

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, MAY 17th, 1918

No. 20

The Grocer's Favorites
for more than half a century

BENSON'S
CORN STARCH

AND

"SILVER GLOSS"
LAUNDRY STARCH

Manufactured by

The Canada Starch Company, Limited

MONTREAL

CARDINAL

FORT WILLIAM

Mr. Northern Ontario Grocer **If You were an Artillery Officer in France**

in charge of a field battery and needed ammunition. Needed it in a hurry and told them so. Waited and waited, with things getting worse every minute. Sent in a hurry up order and were told that your order was being filled from supplies held about 250 miles down the line. Wouldn't you fume? Knowing that right back of your position was a big supply of everything you needed. That your order, if filled from that stock, would arrive in time to save the situation.

Your Business is Like That Field Battery

And one of our warehouses is right back of your position. Are you using it? Or are you waiting for supplies to be brought up at least 250 miles over lines disorganized by scarcity of trained labor and an unprecedented congestion of freight?

In addition to unrivalled service we offer you minimum freight rates, a saving of cartage charges, prices which invite comparison and stocks equal to your demands.

Phone Free to Buyers

National Grocers Limited

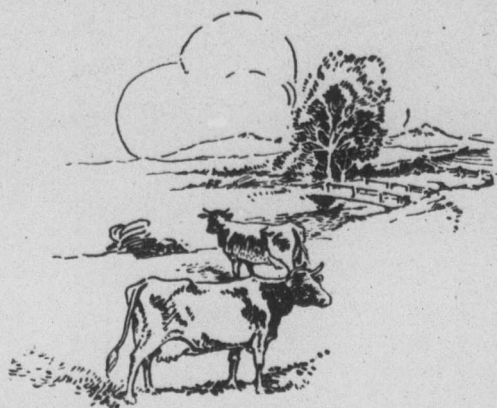
North Bay

Sudbury

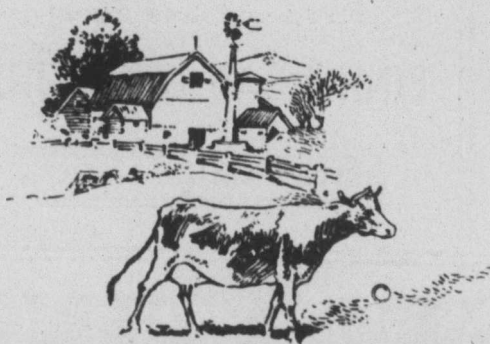
Sault Ste. Marie

Borden Milk Products

are made from
Canada's Finest Milk



Borden Factories are strategically located in the very finest dairy sections, where the very finest milk of the best herds of cows is always available. Then come the rigid Borden regulations, which control the quality of the milk, the handling, the delivery of the milk to the factory, and the processing there. Nothing is left to chance. Keen scrutiny and untiring vigilance are the watchwords of the Borden Organization. And the result—Milk Products as perfect and as customer-pleasing as the art of man can produce.



It is this perfection, this unstinted goodness, that has popularized the Borden lines and produced a big and growing demand for the Canadian grocer to supply. Replenish your stock. Here's the list:

Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, Borden's Coffee and Borden's Reindeer Cocoa.

Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver



Get a-Package of Knox Gelatine Into Every Order!

Women know Knox Sparkling Gelatine is one of their best friends—absolutely pure, easy to prepare, inexpensive itself and a help in preparing dozens of economical desserts and other dishes. If you'll learn to look at every woman who enters your store as a prospective customer for Knox Gelatine, and suggest it to her, you'll be able to get it into nearly every order.

"Every Package Pays a Tidy Profit"

Charles B. Knox Gelatine Company, Inc.

Johnstown, N. Y.

BRANCH FACTORY, MONTREAL, CANADA

MARSH'S GRAPE JUICE

There is no better temperance beverage selling to-day than this delicious Concord Grape Juice. Show it in your displays.

Five case lots or more pre-paid to any point in Ontario or Quebec.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents—

MacLaren Imperial Cheese Co., Ltd.,
Toronto, Ontario

Rose & Laflamme, Ltd.,
Montreal, Que.



FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S



CHATEAU
BRAND
CONCENTRATED



S O U P S

FOURTEEN KINDS
EACH PERFECT IN FLAVOUR

The purest ingredients only are used in their preparation and the quality is guaranteed.

PROFITABLE TO YOU.
ECONOMICAL TO YOUR CUSTOMER.
PLEASING TO THE CONSUMER.

W. CLARK LTD.



MONTREAL

Save Sugar and Ships

By using more Brown Sugar and less Granulated you will release much extra tonnage in ships for the use of the Allies for carrying men and supplies overseas. This will be a patriotic duty and help win the war.



**"EVERY GRAIN
PURE CANE"**

*Royal Acadia Sugars—Highest
Purity.*

The Acadia Sugar Refining Co.

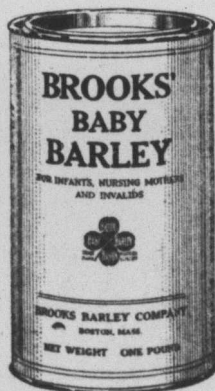
Limited
HALIFAX, CANADA

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

THREE SIZES.

1/2 lb.,	per doz.	- \$ 2.30
1	" " "	- 3.80
3 1/2	" " "	- 11.50

Agents for Canada:

**Harold F. Ritchie
& Co., Limited**
TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.

We Grow - We PACK - We Sell

Arrangements are now perfected giving us our own packing plants in the heart of the prune and apricot growing districts of California. This is just one more progressive step insuring a control of adequate packing facilities and the absolute standardization of

Sunsweet

quality. Place your orders now for Sun-sweet. To both dealer and consumer it represents the dominating brand of dried prunes and apricots.

California Prune and Apricot Growers, Inc.
Main Office, San Jose, Cal.

A co-operative growing, packing and marketing association embracing more than 5,000 growers engaged in this industry in California.

Canadian Representatives
Sainsbury Bros.

Board of Trade Bldg.
Toronto, Canada

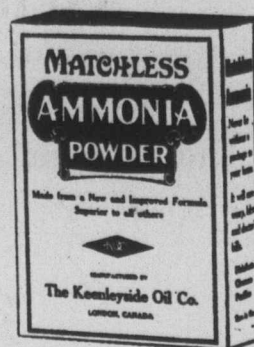


Licensed as Wholesale Grocers

*You can always count
on a good demand for*

MATCHLESS AMMONIA POWDER

Here is a really dependable customer-satisfying Ammonia that produces quick results and never injures the skin—even the most sensitive.



So that you can recommend *Matchless Ammonia* to every woman and count upon her coming back for further supplies.

Matchless Ammonia is a big, lively seller wherever shown. Keep it displayed. There's a wide margin for you on every sale.

Some of Our Other Lines

Starches, Corn Syrup,
Sauces, Vinegars,
Toilet Soap, Chip-Soap,
Laundry Soaps, Soap Powder
Sal Soda, Epsom Salts,
Ocean Blue, Oleomargarine,
Red Cross Bouillon Cubes,
Holbrook's Sardines,
Klim, Talcum Powder,
and General Grocery Staples



Our License Number as wholesale grocers is No. 6—320.



We can also supply you with Best Corn Starch and Liberty Gloss Starch in bulk or packages. We pay freight on 5-case lots. We are licensed as wholesale grocers.

Let us quote you on your requirements

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

(WHOLESALE GROCERY DEPT.)

If any advertisement interests you, tear it out now and place with letters to be answered.

Bristol, Somerville & Co., Hamilton

[Formerly Geo. E. Bristol & Co.]

Due to the embargo on Broom Corn it is quite hard to keep stocked up on brooms. We have a good selection. See our travellers.

Bristol, Somerville & Co.

Did you ever see a clerk so new that he didn't know Gold Dust?

GOLD DUST
Washing Powder

MADE IN CANADA

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 786 Elgin St., Ottawa, Ont. Montreal—George Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co., Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

The fact that Furnivall Fruit Pure Jams have consistently maintained their quality reputation with particular people is sure evidence that Furnivall quality is indeed superior. If you are not now selling the Furnivall lines we suggest your beginning immediately.

A trial will convince you.

FURNIVALL-NEW, Limited
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

A little investment that will lead to big profits!

To put a box of Cobban's Herb Tablets on your counter is a matter of a very small investment, but it may open the way to a new and large source of profit.

COBBAN'S HERB TABLETS

are being well advertised and meet with ready sale. They are a new and better form of the old reliable herbal remedy in the shape of tablets. They do what is claimed for them, consequently are good "REPEATERS." Will please your trade. Packed in counter display boxes of one dozen cartons. Sold retail at 25 cents a box of 50 tablets, and every box guaranteed. Your profit is liberal. Write for our dealer proposition and get some of the business.



Muncey Supply Co.
Muncey, Ont.

Maclure & Langley, Toronto,
Distributors for Ontario.
Watson & Truesdale,
120 Lombard St., Winnipeg.

Distributors
for Canadian
North-West.
Robert
Gillespie Co.,
Vancouver,
Distributors
for British
Columbia and
Alberta.

The 24th of May you will need ample supplies of

HOLIDAY GOODS

Strawberries
Bananas, Oranges
Apples, Peanuts, Candy

Let us have your order for the best

Also daily arrivals of fresh southern vegetables

Tomatoes
Cucumbers, Cabbage
Carrots, Beets, Beans
Peas, Asparagus, Celery, Etc.

*Everything in Fruits and Vegetables. Order from
Our Nearest Branch*

DUNCANS LIMITED

North Bay, Ontario

Branches: Sudbury Cobalt Timmins

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

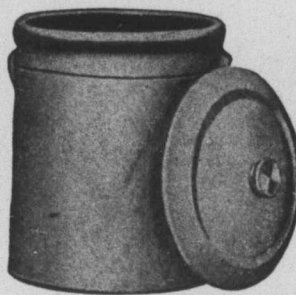
SPRATT'S DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.



Pack Eggs Now for Winter Use

Preserving Eggs for Home Use

(Taken from Government Recipe)

KIND OF EGGS.—Fresh and clean. Do not use eggs that float. When eggs are slightly soiled, remove such stains with cloth dampened with vinegar. Do not pack dirty eggs under any circumstances.

WATER GLASS METHOD.—1 quart Solium Silicate (Water Glass) and 9 quarts water that has been boiled and cooled. Place mixture in 5-gallon crock or jar. This is sufficient to preserve 15 dozen eggs. Larger amounts in proportion. Jars should be thoroughly clean and scalded. Allow 2 inches of solution to cover eggs. Place jar containing eggs in a cool, dry place. Jars should be well covered to prevent evaporation. Waxed paper covering and tied around top will answer. It is not advisable to use Water Glass Solution the second time.

