to pay my subscription to The Canadian Grocer. Your paper is very valuable and I find it indispensable to clerks and employers.

JOSEPH DUBUC, 101 Chateauguay St. Quebec, Jan. 30th, 1911.



We offer the largest assortment of high class fish obtainable.

FROZEN, SMOKED, PICKLED, DRIED

Haddies and Fillets Oysters, in bulk and shell. Fresh Live Lobsters and Delicious Home-Cured Bloaters.

> Our Lenten Price List contains full particulars. Malled on request.

WHITE @ CO., Limited TORONTO

Branch at HAMILTON

NAVEL ORANGES "SUNKIST"

Fresh Cars arriving every week

Marmalade Oranges

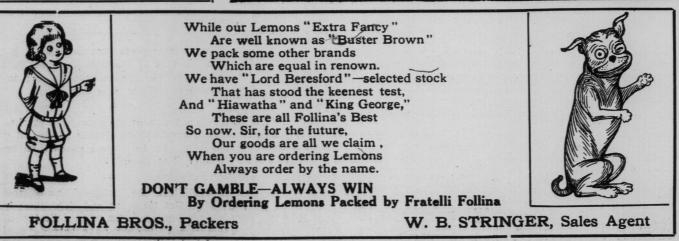
Spanish Onions

California Celery

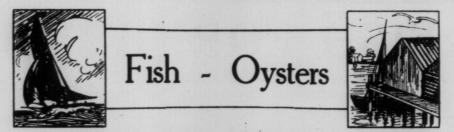
Grape Fruit ' Lemons Bananas Fresh Greens Daily

The House of Quality

HUGH WALKER & SON **GUELPH, ONTARIO** (Established 1861)



57



Good Demand for Fresh Frozen Fish

Fairly Liberal Offerings in This Line Also—Decided Scarcity in Labrador Herring and Green Cod—Stormy Weather Has Interfered With Fishing Lately—Prospects for a Good Season Are Bright.

Some lines of fish are in rather decidedly limited demand, some indeed being practically off the market for the time being. From the various reports received it is evident that the features of supplies are a scarcity of cured fish and fairly liberal offerings of frozen fresh fish. Stormy weather is reported to have interfered with fishing operations of late, and one result is that new fillets are scarce and some are not quoting them for the time being.

There is a decided scarcity in Labrador herrings and in large green cod. Salt herrings in barrels are scarce. There is an active demand for frozen fresh fish with the supply well up to the demand. Frozen haddock, finnan haddies and other lines that appeal to the Canadian trade are in good supply. It is noted that the lines in which the scarcity is most noticed are those which are heavily exported. Package boneless codfish is scarce.

Business is well maintained, and prospeets for a good season are bright.

NEW BRUNSWICK.

St. John. — Owing to the stormy weather last week, the receipts of fish were scarce, and the dealers were forced to import from Newfoundland and upper Canada. A new product called lobster rarebit has been put on the market in Prince Edward Island by a lobster packer and expert in seafood. This product is a compound of certain parts of the lobster which have heretofore been thrown away as waste matter by the canners of this crustacean.

QUEBEC.

Montreal.—There are practically no changes in prices this week. The general market conditions, however, have been changed somewhat by changes in supplies. Frozen fresh fish and finnan haddies are quite plentiful and are apparently receiving the bulk of the trade just now.

FRESH	

teak cod 0 041	0	05	Haddook 0 05	0	96
		FROZ	EN		
odfish 0 03		04	Salmon, B.O., red 08		63
perib0 08 Haddock.		081	Gespesalmon per lb No. 1 Smelts, boxes,		20
Lalibut, per 1b. 0 08			No. 1 Smells, Doxes, 10 and 151bs. each. No. 2 Smelts, boxes,		09
ackerel	0	11	15 and 15 lbs. each.	0	05
flounders, brl		00	Whitensh, large, ib	0	09

SALTED A	ND PICKLED
Green cod, No. 1, bbl	Lake trout, half bbl. 6 00 Salmon, B.C., red, bbl 14 00 "pink, bbl 12 00 "Labrador, bbl 16 50 "gibbs 9 00 "gibbs 9 00 South sering, gibbs 9 00 South herring, gibbs 9 00 South herring, gibbs 9 00 South herring, gibbs 9 00 Holland herring 1 bbs 5 50
2, bbl 4 50 8MC	KED
Bloaters, large, per box, 60s Fillets, 15lb. boxes, per lb Haddues Herring, new smoked, per box, sm Kippered herring, per box, sm	1 20 0 11 0 07 x 9 25
Shell ovsters bbl shou	- 19 00 19 00

XXX Shell Oysters. 10 Lobsters, dive, per lb. 0 Oysters, choice, bulk, Imp. gal. 1 " bulk, selects. 1 Solid mests-Standards, gal., \$1.85; selects, gal., \$2.