Show these crocks to your customers, just the thing for packing eggs. Should be a big seller right now. Write for folder showing complete line and prices.

The Toronto Pottery Co. LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, Toronto

*Nothing Better
Could Be
Produced Than*

**“DANDEE”
PEANUT
BUTTER**

*Purity and Satisfaction
Guaranteed.*

Litster Pure Food Co.
Limited
TORONTO



The repeat selling that characterizes Wonderful Soap should warrant it a place in every Grocer's displays. Wonderful Soap always satisfies and there's a neat margin on every sale.

A Leader, "Crystal Soap Chips."

Guelph Soap Co.
Guelph, Ont.



**Canada's Best
Will Stand
The Test**

For years Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

**Windsor
Table
Salt**
*Made in
Canada*
THE CANADIAN SALT CO. LIMITED

We always have a few carloads of
2's and 2½'s

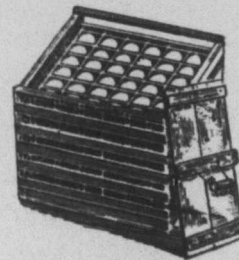
**CANNING SHOOKS
ON HAND**

Write or wire for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

EGG CASE FILLERS AND EXTRA FLATS

For 30
Doz.
Egg
Cases



And
For 12
Doz.
Egg
Crates

This is the 12 Dozen Crate

THE MILLER BROS. CO., LTD., 20-38 Dowd St.
Montreal, Que.

H.P. SAUCE

is British absolutely.

You can offer H.P. to your customers with every confidence.

H.P. is pure and wholesome—a blend of the choicest Oriental fruits and spices and pure malt vinegar.

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



PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler

169 William Street, Montreal, Quebec

for particulars and advertising matter.

MADE IN CANADA

Taylor & Pringle Co.

Limited

OWEN SOUND, ONTARIO

MANUFACTURERS OF

Pickles, Catsup, Sauces,
 Vinegar, Cider, etc. Queen
 Quality Pickles, Universal
 Fruit Sauce, Paragon
 Pickles, Catsup Relish.

*Taylor & Pringle's Products are
 Good Products*

CANADIAN DISTRIBUTORS:—The MacLaren Imperia Cheese Co. Ltd., Ontario, Quebec and the Maritime Provinces. Maclure & Langley Ltd., Western Provinces. Ed. Cutmore, Brantford. Fearman Bros., Hamilton.

SMALL'S MAPLE SYRUP

Maple
 Butter



Maple
 Sugar

World's Standard For Nearly One Hundred Years

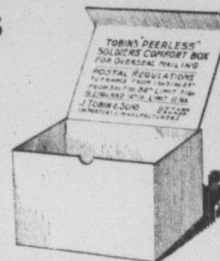
— AT ALL JOBBERS —

SMALL'S, Limited

Montreal, Que.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING
 7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)
 Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

When answering
Advertisements please mention
Canadian Grocer

MANUFACTURERS:

Do you require first class representation?
Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission
Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specializing in Shelled Peanuts"
Large stock always on hand
VANCOUVER, B.C.

Sell your product to the West through this House

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to

SCOTT-BATHGATE CO., LTD.
140 Notre Dame Ave. E., WINNIPEG



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

- W. H. ESCOTT CO. Ltd., Winnipeg, Man.
- W. H. ESCOTT CO. Ltd., Regina, Sask.
- W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
- W. H. ESCOTT CO. Ltd., Calgary, Alta.
- W. H. ESCOTT CO. Ltd., Edmonton, Alta.
- W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co.
Winnipeg
Prompt and Efficient
SERVICE
Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.
**WAREHOUSING
DISTRIBUTING
STORAGE**

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents.
Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.
Wholesale Commission Brokers and
Manufacturers' Agents
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

**Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.**

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

**This Space is Yours
For \$2.50
On Yearly Order**

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Are you selling Mackay's Pearl Barley Flour?

It's the Canadian-made "Barley Food" that everybody is talking about. The ideal, easily-digested food for Infants, Invalids, Aged People and Nursing Mothers.

For flavoring soups and gravies it is without any equal whatever. Dr. McGill, the Dominion Chemical Analyst at Ottawa, recommends Mackay's very strongly.

Consumer advertising is boosting the demand. Get your share now. Order from your wholesaler or direct from

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

Show her how to save the eggs

Get your customers acquainted with the great economy of

CANADIAN EGG & BAKING POWDER

—a thoroughly dependable substitute for eggs in cake and pastry making.

First class results are always assured where Canadian Egg and Baking Powder substitute is used.

Once the housewife recognizes how good and reliable this Egg and Baking Powder substitute is your stocks will quickly diminish.

AGENTS
Robt. Gillespie Co., Winnipeg and Vancouver.
Johnston Brokerage & Drayage Co., Sherbrooke, Que.

The ECONOMICAL MILL
817 Laurier Ave., Montreal

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

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QUEBEC

Complete Trade Connection.

JOHN E TURTON

Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.

GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY

WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.

Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?

Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

Gaetz & Mosher

MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

PROFITABLE EXTRA BUSINESS

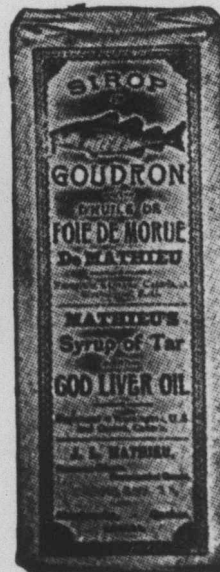
can be secured by every aggressive grocer who features the two dependable Mathieu remedies,

Syrup of Tar and Nervine Powders

These are lines you can recommend to every customer. The results they'll give will bear out your best recommendation.

J. L. MATHIEU

COMPANY
Sherbrooke Quebec



The Economy of QUALITY

Shirriff's is true economy because a little bottle will go farther than a larger bottle of inferior extract. Its extra strength makes it the least expensive money can buy.

Shirriff's True Vanilla

is made by our special one-year process, which gets out the last particle of goodness. And we use the best vanilla bean, the Mexican.

Best selling results come from this extract which combines true economy with quality. Will it not pay you to give Shirriff's a good showing on your shelves?



Write for particulars.

**Imperial Extract Co.
Toronto**

Barnes

Pure Concord
Grape
Juice

has proven its unparalleled popularity in countless grocery stores. The profits on sales are large enough to make a big selling effort worth while.

Are you well stocked with Barnes'?

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONTARIO



Are you stocked with BABBITT'S?



No live grocer should omit Babbitt's Cleanser from his displays.

Double value for your customers; good profits for you.

Tell her about the Premiums for Trade Marks.

**WM. H. DUNN, LTD.
MONTREAL**

Dunn-Hortop, Limited, Special Agents, Toronto

The sanitary sealed package appeals to the particular housewife.

The ASSAM economy appeals to the saving housewife.

The full, rich flavor appeals to the housewife who loves "good" tea.

Red Rose Tea has qualities that please everybody. It's no wonder grocers find it so easy to sell.



Imperial Rice Milling
Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

DANGER AHEAD GROCERS, BEWARE!

A recent enactment of the Ontario Government, dating May 1st, 1918, makes it imperative that every sale of Extracts and Essences made by Wholesale or Retail Grocers

Must Be Registered.

Infringement of this law means a **HEAVY PENALTY**. I have had printed at minimum cost a registration book which complies with the law in every respect. **Every Grocer** should have one at once. Don't delay. Special price for quantities.

Single copies, 1,000 registrations, 50c each post paid, cash with order.

T. H. LITSTER
38 FRONT ST. EAST - TORONTO

We will send you one of these Handsome Show Cards FREE



It will prove a welcome addition to your window display — and attract comment.
Every article stands out prominently as **The Best that can be bought.**

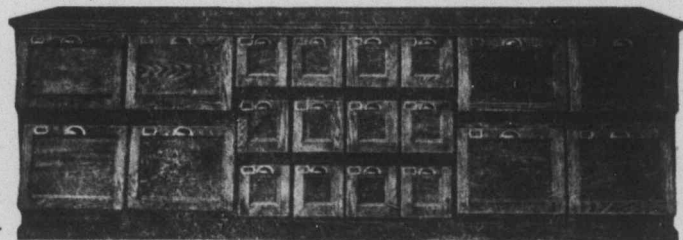
MAGOR, SON and COMPANY, LIMITED

30 CHURCH ST., TORONTO

Dominion Agents

191 ST. PAUL ST. W., MONTREAL

Yes, we know those
stock arguments
for **not** buying
Walker Bin Equipment



Showing rear view of our No. 3 Universal Counter.

They are legion.

But stop a moment. Do they hold good to-day when you stack them up against the problem of labor shortage that confronts you and every other grocer in Canada?

Mark this—the Man Famine will be more pronounced in the near future.

What are you going to do about it? Mr. Grocer, the answer is labor saving equipment—Walker Bin Equipment.

Expensive? Well—they do cost you a bit more than the equipment of grandfather's days but get this fact—

Walker Bin Equipment will reduce labor required to serve your customers by 25 per cent.—one man out of every four—and it makes possible a far better service. Walker Bin Equipment will make money for you—you're losing the money that would instal it by your present methods.

It's up to you.

The Walker Bin and Store Fixture Company

KITCHENER

LIMITED

ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXII.