		1 1	1.1		2.10		2	2	 10								
		blocks									16		6	١,		7	
cod	P	er pkg.		• •	••	••	••	••	• •	• •	••	•	•	•	•	•	•

	6 00
	7 00
	6 00
	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—Prices in all kinds of fish continue at about the same as for some time past. No. 1 smelts have been reduced slightly, and are now quoted at 9 cents. Trade is not running in any particular line, but is distributed evenly over the whole list. Supplies on hand at present are fairly large, and dealers expect to be fully prepared to handle the Lenten trade. Although oysters are selling quite freely now, some dealers state that this season's trade has not shown any great briskness.

FRESH CA	UGHT FISH
teak cod 0 08	Haddock 0 06 0 07
FROZEN I	AKE FISH
Jold eyes	Salmon trout012 Smeits, No. 1009 Suneits, extra015 Tullibees006 White fish, win- ter caught010
	Yellow pickerel 0 08
OCEAN FI	SH (FROZEN)
Herring, per 100 1 90 Flounders 0 05	Mu lets 0 04 Bluefish 0 12
SMOKED, BONELLS	8 AND PICKLED FISH
Acadia, tablets, box	Cod, Imperial, per lb 0 06 Fillets, per lb 0 15
Acadia, 2-lb. boxes, pr. crate	haif-barrels 3 25 Herring, bbl 6 00 Haddie, Finnan 0 (5 Kippers, box 1 30
per crate	Oysters, extra selects, gal 2 25
Boneless Digbys, box 1 00 Codfish, Bluenose, "1 40 Cod steak, per lb 9 07	Oysters, selects, gal. 1 84 Oysters, standard. gal. 1 66 Pickled lake herring, 100 lb. kcgs 4 00
	Quail on toast, per 1b 0 00

NOVA SCOTIA.

Halifax. - Bare markets and high prices briefly summarize the fish situation in Nova Scotia. All points along the coast report fish scarce, and the weather has been so stormy that the fishermen have been unable to reach the grounds. At some points the conditions have been so bad that the fishermen have removed their lobster traps from the water, and will not put them down again until the weather improves. Less than 200 crates of lobsters were shipped to Boston this week-one thousand less than last week. The price in Boston has advanced from \$28 to \$30 for large, and from \$12 to \$16 for small.

The stocks of salt codfish now held here are small, and the fish in the hands of the dealers along the shore have all been disposed of. The last cargo sold at Lunenburg netted \$6.50 per quintal, which is the highest price on record.

There is reported to be some stock in the dealers' hands at St. John's, Nfld., but the quantity is limited, and there are three months yet before new fish will reach the market, so it is evident that the fish now held at St. John's will soon be bought up. Add to this the fact that the green fish on the coast has been bought up and there is none to dry in the early spring as in other years, and the situation is unprecedented in the history of the salt fish trade. Never before has the season's catch been disposed of so early in the season. Large shore cod is quoted here at \$7.75 to \$8, ex-store and medium at \$7 to \$7.25. Bank cod are firm at \$7 and large shore haddock are selling at \$5.25 to \$5.50. Pollock are \$5. Shore cod from vessel are \$6.50 and haddock \$4.75 to \$5. Herring are selling from \$4.75 to \$5, and No. 1 mackerel at \$20 per barrel.

One steamer from Neil's Harbor, Cape Breton, sailed at Gloucester last week with 425,000 pounds of salt cod. This is the second largest cargo ever landed by a foreign yessel at the American port. When Gloucester interests are buying up cod at high prices and paying a large amount in duty, it shows the scarcity of tish.

A grocer reports that he recently got rid of rats by sprinkling lye on their runways. The lye burns their feet and they soon choose some other home.

Do not stop at the expense of purchasing a quantity of sweeping powder, if it is going to keep your goods from becoming dust covered.

Don't hide the "stickers" away from sight. Get them out and show them to your customers. The proper display often means the difference between good and bad sellers.

THE OWNER OF

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Ocean Repeats Brand Fish Time Means Money Indet longer you delay in stocking our superior brands the more money slips through our fingers. Let us give you some suggestions as to lines which will sell readily at Lent Indet longer you delay in stocking our superior brands the more money slips through our fingers. Let us give you some suggestions as to lines which will sell readily at Lent Indet longer you delay in stocking our superior brands the more money slips through our fingers. Let us give you some suggestions as to lines which will sell readily at Lent Indet longer you delay in stocking our superior brands the more money slips through our fingers. Let us give you some suggestions as to lines which will sell readily at Lent Indet longer you delay in stocking our superior brands the more money slips through our fingers. Let us give you some suggestions as to lines which will sell readily at Lent Indet longer you delay in stocking our superior brands the more money slips through our work out set our delay at Lent Indet longer you would sale and you work our work out out our our our work out out our our work out out our our work out
Ocean Brand KIPPERS BLOATERS BOUTILIER'S SMOKED FILLETS CANADA STRIP BONELESS COD SPECIAL FAT JULY SALT HERRING IF YOUR WHOLESALER CANNOT SUPPLY YOU WRITE US DIRECT Halifax Cold Storage Co., Limited 45 William St. Selling Agents MONTREAL Packed The Trained
Hygienically, Packed 45 William St. Selling Agents MONTREAL Original Flavor Flavor
T should be the aim of every trained Grocery Salesman to spend his spare hours profitably. One very profitable way in which he can spend these spare hours is acting as circulation represent- ative for the MacLean Publishing Co.
This work puts you in touch with all classes of people and is profitable as well as interesting.
We want a representative in practically every town and centre of pop- ulation to secure new and renewal subscriptions.
Your training in salesmanship qualifies you for this position, and enables you to carry it on enthusiastically and successfully.
Your name and address sent to us will bring you a complete prospectus.
MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE., TORONTO, ONTARIO