TORONTO, MAY 17, 1918

No. 20

Adding a Fruit Department to the Store

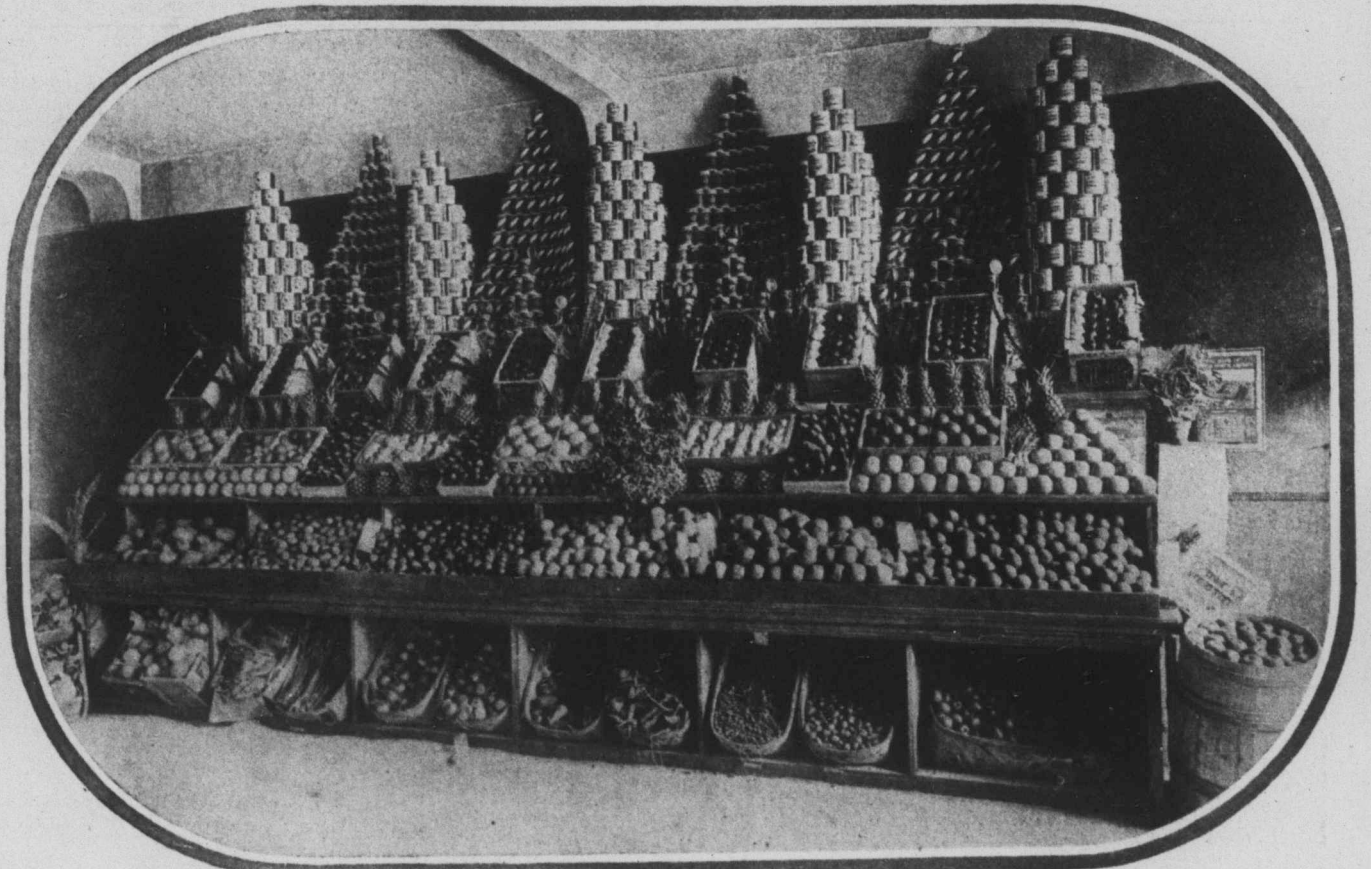
How the West Toronto Firm of "Rowntrees" Has Added a New and Effective Department to Their Store, at Same Time Uniting Two Businesses—Materially Enlarging Store and Thus Making Its Appeal More Concentrated and Effective

OUT in West Toronto the firm of Rowntrees has developed into one of the large factors in the business activities of that section. Up to a short time ago the present store was operated as two distinct departments. The grocery and meat departments were in separate stores and under separate management. With the growing feeling, however, that the meat and grocery business are natural complements one of the other, there came the decision to unite the two stores, so that now the old distinction between W. Rowntree and Co., grocers, and Wm. Rowntree and Son, butchers, is merged into the simpler designation "Rowntrees." About a year ago the butcher store was remod-

eled upon the most modern lines with the most complete of refrigerating and display equipment. A little over a week ago the grocery department opened up a new section at the back of the store that almost doubles the capacity of the store proper. This is to be devoted mainly to the sale of fruits and specialties. "We've spent a good deal of money on the various changes to the stores," said Mr. Rowntree, "and some people might not think it a very good time for such expenditures, but we are looking toward a bright future, not a dark, and we expect that these expenditures are investments that will show a substantial return."

Good Days Ahead

In other words the Rowntree firm believes that good times are ahead, and are doing their best to cultivate them not only in the future, but right now. The addition to the grocery department is a case in point. The store was fairly crowded to be sure, but most merchants would have figured that this was the time to leave well enough alone, and would have let it go at that. This firm, however, decided to go ahead and enlarge the premises. There was a vacant section behind the store proper, opening on the side street, so all that was needed was to knock out the partition at the rear to practically double the available space of the store.



An interior fruit display arrangement featured by Rowntree & Sons at the opening of their new fruit department recently.

A Fruit and Vegetable and Specialty Department

Having obtained the necessary extra space there came the decision to make it a kind of special selling unit, and so it was decided to make rather more of a specialty than usual of fruit and vegetables, and to devote the major part of this new space to that use.

To call attention to the purpose of this department and to afford a method of advantageously displaying the fruit and vegetable stocks of the store a novel display device was arranged to provide the most unusual display pictured on this page.

The arrangement is simple enough. A row of bins for the orderly display of vegetables forms the bottom of the display, neat fixtures yet comparatively inexpensive.

Above these again are other bins bright with a variegated array of oranges and lemons and apples and grape fruit. Behind these again and rising in a pyramid are a series of wooden steps with fruit in boxes and cases spread around in profusion, and the whole surmounted by an elaborate display of bright colored canned goods.

Not a very extraordinary arrangement, the average reader may say, but if the average reader were to step into the Rowntree grocery department, and at the end of the long vista of the store see this mammoth display of fruit brilliantly lighted by powerful electric lights at night, and by a large side window in the daytime, they would think

of it as something very much out of the ordinary. It is unquestionably the dominant object in the store, something that leaps out at the customer the moment she enters and unquestionably focuses the attention on this one object and makes it a very effective selling argument and one that is not likely to be overlooked by any visitor to the store.

Specializing in Fruit

This matter of having a special section of the store given over to a greater or less degree to the specialized selling of the profitable lines of fruit is expected by the firm to have a very encouraging effect on this particular item of business. Most stores are hampered by having no display facilities for fruit. It has to be scattered around here and there and everywhere among displays of other merchandise and therefore one of the greatest forces of the display is lost, with the result that the fruit business is in a great measure drifting into the hands of the fruit stores who have the room to display it attractively.

The Rowntree store is strong on the matter of display as all three photos will amply demonstrate. They make a feature of it. In the meat department refrigeration counters were put in to permit the display of perishable lines, and in the grocery end attractive display cases are everywhere for the better showing of the store's goods.

Uniting the Two Stores

With the change from the system of separate stores, a large archway was broken through between the two pre-

misses, at the front of the store, so that now any customer entering one department will be brought face to face with the complementary department. This has worked to the advantage of the store already and is expected to be a still more important factor as the public begins to realize the completeness of the service that the store is giving to its customers. Circulars are sent out weekly to the surrounding section calling attention to the two departments and accustoming the public to the idea of the united store. These have already borne fruit. Customers of the meat department have begun to deal with the grocery department, and the meat department has also felt the effect in an improved business from the customers who formerly dealt only with the grocery store.

In the grocery department C. Weeks, who has been associated with the store for a considerable time past, is responsible for the arrangement and display and every care is given to make it an effective business builder. The addition of the new section has given another large display window, that is devoted especially to fruit and which at the same time brilliantly lights the rear section of the store.

The change in the arrangement has certainly added materially to the appearance of the store, and the combining of the two departments should certainly result in a lowering of expenses and at the same time in a marked improvement in service.



The Grocery Department of the Rowntree store prior to the addition of the new section. The partition shown in the photo to the rear has been removed and the new department is a continuation of this store.



One side of the butcher department of the Rowntree & Sons store—showing the thoroughly modern refrigerated counters that extend around three sides of the store.

Why Should the Grocer Work in the Dark?

Orders-in-Council Not Self-Explanatory and No Authority is Willing to Give an Interpretation—Many Difficulties Facing the Trade and no Answer Forthcoming

THE Orders-in-Council at present in operation are becoming a serious factor to the grocer. In many lines he is limited in stocks, in sales and in quality of goods. That is a serious enough difficulty, but one that everyone realizes may well be a necessity. The merchants as a whole are honestly and earnestly trying to do their best to live up to the letter of the law. But to do so they need assistance. The orders are well enough as enunciations of general principles, but they don't answer the questions that face the grocer from day to day.

Some Questions

Here, for instance, is a letter just received:

"In this town there are three stores handling flour. A farmer with a small family comes in and asks to buy five bags flour. All three refuse to let him have more than one bag. Off he goes to another dealer a few miles away and buys five bags and has it shipped in to him by train. Now what is a person to do? If we report this case what happens? First, we make trouble for ourselves and others; second, we lose this man's trade in other lines and we lose other trade as people are against the restriction. Can you see any way that we can hold our trade and live up to the law?"

Here is a definite question that apparently cannot be answered. Three merchants who obey the law are bound to

lose, one who disobeys the law will in all probability not suffer any punishment. In all probability, too, that merchant had no intention of disobeying the

THE WISE MEN FROM OTTAWA

In a recent Canadian Press despatch dated at Ottawa there appeared an item from the Canada Food Board that concluded as follows:

"Apparently there has been some misunderstanding as to the use of the expression 'cane sugar.' This includes all sugars made from sugar cane or sugar beets; the expression 'beet sugar' being a popular name for cane sugar made from beets."

It may be that when the Canada Food Board speaks of "cane sugar" they may mean all possible varieties of sugar. Indeed this despatch makes it quite plain that this is the fact. But the contention that "cane sugar includes all sugars made from sugar cane or sugar beets." is perhaps shooting a little off the mark, while there seems to be somewhat of an anomaly in speaking of "cane sugar made from beets." It takes those wise chaps in Ottawa to originate things like that.

law, but was simply ignorant of its meaning. Or take another case, a Toronto merchant phones CANADIAN GROCER that a customer of his is returning two 98-pound bags of flour. These are white flour that under the law he may not sell. What is he to do? Why should it be necessary for this merchant in obeying one regulation of the Food Board to put himself in the position of infringing another? Why should he not be told what to do?

An Authority on Definite Points Needed

There is a large staff of officials at Ottawa engaged in the work of the Canada Food Board. There is a costly little periodical known as the Canadian Food Bulletin that is full of little theoretic essays on how to conserve things, but there isn't an official apparently who can give an answer to a simple question, and there isn't an inch of space in this bulletin to give to the public any interpretation of the many difficult problems raised by the multitudinous Orders-in-Council.

The grocery trade should not be forced into a position where they must interpret these problems correctly or be in the class of law-breakers. The Canada Food Board could surely spare the time to make some of these points clear. Enquiries from this office addressed to the Board propounding definite questions have been met by a pleasant noncommittal little note enclosing a copy of the regulations. But where in the regulations governing the sale of flour will there be found an answer to the two questions noted above? The trade needs some source of information. Surely that is not a large thing to ask considering the way in which the business of the grocery trade has been affected. Now

(Continued on page 22.)

Persistent Advertising Means Sales

The Beverly MacDonald Co., Picton, Ont., Develops a New System in Advertising and Has Proved Its Effectiveness by Definite Results Obtained

"WE can name so many lines in our stock which are enjoying a splendid sale, due largely to our persistent advertising, that no one could convince me that the use of newspaper space was a waste of time and money," stated everly MacDonald, proprietor of the Beverly MacDonald Co. grocery at Picton, Ont. "We use a column every week in conjunction with another merchant, headed 'Picton Pointers,' and that is just what we try to put into our ads—'Point.' By that I mean that we lay special emphasis on individual lines; we try to tell a little story about each rather than running an ad of a general nature advertising the fact that we are in the grocery business.

"That would be using space in a way which I well believe would be wasted. We find that the people want to know about the lines we have to sell and the prices we ask—we try to give them that in our column of 'Special Pointers,' and I can certainly say we are getting good results.

Building Business in Cream Cheese

"It is only necessary to point to our success with cream cheese and peanut butter as examples. These are two lines on which the sale is usually confined to the smaller packages, but we have developed this business to a point where we buy cream cheese in the larger squares and sell it by the pound. Peanut butter we buy in large pails where we used to handle it in small tins. This enables us to sell at lower prices and is a fair expression of how this end of our business has grown.

Continuing, Mr. MacDonald said: "With the regular cheese I might say that we exercise great care in handling. We buy our winter's requirements in the Fall paraffine each cheese thoroughly and every week turn same. We find that late Fall cheese should be kept warm, and reserve a special room for this purpose. There is a lot of work entailed in handling cheese as we do, but by turning the moisture is kept evenly distributed, and our customers at all times are insured a soft, creamy, palatable product. These are points our customers are interested in and which we can emphasize in our advertising.

"Pointers" Bring Business When Other Means Fail

"There is another illustration which I might use," Mr. MacDonald stated, "to explain my faith in the 'Picton Pointers.' It is not so long since 5c jelly powders were taken off the market. I was able to make a big purchase which cleaned up the stock of my wholesaler and con-

PICTON POINTERS

FOR OUR BOYS AT THE FRONT

Nothing better than good Chocolate and a little Gum. For the next 10 days we will allow 20% off regular price of Chocolate Bars and Chewing Gum if it is for the boys at the front. THE BEVERLY McDONALD Co.

THE SAME OLD PRICE

20c per lb., or 2 lbs. for 38c. McDonald's Assorted Cakes, the greatest value in town at THE BEVERLY McDONALD CO.

FOND OF GOOD COFFEE? OF COURSE

Why not make it better Coffee by using McDonald's Coffee, only 40c lb., fresh ground. THE BEVERLY McDONALD CO.

CHEESE

It is nice, soft, Prince Edward Co. cheese that you buy from McDonald's. Every pound has 16 ounces of cheese that you can eat; no hard, dried out pieces if you get your Cream Cheese at McDonald's. McLaren's Cream Cheese 15c and 25c package. Pimento Cream Cheese 10c and 15c package. McDonald's Cream Cheese by the pound, 38c, is 25% cheaper than package Cream Cheese. THE BEVERLY McDONALD CO.

MAKING BRAN DELICIOUS TO EAT

Bran in its ordinary form is not palatable, therefore many people who know its value to the human system have been unable to eat it. In Good Health Breakfast Food we have combined Wheat Bran with Barley and Corn in a most delicious food that even hard-to-please invalids enjoy.

Fine for Children

Children will be strengthened for play and brightened mentally for study by eating this best of all foods. Give your children Good Health Breakfast Food, three times a day if necessary. They'll like it—'twill do them an immense amount of good—and it is one of the cheapest foods you can buy. Phone 135 to send you some.

Directions

Good Health Breakfast Food is fully cooked and ready to serve. No danger of using too much. Sufficient should be used daily to give free bowel action. Give children plenty; it's a good food for nature to build on. Use cream, good milk or fruit juice, pouring in as much as it will absorb when stirred, and then some more. Be sure. Sweeten to taste. For sale by THE BEVERLY McDONALD CO.

The form of advertising that Beverly McDonald has found the most effective selling argument.

gratulated myself on the buy. On receipt of the shipment I arranged a window display and counter display and

waited for the rush of business, but the rush didn't develop—we enjoyed a fair sale, but not sufficient to turn the stock as quickly as I wanted if we were to make the money I expected. So I sat down and prepared a series of 'pointers,' telling our customers about the delicious, appetising pint of jelly which could be made for 5c—I also told them how delightful it was when prepared with fruit. The response was immediate; inquiries were made and it was no time at all before our stock was all cleaned out."

Studies the Manufacturers' Advertisements

Mr. MacDonald does not profess to be an advertising man. As a matter of fact he states he is far from it, but he keeps his eyes and ears open, finds out what people want to know about his goods and then tells them through the medium of his ads. Commenting on how he prepares his copy, Mr. MacDonald said, "I make it a practice to read the manufacturers' ads; I get the details as to their product and I make use of this in our own advertising. Manufacturers employ highly efficient advertising men to prepare selling copy, and if by utilizing some of the matter they send out we can get the goods into the hands of the consumer no manufacturer will seriously object."

Summer Trade Business

The Beverly MacDonald Co. store does a large summer trade business. Picton is located at a point from which picnic parties emanate, and this means large sales of pimento and cream cheese, peanut butter, olives, canned sardines and lobsters, oranges, bananas, and many other items. These lines will be featured throughout the coming months in the local newspapers and backed up by window and interior displays.

Throughout the summer months fruits are constantly on display in one of the two windows of the store. The arrangement is changed weekly, sometimes this line forming the background for other summer items, at others the entire window is given over to fruits.

Featuring Fish

During the winter just past one window of the store was utilized for a constant display of fresh frozen fish. Shipments were received two or three times a week and by leaving a slide open at the top of the window the temperature was at all times right, and the glass free from frost.

The window is built up at the back and might be said to be a little room by itself. A full size door instead of sliding

panels enables easy access to the stock in the window and makes rearrangement of displays a less burdensome task. Convenience in handling the details of the business is what is aimed at by the management of this store, and this means a large measure of service to the customers as well. Prompt service is what every individual wants and the customers of this store are taken care of with despatch.

The store has been laid out with the idea of service in mind as will be noted in the accompanying photograph. To the left of the entrance stands a candy case in which a wide range of sweets is displayed. A goodly share of candy trade is handled in this store and the stock is kept fresh and temptingly arranged. Chocolate bars for the soldiers are kept in a wide range of packages and to influence sales for this class of trade specials are offered from time to time as will be noted in one of the accompanying "pointers."

Store Display

The display case to the right of the entrance is used for displays of seasonable lines of bottled and canned goods. Jams, jellies, marmalades, olives, pickles, etc., are some of the lines emphasized in this display case and at the present time a counter display case of garden seeds is given prominence. Mr. MacDonald states that he finds the sale of

garden seeds increasing materially, which would lead to the belief that increased production must be in view as other stores are recording similarly increased sales.

The counters are arranged with glass front bins in which the goods stocked are constantly before the customers. Below the bins and just above the floor a shelf has been built on which parcels can be left until called for by the purchaser.

The Produce and Provision Department

The produce and provision department is in a separate room glassed in, so that it is at once inviting yet distinctive. This is to the left and rear of the store. A large refrigerator has been built in which dressed meats, butter, lard, shortening, etc., are kept fresh and sweet. The front of the refrigerator has sliding glass doors behind which displays of the various products are arranged.

During the summer months the sale of fish will be conducted from this department and with the restrictions being placed on the use of meats, Mr. MacDonald expects this end of the business to assume still larger proportions. The past winter (and winter is really a light consuming season) demonstrated the possibilities in this trade and bigger business should result from an active summer campaign.

Using Leading Lines to Draw Trade

The success of the MacDonald store is

only that attained by any merchant who adopts aggressive methods of securing the business. Ideas are constantly being worked out and leaders have been chosen in nearly every department around which trade is built up. Read the pointer "The Cause of Most Modern Ills" and see how MacDonald's bran is made a leader; read about MacDonald's pure cocoa and coffee, leaders again, or MacDonald's cream cheese; the main idea in pushing the sale of these is to get the people's interest in individual items, get them to remember that they want any one of these lines and trade on other items will naturally follow. They come to MacDonald's for bran, cocoa, coffee or cheese, they know MacDonald carries a complete line of groceries and if his leaders are good the other lines are placed in the same class.

The Beverly MacDonald Co. store blend their own coffee; they have handled as much as 700 pounds of corn syrup in a week, hundreds of pounds of MacDonald's bran has been sold, due to the preaching of its medicinal value as a laxative; by buying cream cheese in bulk they are able to sell at about one quarter to one third less than in packages; these are a few of the things the Beverly MacDonald Co. has done and is doing. The development of their leading lines has been accomplished through giving good value and advertising and not the lesser of the two was advertising.

Pitfalls of Figuring Margins

Some Candid Criticism and an Answer—An Adventure With Victory Bonds—Business Insurance of the Best and Finest Character

By Henry Johnston, Jr.

This week one takes issue with some of my figures, as follows:

Toronto, March 25, 1918.

The Canadian Grocer:

Dear Sirs,—Re article entitled "Income Taxes and Turnover," in your issue of March 22nd, by Henry Johnson, Jr., this is simply a private note for the purpose of pointing out to you a very serious mathematical error in the above mentioned article.

In the course of the same, the writer says: "For, suppose we take \$84,000 sales with \$6,500 stock. The average margin earned is 22½ per cent. Take 22½ per cent. from \$84,000 to get merchandise down to cost price, and we shall have \$65,100."

The mathematical process here is altogether wrong, for if the mark up and the cost of the goods is 22½ per cent., it is grievously erroneous to take 22½ per cent. off the sales to get back to the cost again. It is a well known rule that the cost should be arrived at by multiplying the sales by 100 and dividing by the mark up plus 100, as in this case. This process gives quite an alteration in the figures, and would be a serious matter in operating large stocks. We think the

mistake by the writer is a very deplorable one.