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FROST-BITTEN EGGS AGE RAPIDLY, SAYS DEALER

This is Why He Claims That Montreal Wholesale Men Have to Discard So Many—Light Freezing Turns the White a Watery Color and the Yolk to Thicken—Frozen Eggs May be Detected by Candling.

By F. Newman.

The recent letter of Woodman & Mc-Kee which appeared in The Canadian Grocer regarding winter eggs, show that they like many others even in Montreal do not realise where the real trouble is. It is true that some farmers at this

It is true that some farmers at this season of the year, as their hens begin to lay and when they receive fancy prices for fresh stock put their old eggs in with the new laids and sell all as fresh eggs.

But by far the largest majority of the eggs that are culled in Montreal at this season as old eggs are really new laid eggs which have been frozen.

Even a light freezing destroys the texture of an egg and causes the white to turn watery, the yolk to thicken and rapidly settle to one side, aging it as much each day after being frosted as it would in two weeks if it were not frosted.

eu. Most of these eggs can be detected by candling in a dark room or by looking at them through a tube of paper when near a window. An egg that shows the white appearing watery and the yolk to one side, will after lying in a store a few days and shaken on a train till it gets to Montreal, be no better than a good 6 months old egg.

I have bought from the farmers and from other stores for many years, and having seen these eggs as they arrive in Montreal I am satisfied that the Montreal houses, as a rule, are honest in their candling and that three quarters of the real loss in eggs at this season of the year is due to frost before the eggs are gathered by the farmers.

eggs are gathered by the farmers. Buying and shipping a good many at this time of the year and handling \$1,-000 to \$2,000 worth per week during the egg season, I know something of eggs.

A dispatch from Washington says that the existence of an alleged coffee trust has been called to the attention of the Department of Justice at Washington. It is charged that the marketing of Brazilian coffee is entirely in the hands of a combination which controls the market and is now planning an advance of 4 cents a pound. The department is told the combination is preparing to market 76,000.000 pounds of beans at an advanced profit of \$3,000,000.

At the arithmetic class the teacher propounded the following problem : "A customer comes into your shop and buys 2 lbs. of sugar at 6c, two dozen eggs at 25c a dozen, and at the dairy next door



he gets one pint of milk for 4 cents. What does it all make?" "Custard !"

replied the brilliant young student in the

Pickled Fish for Lent

There are no Pickled Trout or Whitefish on the market, consequently other lines of Pickled Fish are in big demand, and prices likely to advance. We have on hand to offer—

One Carload Pickled Lake Herrings,

100 lb. kegs, new stock, heads off, belly split, full weight half barrels, bright and appetizing, at \$3.80 per half barrel.

Two Carloads Labrador Herrings,

in 200-lb. barrels, at \$5.00 per barrel.

One Carload Labrador Herrings,

in 100-lb. barrels, \$3.10 per half barrel

Order at once for your Lenten trade. Write us for price list on all kinds of Fish.