Yours truly,

Nothing can be so valuable to my readers, and therefore of course, to me and my work as questions, criticisms or elucidations of my stuff; so I am ever glad to get such from any point of the compass. Hence my only regret in this instance is that it is so very easy to set my correspondent right that we cannot have much of a discussion.

It is somewhat surprising to me that the writer of the letter should not have read my paper more carefully, for a clue to my meaning was furnished right in it. Two paragraphs below the one from which he quotes occurs the following: "My average mark-up was 29 per cent. minus. That must have been it, obviously, since my average gross margin on sales was 22½ per cent." Here, then, I made it quite clear that I did not confuse the terms mark-up and margin, and that the deduction of 22½ per cent. from my sales to get the cost value of the stock sold was strictly correct.

In passing, you may note that my correspondent wrote, "If the mark up and

the cost of the goods is 22½ per cent.," whereas he meant to write "if the mark-up on the cost of the goods is 22½ per cent."

Why Confuse Terms?

I confess that I cannot understand why men so persistently confuse the terms mark-up and margin (nor why they talk about gross profit when the better term, margin, is at hand). But let us test this out a bit.

Mark-up is what is added to cost to produce a given margin. For example, cost is \$1.00 and mark-up is 29 per cent. Add 29 to the \$1.00 and we have \$1.29. Now take 29 and divide it decimally by 129, and you will have 22½ per cent. minus. Or, work it the long way round for checking, by computing 22½ per cent. of 129 and you will get 29.02 plus, thus proving that the margin is just short of 22½ per cent. It might be worked out into very minute decimals, but that would be merely academic.

Again, note that in the portion which I have quoted in addition to what my friend has quoted I state that my margin was 22½ per cent. on sales—clearly on the SELLING PRICE of the goods sold. Hence the only way we can get

back to the cost of the goods sold is to take from the sales value 22½ per cent. For so many years I have been so scrupulously careful to state that margin to me means the total spread between cost and selling price and that it is always stated in terms of its relation to the selling price, that I had thought that was clear to all my readers. The system of computing and stating margins in their relation to the selling value is now used so generally that I have expected that to go almost without saying. And even so, I still have said it. So why should there be confusion of terms?

I agree with my friend, heartily, that nothing can be so injurious as loose figures or slipshod methods of computing margins, expenses, etc. Having been a pioneer in this work, I naturally cannot think otherwise. So if now, after this explanation, my statements still are not clear, I shall be grateful if my friend will write again. If he will write on any other subject that interests him also, I shall be equally grateful.

A Story of Victory Bonds

Let's call him Smith. He is a grocer who runs a little store with which he "makes out" fairly well, being a careful man who does most of his own work. He has the habit of discounting his bills, carrying a bank balance of somewhere between \$750 and \$1,000 for that purpose—or at least he did before what I am going to tell happened.

He bought a \$100 bond of the first Victory Loan—"all he could afford," he said. When the second call came, he felt that he was all tied up—could not scrape a dollar for the Loan. Things dragged along until the time was nearly up. Then one afternoon Smith's banker, a little, wily, hustling man who holds everybody's affairs in his mind and enjoys everybody's unlimited confidence, called on Smith and asked him about taking up a portion of the Loan. He heard Smith's story through, merely interjecting the remark that Smith had a "good balance" always at the bank—whereupon Smith said that he kept that balance to handle his bills and must keep it for that purpose.

When Smith had finished, Mr. Banker smiled gently, and with his usual sincerely friendly manner said:

"Take the Limit"

"Well, now, Smith: it won't do for you not to take a chunk of this Loan. The country needs every dollar. Let's see; you have \$850 on deposit now—take my advice and take \$1,000 of the loan. Pay \$850 down and you can make up the balance before the end of the time."

Smith thought Banker had gone crazy; but Banker showed him what would happen—what actually did happen, as we shall see—and finally Smith bought a bond for \$1,000. It was, if you will remember, a 4 per cent. bond, so returned interest in the sum of \$40 a year—is doing it yet, by the way.

When Smith went to bank next day he was full of foreboding, and he felt considerably "no better" when Banker hand-

ed him out the bond a few days afterwards—for Smith had scratched and scrimped the remaining \$150 together, passing by several of the genial "boys" who called with "good buys" in the meantime. As Smith took the bond rather hesitatingly and looked at it doubtfully, Banker asked him what was on his mind.

First Dose of Commercial Paper

Smith told Banker that he had not thought much about that first \$100 he had bought. He had thought it was a small matter; he felt the \$100 bond was safe enough in his safe at the store; but he was not so comfortable with the prospect of keeping \$1,100 of pay-to-bearer securities in his safe. Banker laughed and said: "That's so. You have too many valuable papers to keep in that old tin box of yours. Tell you what—I have a few vacant stalls in the safety deposit section here. I'll let you have one of those that rent for \$2.50 a year—charge you nothing for it for now—you come in and put your bond there and to-morrow fetch in your other bond and your insurance policies, deeds and any other valuable papers, and we'll put 'em away. Then you can sleep nights." So it was done that way.

Now Smith became a very careful buyer—had to be, seeing he was pretty short of ready money. Within about ten days he had need of \$175 for something which came along on future order; so he had to go to Banker and go through a new process—that of borrowing from the bank. Banker was genial; loaned him the money in a second, taking his \$1,000 bond as security; and wrote the note for 90 days, though he said Smith could pay it any time. So Smith discounted his purchase, and then got very diligent collecting and curtailing purchases, so that in ten days he had the money ahead again. He paid Banker and, notwithstanding that the note had been at the rate of 7 per cent., his total interest was only 35 cents.

Banker Does Smith Great Service

Smith felt quite good over things as he took home the cancelled note and figured that perhaps Banker had been right after all. Only once more has Smith needed money stringently enough to borrow it and then only \$100, which he paid off again within a few days. The rest of the story is best told in Banker's own words to Smith a few days ago.

"You see, Smith," said Banker, "it would have paid the bank much better to keep your money on deposit, for now we are handling your account without profit—that is one of the things bankers are contributing toward winning the war, by the way—but I wanted to get you started on the most important thing for a merchant to do. I wanted to get you into the way of laying by money—the bank's profit can come later on. Now what have you accomplished? You have laid up \$1,100 which is paying you \$43.50 a year, less the little interest you may have to pay for temporary loans, and all the time almost your total \$1,100 is available—for we'd loan you at least \$1,000 on those bonds any time. The \$43.50 is almost pure gain, being earned on money

formerly idle. Next you are a more careful buyer—keep down your stock and keep it clean, because you do not like to borrow—and you are a much more convincing and therefore more efficient collector. Finally, you are doing your full duty as a citizen, for you are doing all you can. I did you a good turn, Smith—what?"

Smith agreed heartily—and asked about the Third Loan.

"Oh," said Banker, "I'll leave that to you now. You do not need any more prompting. Take what you think wise. And by the way, I did you another service. You'll never be without a safety deposit box again. I'm not going to charge you anything for it yet; but when I have to, you'll pay it gladly."

WHY SHOULD THE GROCER WORK IN THE DARK?

(Continued from page 19.)

and then there are pronouncements given out by the Food Board. Recently they stated that pork tenderloin was offal, and therefore there was no restriction on its sale at any time. But weeks after that pronouncement was made two Regina restaurant keepers were fined \$100 each for selling that article on restricted days. It is learned now that the pronouncement was later withdrawn and that pork tenderloin is again on the restricted list, but this was never made definitely known.

Recently other pronouncements have been made, that no package of flour or sugar need be received back by the merchant if the original package has been broken and no goods need be accepted from homes where there has been any contagious disease. So far so good, but why not go farther and give interpretations covering all the long list of difficulties that may face the grocery trade?

A Summary

The Food Control Board has done this much. They have summarized the regulations as they apply to the retailer. Here is the summary:

HOW MUCH FLOUR MADE WHOLLY OR IN PART FROM WHEAT MAY LAWFULLY BE HELD.

By householders and all persons other than dealers:

If living within 2 miles from a licensed dealer, not more than sufficient for ordinary requirements for 15 days;

If living more than 2 miles and less than 5 miles from a licensed dealer, up to 30 days' supply;

If living more than 5 miles and less than 10 miles from a licensed dealer, up to 60 days' supply;

If living at a distance of 10 miles or more from a licensed dealer, up to 120 days' supply.

By licensed wholesale or retail dealers:

Not more than enough for ordinary trade requirements for 60 days.

By licensed manufacturers of our, bakers, and confectioners:

Above-mentioned restrictions do not apply.

Sugar.

("Cane" sugar includes all sugars produced from cane or sugar beets.)

By householders and persons other than dealers:

Same limitations apply as in the case of flour.

(Continued on page 27.)

Western Department Store Adopts Groceteria Idea

Regina Trading Company Changes System on May 16 —
Discontinues All Delivery of Groceries—Expects to
Save 10 Per Cent. For Customers

THE groceteria is gaining favor as the days go by, and many stores have adopted this plan. Of course the shortage of help is one of the great reasons for inducing this method of business.

The latest addition to the stores who have adopted the groceteria idea is the Regina Trading Company, Regina, Sask. This is the first big departmental store in Canada that has definitely adopted this method of sale and the progress of the experiment started on such a large scale will be watched with interest everywhere. The change becomes effective on Thursday of this week. A glance at the photo accompanying this item will demonstrate the fact that it will be no small task to change this department to meet the requirements of the groceteria idea. The management of the Regina Trading Company however believe that there are a good many advantages to be gained from this change in the method of handling their grocery business. It means for one thing a great saving in the number of clerks required, which is

a matter of importance in these days, when obtaining satisfactory assistance is one of the large problems facing the grocer. There will be absolutely no groceries delivered by the store. This will mean a saving of 10 per cent. to the customer, it is estimated. They are cutting off eight delivery waggons entirely, but are keeping their four motor trucks for the handling of other goods.

CHEESE INSPECTOR DIES

Harold L. Soper, of Iroquois, died recently at the home of his son at 317 Shaw Street, Toronto, in his fifty-eighth year. Mr. Soper was born near Brockville, and for 28 years had been a Government inspector of cheese and dairying for the Ottawa Valley district, making his headquarters in Morrisburg. Later he moved to Iroquois, and went into business, selling dairy and cheese supplies. He took ill about three months ago. He is survived by his widow and one son.