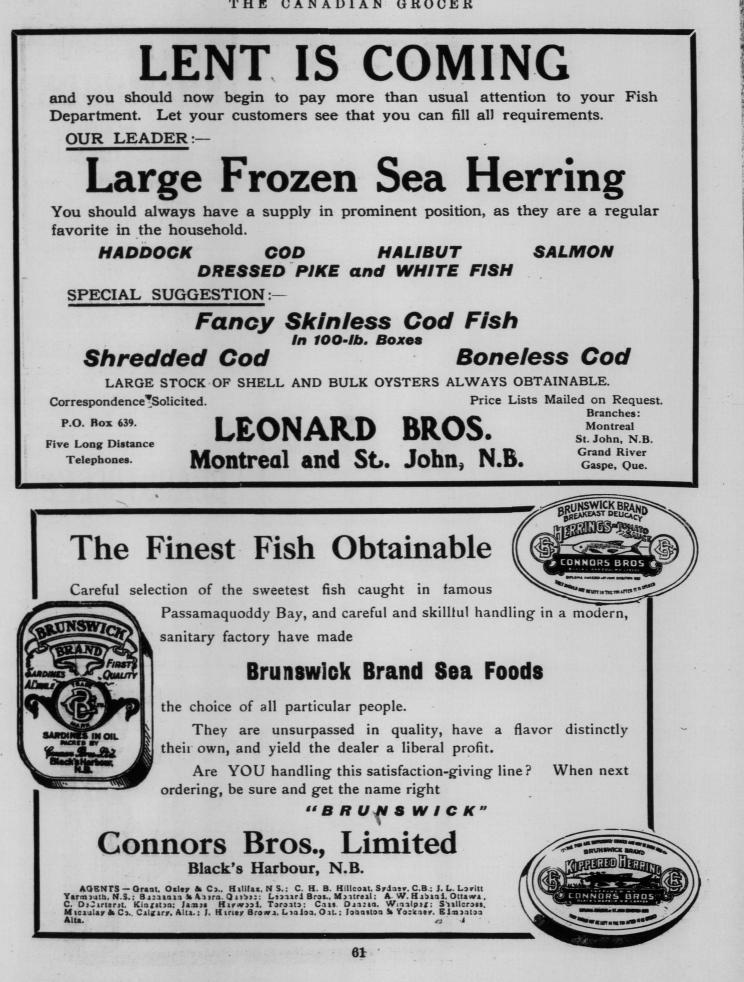
The F. T. James Co., Limited

Church and Colborne Sts., - TORONTO

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THE WEEK'S TRADE CHANGES.

What is Happening Among Grocery Dealers in Canada.

Ontario:-W. G. Beckstead, grocer, Morrisburg, Ont., has moved into new premises

J. D. Tripp, grocer, Toronto, deceased. Michael Delahanty, grocer, Montreal, deceased

Mrs. R. Daoust, grocer, Ottawa, has sold to J. H. May.

H. Chagnon, grocer, St. Hyacinthe, Que., has assigned.

John Freethy, grocer, Stayner, Ont., suffered loss by fire.

The assets of F. X. Boileau, grocer, Montreal, have been sold.

Bastedo & Co., general merchants, Hamilton, Ont., have sold out.

The assets of W. E. Richardson, grocer, Ottawa, have been sold.

Allen's grocery, Niagara Falls, Ont., was slightly damaged by fire.

Solomon Agige, general merchant, Fort William, Ont., has assigned.

Fred E. Harris, general merchant, Rainy River, Ont., has assigned.

S. Sugarman, Ottawa, has purchased the grocery store of A. A. Badnoff.

Sanderson Bros., general merchants, Waterford, Ont., have dissolved.

Isaac Adelman, general merchant, Belrose and Verona, Ont., has assigned.

Berman & Shaw, grocers and butchers, Ottawa, have dissolved partnership.

John D. Weismiller, general merchant, Henshall, Ont., has sold to Mr. McLean. Public Supply Store have sold their

grocery store. Ottawa, to A. A. Badnoff. T. E. Richardson, Cobden, Ont., has sold his general store to McLean &

Crozier. Fonger & Taylor, grocers, London, Ont., have dissolved, Mr. Taylor continuing.

T. E. Richardson, general merchant, Haley Station, Ont., has sold to McLean & Crozier.

Quebec .- Lepage & Fils, general merchants, Cedar Hall, Que., have compromised.

E. J. Plante, general merchant, St. Joseph De Sorel, Que., has assigned.

Vachon & Dion, general merchants, Leeds, Que., registered.

A. L. Dupuis, grocer and shoe dealer, Coaticook, Que., has offered to compromise.

James Ralph, general merchant, North Clarendon, Que., has offered to compromise.

.F. Villemure & Co., general merchant, St. Paulin, Que., has assigned.

J. D. Thompson, general merchant, Buckingham, Que., has compromised.

John P. Weldman, of Weldman Bros., wholesale grocers, Montreal, has returned from an extensive trip in the States and Europe

Maritime Provinces .- John J. Weir, grocer, New Glasgow, N. S., has sold to Johnstone Bros.

D. D. Campbell, O'Leary, P.E.I., has sold his business.

Western Provinces.-R. H. Pedlar has opened a grocery store at Winnipeg.

Alex. Mathews has opened a general store at Glenister, Alta.

E. H. Wilkinson has sold his general store at Treesbank, Man.

E. Drager, grocer, Vancouver, B.C., has sold to Mrs. Stroeper.

The store of J. H. Hendry, Botha, Alta., was destroyed by fire.

Joseph Wacknow, general merchant, Winnipeg, suffered loss by fire.

Lewis & McLintock, general merchants, Chauvin, Alta., have sold out.

Alex. MacLeod is opening a general store at Athabasca Landing, Alta.

Hagel Bros., general dealers, Berseker, Alta., have sold to Hagel & Heed.