HERE'S AN IDEA

Border City R. M. A. Will Advertise
Purchasing Power of Dollar

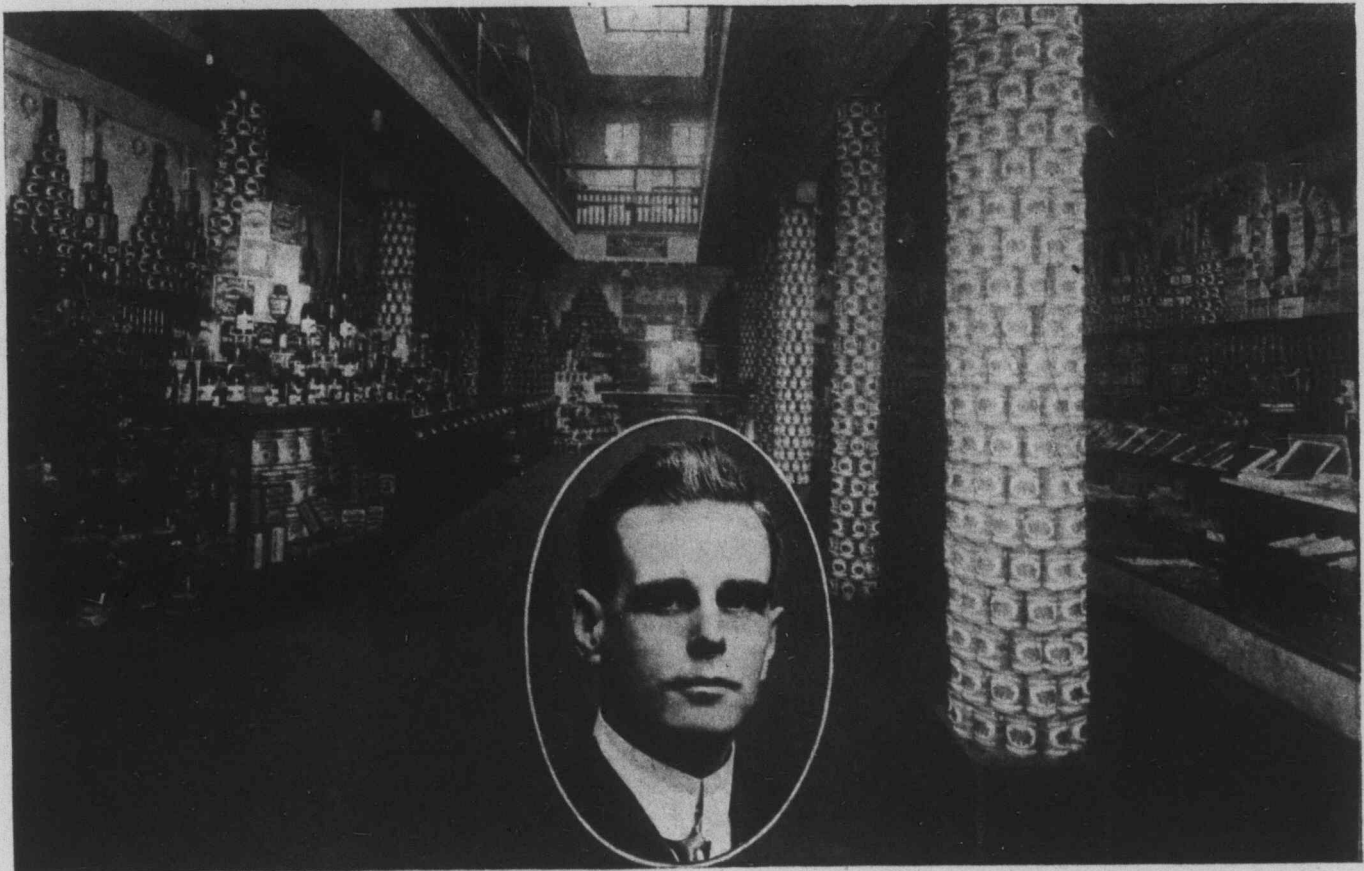
Members of the Border Retail Merchants' Association will start a unique campaign shortly to better advertise their organization and show the purchasing power of a \$5 bill.

Secretary Ray will place a new \$5 bill in a celluloid case and start the ball rolling by making a purchase with it. The merchant who obtains the bill will be bound to purchase something from another member of the association, and keep the money going on its rounds until it has been in the possession, at some time or another, of every member of the association.

It will be proven that the lone bill will make purchases aggregating \$20,000 before it is finally turned loose.

The executive committee of the association held a meeting at which several important matters were discussed on Tuesday evening. The status of the vice-presidents were fixed as follows: H. Crouchman, C. A. Lanspeary, O. Derosier, H. Plant and V. Benoit.

Numerous store robberies have been reported of late, and this matter was discussed. A committee, composed of President C. H. Smith, A. J. Peddie and Secretary Ray, was appointed to wait on the police commission and request that members of the force keep a closer watch on stores. The police will also be asked to check up peddlers and hucksters to see if they are properly licensed.



View of the Grocery Department of the Regina Trading Company, Regina, Sask., which on May 16th discontinues delivery and adopts the Groceteria method of business. Inset is J. H. Stephens, who has been in charge of the department for some years.

Maritime Merchants Disturbed at Flour and Sugar Regulations

Local Conditions Make the Return of Either a Dangerous Practice — Order Has Had Little Effect so Far — N.B. Representative Goes to Ottawa for Light on the Order

IN St. John, as in every part of Canada, the regulation requiring the return of surplus flour and sugar to dealers has created much doubt and confusion. So far, however, it has accomplished little else as very few people have undertaken to return their surplus stocks. In order to secure definite information regarding the intention of the regulation and the way in which it will be administered, Professor W. C. Keirstead, provincial representative of the food controller, and E. A. Schofield, member of the provincial food board, have gone to Ottawa to consult with the food board. It is their intention to lay before them the hardships to both consumers and merchants which would result from a strict interpretation of the regulation. Meanwhile customers and merchants are threshing out the question and endeavoring to arrive at a working basis.

"If a customer of mine returned any flour or sugar, I certainly would accept it at the market price," said A. H. Wetmore of Puddington, Wetmore, Morrison, Ltd., wholesale grocers, and president of the Board of Trade. "If I failed to do so I would consider that I was leaving myself open to a heavy fine." His own opinion was that the intention of the regulation was to prevent hoarding and he did not believe that the authorities would go to the extent of punishing any one having broken the packages of goods bought before the regulation was announced. He remarked that it was well known that many householders, prior to the introduction of war flour, had stocked up with as many as ten barrels of patents and he believed that it was these people that the law was aimed at.

"I have not yet been offered any flour or sugar by any of my customers," said Walter Gilbert, retail grocer, "but I am ready to accept any that is returned and to pay for it at the prevailing market prices." At the same time he expressed his private opinion that the authorities would not insist on the return of broken packages.

McPherson Brothers, F. E. Williams Co. Ltd., Thomas Rippey, F. W. McAlary & Company, and other retail grocers all reported that no sugar or flour had been returned or even offered to them, but all expressed their entire willingness to accept it at prevailing market prices.

Among the citizens, apart from the natural objection to having to give up their stocks and run on such a narrow margin; the chief objection raised is the question of what would be done with the

broken packages returned to the grocers if the law were strictly enforced. To protect themselves the grocers would have to resell the goods and the citizens do not like the idea of having to accept sugar and flour which had been returned from any and every home and establishment. This feeling is particularly strong in view of the fact that an epidemic is in progress in the city and throughout certain parts of the province.

Food Controller Answers Retailers' Questions

H. B. Thomas Promises Ample Supplies of Sugar For Coming Season—Explains Reason For Flour and Sugar Regulations—Some Important Questions Answered

H. B. THOMSON, chairman of the Canada Food Board, appeared before a large gathering of merchants representing the Ontario branch of the Retail Merchants' Association in Toronto on Wednesday of this week. Mr. Thomson spoke of some of the problems confronting the board, and at the conclusion of the gathering answered a number of questions relative to the trade that were submitted to him. Mr. Thomson stated that he did not think that any merchant would have cause to feel the licensing system onerous or cumbersome. It was aimed to prevent hoarding

RETAILER HAS 1,000 POUNDS EXEMPTION ON TEA

There has been a good deal of uncertainty as to the meaning of the Excise tax on tea. According to the wording of the new budget it appeared that on any stocks over and above 1,000 pounds that it would be necessary to pay 10 cents a pound on the total stocks. It has been decided, however, that the retail grocer will have a 1,000 pound exemption. That is if the grocer has 1,200 pounds of tea in stock he will have to pay the excise tax of 10 cents a pound on 200 pounds only.

and speculation and to consolidate business, and to make it not only safer in the time of war, but more prepared to meet the conditions of commercial warfare which were bound to follow the declaration of peace.

Mr. Thomson strongly urged upon the merchants to consider some form of union delivery. Even in cities the size of Toronto he thought that some group system of delivery might be arranged.

CALGARY STORES CLOSE SATURDAY INSTEAD OF WEDNESDAY AFTERNOON

The retail merchants and retail clerks of Calgary, Alta., after prolonged negotiations reached an agreement about the hours of labor. The agreement is as follows:

Stores shall be closed every day in the year at 6 p.m., with the following exceptions:

Stores will close on Saturdays during June, July and August at 1 p.m.

For three days preceding Christmas Day, stores will remain open until 10 p.m.

This means that the Wednesday half-holiday has been discontinued and in place of it the stores will close on Saturday at 6 p.m. during nine months in the year and give a Saturday afternoon during the three summer months.

In speaking on the matter of sugar supplies Mr. Thomson said that the bulk of the world's supply of sugar was under the control of the Royal Sugar Commission of London and the International Sugar Commission of New York. On both these commissions Canada's interests were represented. These commissions had provided first for the needs of the Allies overseas, and the balance had been allocated between Canada and the

The Board had been criticized, he stated, because they had not shut down the candy trade. The answer was that there was no reason for any such action. There was as much sugar allocated to Canada as she had ever used. The difficulty lay in the question of getting it here. During the past winter there had been only one dock in New York where sugar bound for Canada could be unloaded. That and the unprecedented car shortage had complicated the situation. These conditions were now brighter.

Some little time ago, he stated that they had arranged to commandeer sufficient ships to transport an adequate supply. The British Admiralty had, however, forbidden any further action of that nature, and as a result if the people who had been encouraged to increase production of fruit and other things were not to be left in the lurch some action had to be taken to conserve supplies. The result of these restrictions have been so satisfactory that Canada will have ample sugar to preserve her fruit crop, and nobody is going to have to go particularly short.