B. C. Neil, general merchant, Hayfield, Man., has sold to John Fry.



SHAMROCK **BIG PLUG** SMOKING TOBACCO Your client will buy his groceries where he buys his SHAMROCK tobacco CLAY PIPES The best in the world are made by McDOUGALLS Insist upon this make D. MCDOUGALL & CO., LTD., SLASSOW, SCOTLAND SPRAGUE GANNING MACHINERY CO., OHICAGO, HLL., U.S.A. ESTABLISHED 1849 Offices Throughout the Civilized World OFFICES IN CANADA: Calgary, Alta. Edmonton, Alta. Halifax, N.S. London, Ont. Ottawa, Ont. St. John N.B. Vancouver, B.C. Hamilton, Ont. Montreal, Que. Quebec, Que. Torontc, O t. Winnipeg, Man. Reputation gained by long years of vigorous. conscientious and successful work. THOMAS C. IRVING, GENERAL MANAGER TORONTO

Never Run Short of

Black Watch The Big Black Plug **Chewing** Tobacco "A Trade Bringer"

Sold by all the Wholesale Trade

62

Edna McNeil, general merchant, Hayfield, Man., has sold to Fry & Shore.

F. W. Seaton, Macoun, Sask., has sold his general store to Armstrong & Atkins. Bryce-Jones, Ltd., will open their gen-

eral store in Calgary, Alta., this month. C. D. Trueman for 25 years a wholesale grocer at St. John, N.B., deceased.

sale grocer at St. John, N.B., deceased.
 W. N. Reid has purchased the general store of J. B. Wilson, at Alexander, Man

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nt. ue. t. lan. Henry Kipp, general merchant, Eastbury, Alta., has sold to Stanton Bros. & Tett.

W. M. Anderson, Zealandia, Sask., has sold his general store to Anderson & Gordon.

The Western Jobbing Company are opening a wholesale grocery at Red Deer, Alta.

The Enderby Trading Company, Enderby, B.C., has purchased the grocery business of Walter Robinson.

McPherson Bros., grocers, St. John, N. B., have dissolved partnership. Thomas J. McPherson will continue the business.

Hannah Lipsett, Fredericton, N. B., has sold her grocery store to W. A. Easterbrooks.

J. H. Myrick, Tignish, P.E.I., has sold his general store at Charlottetown, to J. F. Crockett & Co.

Western Canada.—A. E. Hill & Co. have purchased the grocery and boot and shoe stock of J. C. Callander & Co., Hartney, Man. R. Finkleman, general merchant, Ridgeville, Man., is succeeded by Bookhatter & Lesk.

Saunders Grocery Company, Victoria, B.C., will amalgamate with the West End Grocery Company, Ltd.

Treleaven & Treleaven, general merchants, Hanley, Sask., have sold to Hamre & Sons.

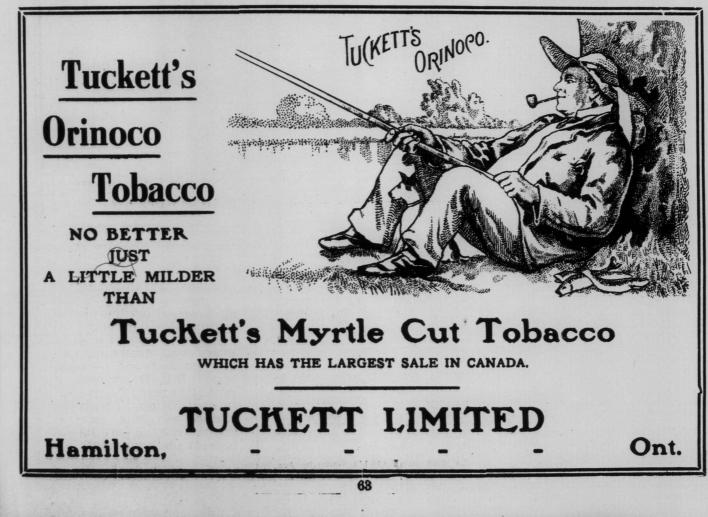
The Lockport Trading Co., Lockport, B.C., have sold their general store to H. L. Beresford.

Ingredients in Chewing Gum and a Great Discovery

The one-time belief that almost anything was good enough to enter into the manufacture of chewing gum has passed away.

The chief ingredient in its making is chicle, the sap of a South American and Mexican tree. It is this sap which gives the gum its elasticity. The sap is collected in much the same way as the sap of the maple tree is obtained in this country. It is boiled in caldrons and then poured into moulds to harden and dry after which it is baled and shipped to the gum factories. When it arrives at the factory, it is thoroughly cleaned and afterwards dried. It is then sent on to the cooks who put it into large steam jacketed pans and add to it pure white sugar, granulated pepsin, powdered kola or other desired ingredients. Flavorings such as oil of peppermint, oil of wintergreen, etc., is then added and while it is still warm it is worked until it looks like gingerbread. It is then cooled, passed through steam rollers and reduced to proper thickness and cut into the required sizes. The finished gum then goes to the wrapping room where it is wrapped in waxed paper, tin foil and pretty wrappers and is then ready for sale.

The manner in which gum was first discovered is interesting. About 1884, a quantity of this Mexican gum was sent to New York on board ship partly as ballast and partly in the hope that it would be found suitable for use by bookbinders or possibly in the leather trade. It found no purchaser as it was thought quite useless for any known purpose, so it was decided to tow it out to sea and throw it overboard. One of the men standing on the wharf casually picked up a piece of the gum, examined it and found it would "chew." The idea at once occurred to him that it would make a new kind of chewing gum and he succeeded in obtaining the whole lot for the trouble of taking it out of the ship. That man developed into a big chewing gum manufacturer and is now a millionaire, several times over. The sale of chewing gum throughout the world is now enormously large.



Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENCY WANTED.

SPECIALTY MAN wishes to travel for some special line pertaining to groceries from Winnipeg to Vancouver. Fully exprienced in grocery busi-ness and can furnish first-class reference. Box 373, THE CANADIAN GROCER, Toronto. (7)

ARTICLES FOR SALE.

FOR SALE -Three cases Pommery quarts 1900 Vintage, every bottle guaranteed; price, \$60 per case. delivered anywhere in Canada. Apply Box 374, CANADIAN GROCER, Toronto. (7)

MISCELLANEOUS.

A DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A CCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of lobs can be recorded on one card. For small firms we recommend this as an excellent combination-em-ployees' time register and cost keeper. Whether you omploy few or hundreds of hands we can supply you with a machine suited to your requirements. Write for estalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsur-passed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS - Short, simple. Adapted to all elasses of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS-Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Sup-plies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Torosto.

COUNTER CHECK BOOKS-Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, en-able you to use that upper floor either as stock room or as extra selling space, at the same time in-creasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Ce., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typew-lters of all makes. In 1911 we antici-pate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are earefully rebuilt and are guaranteed to give astisfac-tios or your money back. If you wants good, strong, clean working Typewriter, at a mere fraction of the original cost, write usfor catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont,

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accu-racy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business⁴ They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. In-guire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258% Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HART-FORD. Agencies everywhere in Canada.

GET THE BUSINESS-INCREASE YOUR SALES. Guse Multigraph Typewritten Letters. The Multigraph does absolately every form of print-ing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

PENS-The very best Pens made are those manu-factured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your sta-tioner for a 25c, assorted box of Mitchell's Pens and find the pen to suit you.

INDISPENSABLE in office, store, home — Canadian Aimanac, 1911 — a National Directory. Complete classified information on every subject of Demin-ion interest. Full postage, customs, banking, insur-ance, legal, educational, newspaper, army, elerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 con-tains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, drap-eries, wall papers and pottery with cash prices. Write for a copy-it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as success-fully used in any of Canada's largest buildings— gives better results at lower cost. "A strong state-ment" you will say. Write us and let us prove our claims. That's fair. Leach Consrete Co., Limited, 100 King St. West, Torento.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flex-tible, writing surface flat, alignment perfect. No ex-posed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Teronto.

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

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTUR-ING NEWS, \$1 per year. Every manufacturer using power should receive this publication regu-larly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subsoribers to the GROCER. "Machinery for Sale" advertise-ments one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

SALES PLANS-This book is a collection of 333 successful plans that have been used by retail merchanis to get more business. These include Special Sales, Getting Heilday Business, Co-operative Advertising. Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toroste.

POSITION WANTED.

WHOLESALERS ATTENTION-I want to get a position on the road. Past experience, retail and wholesale grocery in Nova Scotia. Well known. Good references. Apply "Salesman," THE CANADIAN GROCER. (8)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popu-lar periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Ganadian. It also reproduces the most timely, instructive and interesting articles appear-ing in the other magazines and periodical press to ovaluable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magaz-ine. Toronto.



the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co. 143-149 University Ave., Toronto

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.

OUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder W. H. GILLABD & CO. doz. in case.....

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



White Swan Spices AND CEREALS LTD. White Swan Baking Powder-1-lb. tins, S oz. in case, \$2 doz; 1-lb. tins, \$1.25 doz



Certoons- Per doz	No. 12, 4-oz., 6 dz 0	70
No. 1,1-lb., 4 doz 2 40	No. 12, 4-oz., 3dz. 0	75
No. 1, 1-1b., 2 doz 2 50	In Tin Boxes-	
No. 2, 5-oz., 6 doz 0 80	No. 13, 1-1b., 2 dz. 3	00
No. 2, 5-oz., 3 doz 0 85	No. 14, 8-oz., 3 dz 1	75
No. 3, 21-oz., 4 dz 0 45	No. 15, 4-oz., 4 dz. 1	10
No. 10, 12-oz., 4dz 2 10	No. 16, 21-1bs 7	25
No. 10,12-oz., 2dz 2 20	No. 17, 5-1bs14	00

FOREST CITY BAKING POWDEB
 POWDER
 Dozen

 6 oz. tins
 0 75

 12 oz. tins
 1 25

 16 oz. tins
 1 50
 Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case \$3.00. The King's Food, 2-doz. in





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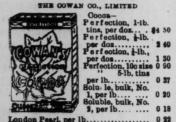
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Agenta, O. R. Colson & Son, Montresl. Milk chocolate, 50 bundles, per box. 1 35 Mapping bor cake-almond, maple and cocoant oream, in H.D. pixgs. 340x in box, per dozen 0 90 Confections-Milk chocolate wafers, 5-1b. boxes. 0 36 Chocolate wafers, No. 1, 5-1b. boxes 0 30 Chocolate wafers, No. 1, 5-1b. boxes 0 30 Chocolate wafers, No. 1, 5-25 Nonparell wafers, No. 2, 5 25 Milk chocolate, 50 bundles, per box. 1 35 Milk chocolate, 50 cakes, per box. 1 35 Milk chocolate, 50 cakes, per box. 1 35 Milk chocolate, 50 cakes, per box. 1 35 Smaller quantities. 0 37 JOHN F. MOTT & CO. 5.