In the matter of flour, Canada had not the corn crop of the United States to fall back on. Moreover of recent date there have been demands made upon us for more flour than had been expected. There is enough flour in Canada to meet these de-

Concluded on page 40.

Is It Possible to Increase Sugar Sales?

Many Grocers Indifferent to Sale of Sugar—"Floating" Sugar Trade Can be Picked up by a Little Effort—Striking Instance of Large Trade Being Quickly Created

By C. J. Morris

ONE point touched by several readers who have commented upon the recent articles dealing with the question of a fair profit is the possibility, or rather the impossibility, of increasing the sales of such an article as sugar. At first sight this seems a point well taken. It is argued that the community consumes a certain amount of sugar and no blandishments of the grocer will be effective in inducing his customers to consume more than they have been in the habit of doing, that is to say, a family that consumes five pounds per week will not, on account of good salesmanship on the grocer's part, be induced to consume ten.

Sugar Sales May be Augmented by Getting All the Trade

This argument is good as far as it goes, but it does not go far enough. It omits to take into consideration the fact that many grocers, looking at it from the standpoint which these articles have been endeavoring to prove is a wrong one, are quite indifferent as to their sugar sales. They consider that selling sugar is not a paying game under any conditions, and they therefore do not go out of their way to push its sale. The result of this attitude on the part of many grocers is that there is always a certain amount of sugar trade going begging, so to speak. A very little extra effort on the part of one grocer, therefore, is sufficient to attract to himself quite an amount of that trade which rightly speaking should go to his competitors if they were sufficiently wide awake to their own interests to look after it. Conditions, of course, may not be quite the same in the country districts as in the large cities, but in the case of the latter it is surprising to find the large number of private families who deal with their local grocer for everything except sugar, and for this they send to the department stores who make a specialty of advertising it in 20-lb. or 100-lb. bags, at a somewhat reduced rate.

This refers, of course, to the time anterior to the present prevailing scarcity when sugar was plentiful and anyone could obtain all he liked to order.

There is no doubt that in many cases local grocers could secure these orders which at present go to the department stores. They could certainly do so if they chose to make the same reduction in price, but even if it were against their principles to do this, they would still in many cases with a little effort be able to secure the trade as there are few people who would like to refuse to buy their sugar from their own grocer, if he showed any desire to have the

order, even although they might have to pay a small fraction of a cent a pound more for it. If, however, he shows himself utterly indifferent and never pushes sugar with his customers even although he knows they must be buying it elsewhere, it is not to be surprised at their taking the opportunity of saving a few cents when such opportunity presents itself.

A Sugar Business Actually Increased

An ounce of practice, however, will with many outweigh a ton of theory, and I should here like to relate a striking instance of the possibility of increasing sugar sales which came to my notice somewhat over a year ago.

In a semi-central district of one of our large cities a grocer started in business. The position was not particularly favorable for a new store. Within a few hundred yards on either side there were three or four other grocers in business who had been established for some years and although there was a good residential district not far off the immediate neighborhood consisted principally of stores and factories.

For a time, as far as the outsider could judge, things seemed to be going very slowly; it was very rarely that a customer was seen to enter the store, and to all appearances the venture seemed likely to end in failure. Then all of a sudden something seemed to galvanize the new grocer into action. Handbills were distributed to every house in the district calling attention to certain special lines for special days and a feature was made of sugar. At the same time a portion of the front window was piled from floor to ceiling with 20-lb. bags of sugar, and large show cards were exhibited with the price advertised thereon. Had business continued at the same rate as previously the amount of sugar displayed would probably have lasted a year or more, but with the new hustling methods it was all gone in less than a week, only to be replaced by another pile, this time of another brand, which vanished with equal rapidity. Some two or three months later the writer had need of some bags in which to move some potatoes and thinking that 100-lb. sugar bags would be very suitable applied to the grocer. The latter said he had sold out all he had (over 200) the previous week but would save all he could for the end of the week, when he sent round 20.

This meant that he had been selling loose sugar at the rate of about a ton a week to say nothing of the quantity he had sold in 20-lb. bags and cartons which was at least as much again.

Now, where had this extra sugar trade come from? Undoubtedly from the customers of other grocers or from those who ordinarily purchased at the department stores.

This incident would seem to prove conclusively that, in the cities at any rate, there is a certain floating sugar trade which can be gathered in by any one making an effort to do so.

Mr. Mortimer in his letter recently assumed that it would be just as easy for a grocer to double his sales in tea as in sugar. This is more than doubtful. The great majority of people use a certain tea to which they are accustomed and which nothing would induce them to change, and to endeavor to sell any such person a pound of another kind of tea would be almost a hopeless task compared to the ease with which any one might be induced to take 5 lb. of sugar, all brands of which are pretty much alike. Mr. Mortimer also asks whether it costs any more to handle tea than sugar. If you take into consideration the time the salesman would be likely to consume in inducing customers to buy tea, I should say, decidedly, yes.

Undoubtedly a grocer should neglect no opportunity of pushing more profitable lines but when you have done all you can in that way, when you have pushed to the utmost all the high profit bringers and there remains nothing else to push but sugar why not push that?

Mr. Mortimer is practically in agreement with this theory when he says: "Of course if it came to a point where it was sell sugar or do nothing, I say sell sugar." The main point which has not yet been disproved is that sugar with 10 or 15 per cent. profit is not sold "at a loss." The profit may not be as large as the merchant would like to get but it is a profit all the same and makes his net profit more than it would otherwise have been had he not handled it.

It is much to be regretted that Mr. Mortimer should have refrained from giving his views on the relative value of advertising received from the different lines. They could not fail to be of interest and would undoubtedly help in elucidating the points at present under discussion. It is to be hoped he will overcome the feeling of diffidence which possesses him and supplement his first communication with a further expression of his opinions. All those taking part in the discussion are more or less experts and each is entitled to his own opinion. Besides, experts themselves frequently disagree and then who is to decide?

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ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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Vol. XXXII.

TORONTO, MAY 17, 1918

No. 20

EDITORIAL BRIEFS

THE chap who takes his lunch down town is finding some little difficulty in getting enough to still the clamor of the inner man. Those restaurant regulations looked simple enough, but it's a caution how complicated they become in actual operation. It requires a pencil and paper to figure out what you may have for lunch, without getting more than your stint of wheat or sugar or butter.

* * *

OUT in Regina two restaurant keepers were recently fined \$100 for selling pork tenderloin on days when pork is forbidden. Some little time ago representatives of the Retail Merchants' Association at Ottawa got a definite pronouncement from the Food Control Board that pork tenderloin was considered as offal and hence did not come under the restrictions imposed against pork products. There surely ought to be some way to avoid these difficulties.

WHY NOT A DEFINITE ANSWER?

LAST week in an article entitled "Aspects of Flour and Sugar Regulations" we pointed out the fact that while the regulations were plain enough in the general case they did not throw much light on the individual problems that often confronted the merchant. In that article were noted three questions that had been asked us by a merchant who was trying honestly to live up to the spirit of the regulations. We propounded these three questions directly to the chairman of the Canada Food Board, asking for a pronouncement on these individual

cases. We get in reply a brief note signed by the solicitor of the board noting the enclosure of copies of the regulations. The regulations only distantly cover the questions asked. Now to each of these questions there is a definite answer. Either the practice is right or wrong; it is either legal or illegal. Why then should these questions not be given a definite answer? The Canada Food Board is not dealing with points of law, in which the shading of a phrase may be of moment. It is dealing with facts of business that need a definite interpretation. Surely in all that elaborate machinery of the Food Control Board there should be one official who can say, "Yes, you can do this;" or "No, you can't do that." The framers of these orders should know how comprehensive they are intended to be; should surely know in how far they are to override the accepted practices of business.

The merchants of this country are as a whole loyally upholding the work of the Food Control Board, and endeavoring to conduct their business in a way that will live up to every requirement. Yet there are questions that a general proposition will not cover, questions that are of vital importance to them, and it seems not unreasonable, when business is being turned topsy-turvy by a multitude of orders, that a merchant should be entitled to a definite answer to a definite question as to the bearing of these orders on his own particular case.

THE RETURNED SOLDIER

ONE of the big problems that confronts the industrial and business community is the assimilation of the returned soldier. Already 35,000 of these men have been returned from the shell-pocked fields of Europe as unfit for further military service. There are between 20,000 and 25,000 Canadians still in English hospitals.

To train these men in schools in such a way as to fit them to take up some sort of vocation would necessitate large training centres. At most it is estimated not more than twenty or twenty-five courses could be provided for them. If these men were to get their training with employers some 175 occupations would be open to them.

It has been deemed advisable by the Government that these men should receive their training under the conditions they will earn their livelihood in. To this end the Government has taken steps to get the co-operation of employers in this matter.

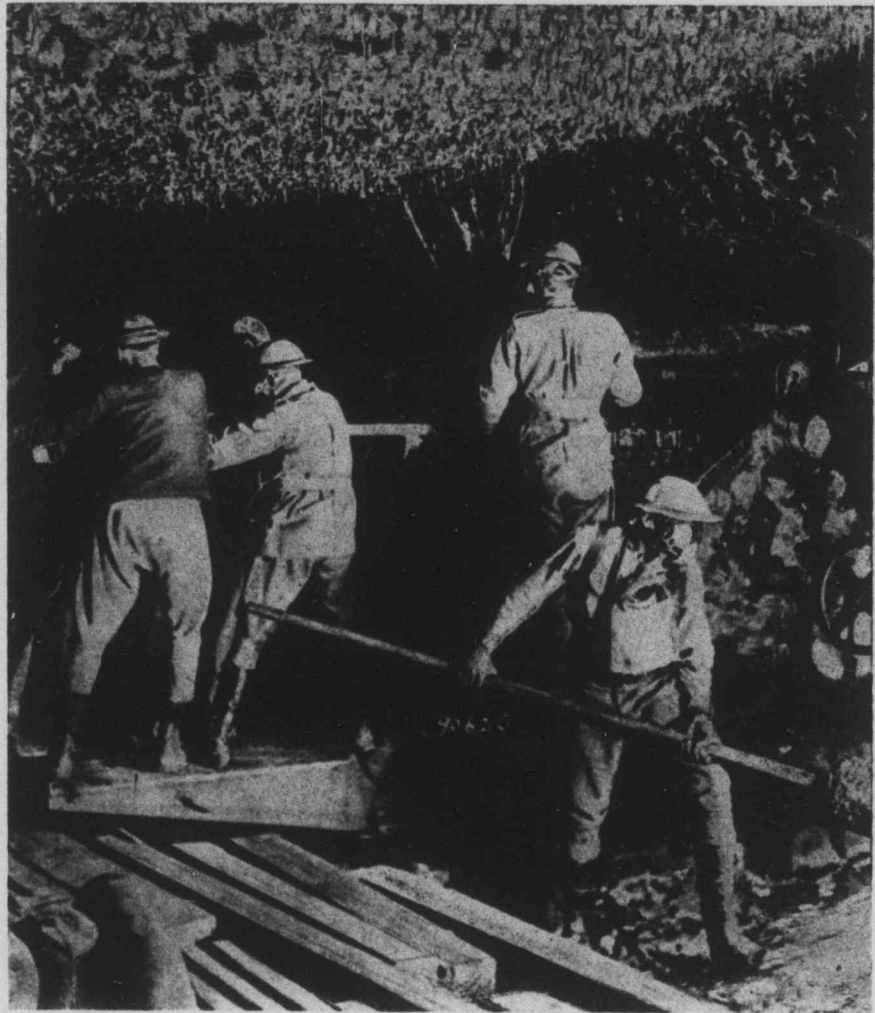
Retail merchants, manufacturers and other employers of labor will not be tardy in accepting their fair responsibility in this matter. Kindness, consideration and tact, but not for charity, should be the impelling motive of all dealings with these worthy men.