JOHN P. MOTT & CO.'S. G. J. Estabrook. St. John, N.B.; J. M. Douglas & Co.. Montreal; R. S. McIndoe, Toronto; Jos. E. Huzley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Ed-monton; Standard Brokerage Co., Vancou-ver; Frank M. Hannum, Ottawa.



Mott's breakfast coccoa, 10c size / 90 per dz. " breakfast coccoa, 18...... 0 38.

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 No. 1 chocalate, 1's 0 3	
 Navy " 1's 0 2	24
 Vanilla sticks, per gross 1 0	
 Diamond Chocalate, 1's 0 2	ä
 Plain choice chocalate, liquors, 0 3	ć

" Sweet Choeslate Costings..... 0 20

and 1-lb. packages, assorted -lb. packages, assorted, in 5-lb. boxes	020
-lb. packages, assorted, in 5-lb. boxes -lb. packages, assorted, 5, 10, 15 lb cas Bulk-	0 29
In 15-1b. tins, 15-1b. pails and 10, 25 and	50-1

boxes.	Palls.	1108.	DUIS
White moss, fine strip	0 12	0 21	0 1
Best Shredded	0 18		0 1
Special shred	0 17		01
Ribbon	0 19		. 0 1
Macaroon	0 17		01
Desicated	0 16		01
White Moss in 5 and 1	0 lb. sq	uare tin	ns. 21c

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Lagie Diand Condensed Milk	80	UU	1	Ð
Gold Seal Condensed Milk	4	50	1	1
Challenge Condensed Milk	4	00	1	0
Peerless Brand Evaporated Cream			0	
five cent size (4 dozen)	2	00	0	5
Peerless Brand Evaporated Cream				-
family size	3	50	0	9
Peerless Brand Evaporated Cream				-
pir t size (4 dozen)	4	80	1	2



TRURO CONDENSED MILE CO., LIMITED



Coffees

EBY, BLAIN CO. LIMITED. Standard Coffees

Roasted whole or ground. Packed in	damp
proof bags and tins.	
Club House \$0 32 Ambrosis	. 0 25
Nectar 0 30 Plantation	. 0 22
Empress 0 28 Fancy Bourbo	n 0 20
Duchess 0 26 Bourbon	0 18
Crushed Java and Mocha whole	0 17
" ground	0 17
Golden Rio	0 14

Package Coffees.

WHITE SWAN SPICES AND CEREALS LTD. White Swan Blend.



Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60 Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4 Presentation (with 3 tumblers) \$10 per doz.

Cheese-Imperial

Large size, doz. 2 40 Small size, doz. 1 40



Cara and FUSSELL & CO., LTD London, Eng. FUSSEL "Golden Butterfly' brand Cream, 8 doz. 10c. size, cases \$7.70 PURE RICH "Golden Butterfly" brand Cream, 8 doz. 15c. size. cases \$11.5 MAS ELL SE



2 0 37 0 5 Packed in 30s and 50 case. Terms—Net days prepaid.

IMPERIAL PEANUT BUTTER

Coupon Books-Allison's For sale in Canada by The Eby Blain Co. Ltd. Toronto. O. O. Beauchemis & Fils. Montresl \$2, \$3, \$5, \$10, \$15 and \$20. All same price one size or assorted.

UN-NUMBERED

Infants' Food Robinson's patent barley, j-lb. tins, §1.25; 1-lb. tins, §2.25; Robinson's patent groats, j-lb. tins, §1.25; 1-lb. tins, §2.25. Flavoring Extracts SHIRRIFF'S

2 oz. 4 oz. 8 oz. 16 oz. Gal. 1

BAT

1-lb.

Ag

Con 12-oz 2-lb. 5 and

12-0 2-lb. 7-lb. 30-lb

1-lb. decorated tins, 32c lb.

Mo-Ja.1-lb. tins 30c. lb.

Mo-Ja, 1-1b. tins 28c 1b.



CRESCENT MFG. CO.

bottles (retai la 50c.) bottles (retail at 90c.) bottles (retail at \$1.50) bottles (retail at \$3) bottles (retail at \$30) Jams and Jellies	er doz 4 50 6 80 12 50 24 00 15 00
ER'S WHOLE FRUITSTRAWBERR ents, Rose & Laflamme, Montreal Toronto.	
glass jar, screw top, 4 doz., perdoz.	\$2 20
T. UPTON & CO.	
mpound Fruit Jams- glass iars, 2 doz. in case, per doz. 7 lb. tin pails, 8 and 6 pails in rate, per lb. wood pails, 6 pails in crate, per lb mpound Fruit Jellies- glass iars, 2 doz. in case, per doz. .tins, 2 doz. in case, per lb wood pails.	1 00 1 80 0 071 0 072 0 07 1 00 1 80 0 072 0 07
Soups	

W. CLARK'S
SPECIALTIES
Chateau Brand Baked Pork and Beans, with toma- to sauce or plain individual, 50 cta.; No. 1, 50c. No. 2, \$1.25; No. 3, \$1.75 dosen. Or Ton- gues (Inglass Brand), No. 14. \$10; No. 2, \$12 do



A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

Canton, Mass., U.S.A.



MORSE BROS., Props.

Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

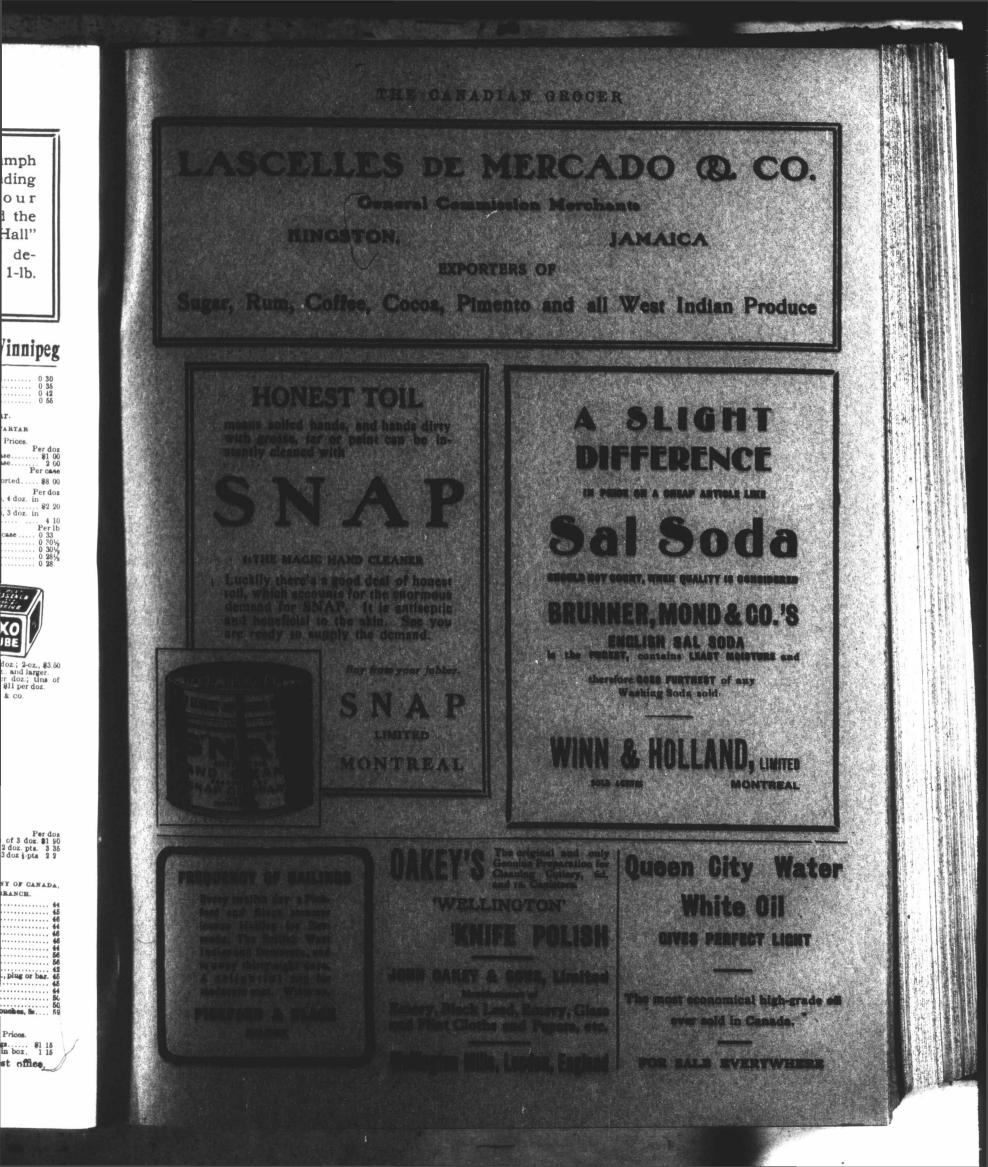
Moreover, there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited, HAMILTON, CANADA BUFFALO, N.Y.











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he is anxious to interest the new grocer starting in business, he continues to talk quality.

In his opinion his talks are at one time or another utilized by the dealer in *selling* his article, and by using them the dealer's salesmanship powers are considerably developed; and at the same time he becomes more interested in his (the manufacturer's) goods.