Current Events in Photograph—No. 20

MASKED GUNNERS SERVING THE GUNS

Long training has enabled the allied soldiers to fight for hours at a stretch while wearing their gas masks. Gunners man their pieces during gas shell bombardments three and four hours, wearing these masks and goggles, and are only relieved of them when wounded and carried down behind the lines.

Note the striking camouflage protection over the gunners' heads to protect them from the inquisitive eye of a German "Gotha."



BIG FRUIT PACKING PLANT TO BE ERECTED

A large fruit packing and storage plant is to be constructed in Fresno, California, by E. Rosenberg Bros. & Co. at a cost of about \$500,000. The first unit of the plant which is to be begun at once is expected to be finished within three months, while the larger plant will be in operation by October. The new plant will occupy nine and one-half acres of ground. Special attention is being paid to the sanitary construction of the plant and rest rooms will be provided for the 700 to 1,000 persons to be employed.

SPANISH OLIVE OIL MAY BE EXPORTED

The Spanish Government, by a royal order published April 24, permits, upon application to the General Direction of Customs within 10 days, the exportation of Spanish olive oil of recognized Spanish brands to American countries on the

basis of shipments made to those countries during the five years from 1912 to 1916, no country being allowed more than its pro rata share. Shipment must be made in cans or bottles in the case of brands registered after July 31, 1914, or in any kind of containers for brands registered prior to that date. An export tax will be levied on each. All exports are subject to control and licenses are revocable at any time by the national commission on supplies.

The embargo on olive oil of all grades was announced by the Spanish Government on September 7, 1917.

WHY SHOULD THE GROCER WORK IN THE DARK

(Continued from page 22.)

By licensed manufacturers using sugar in products and by wholesale and retail dealers:

Up to 45 days' ordinary trade requirements.

By manufacturers of cane sugar:
Above-mentioned restrictions do not apply.

PROCEEDINGS IN CASE HOLDINGS EXCEED THOSE ALLOWED.

Sugar.—Excess must be returned at once to dealer from whom purchased. He is required to pay for it, if in good condition, at market or purchase price, whichever be the lower. Dealers refusing to accept returns because of condition must report facts at once to the Canada Food Board.

Flour.—Excess must be returned at once to dealer or miller from whom purchased. Same general rules apply as in case of sugar, and millers or dealers from whom purchases were made must accept returns, if in good condition, at purchase price or market price on April 20, 1918, whichever be the lower. Dealers having flour in excess of amount permitted under the order, must report details at once to Millers' Committee, 178 Queen Street, Ottawa, and arrangements shall be made for its repurchase.

PENALTIES.

Fine of from \$100 to \$1,000; or imprisonment for up to 3 months or both. Fine to be paid to Municipal or Provincial authorities, if they institute proceedings.

In addition, holding of flour or sugar in excess of maximum quantities prescribed are liable to seizure and forfeiture after May 15.

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

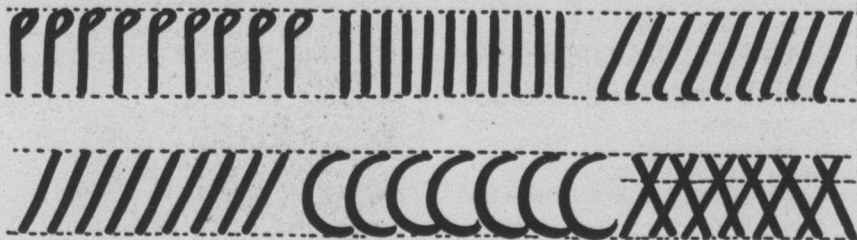
By Robt. T. W. Edwards

OUR last lesson was the first of a series of show card lessons which is being published for the sole purpose of showing our readers just what Toronto cardwriters are doing. As we stated then in the last year the cardwriters of this city have struck a new note in the various designs and styles of letter formation used. The latter is the more noticeable and it is to this branch that we are paying the most attention. It is necessary that cardwriters should change their style of letter formation from time to time in order to prevent their cards from becoming stale. You must abstain from ordinary type formations or your work will be merely commonplace. This, at least, appears to be the idea of the "new blood" cardwriters who have come to Toronto, men whose methods the Toronto merchants have taken to very readily, with the result that their work is seen up and down our main thoroughfares and in the windows of our most up-to-date stores.

There is a large variety of styles both of single stroke and outline letter formation, all of which have that little touch of originality which adds life to the show card.

Last month we illustrated a double stroke or outline letter on which were used various forms of shading and highlighting. This month, however, we are featuring a very neat single stroke letter which will be a valuable addition to our alphabet collection.

This alphabet is of a thin stroke formation and yet is more legible than



Practice Chart —

many letters of much heavier stroke. Of course this type is not used for large cards but should be kept for the better grade of show card which might be used for fashion displays or showings of new spring goods.

The biggest feature about this alphabet is the variety of forms you can change the letters into without losing the character of the lettering; a few of these instances can be seen if you compare the chart with the three completed cards. Take for instance, "F" in the lower case card. Compare that letter with the F appearing on the spring wear card. Here is shown the letter on the slant to the right and the cross bar or stroke 3 parallel with the guide line. Or for another instance take the F of the vegetable card. Here you have the letter made in the upright form but stroke 3 crosses stroke 1 at an angle.

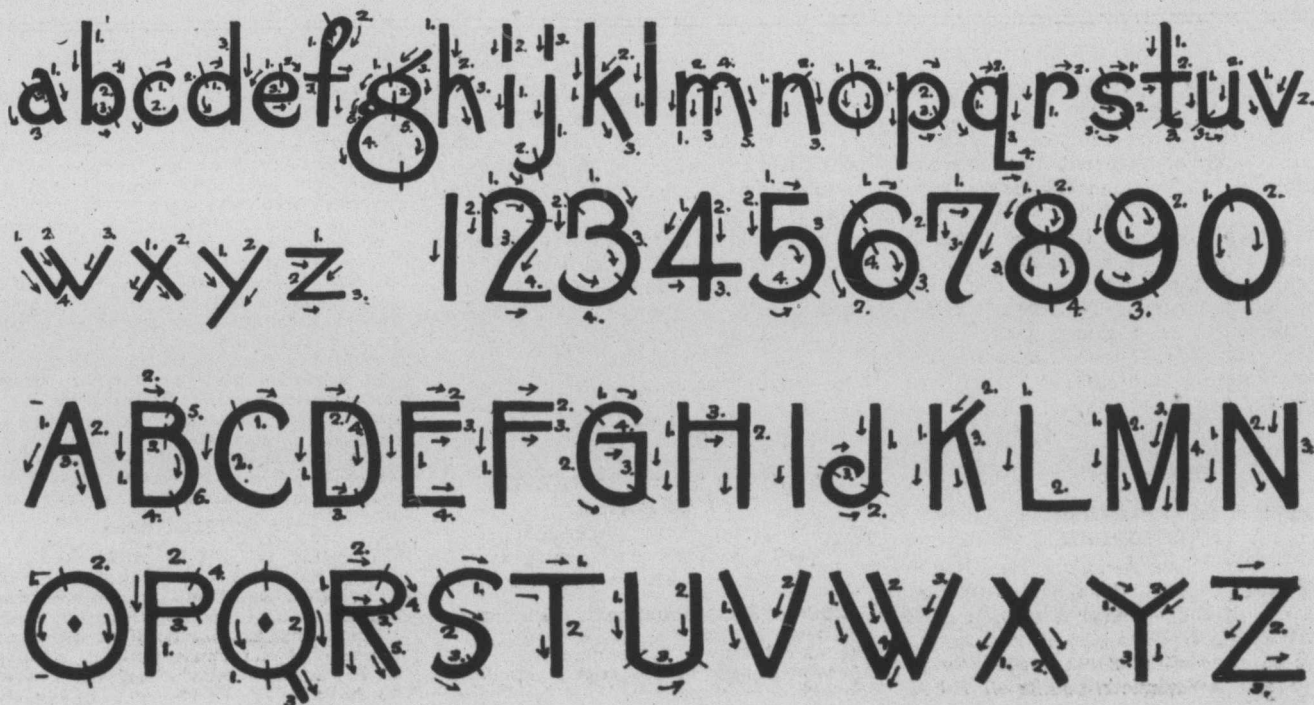
The G also of the lower case can be made in many styles without losing the character of the letter. Compare the various styles used on the three cards

with the one shown on the chart and you have only a few of the many that can be made.

The next one to mention and one which is played upon a great deal is the letter S. This letter, when worked up on a show card can be formed in a variety of ways and these forms all depend upon what the letters next to them will allow. As you see, the chart only shows an evenly balanced letter, but a study of the three show cards gives you many ideas of how to work in this letter. For instance the "vegetable" card in two instances shows how the lower section of this letter can be brought below the lower guide line and underneath the letter to its left—all without changing its individuality. The two "S's" on the housecleaning card show the top of this letter or stroke 1 extending much to the right of the rest of the letter.

These are only three of the letters which, upon practice, you will find can

(Continued on page 30.)



CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

John McSherry, grocer, of St. John, died recently.

E. S. Secord, Bath, N.B., has sold out to J. K. McIntosh.

J. A. McLennan, Florence, N.S., has discontinued business.

John Koven, of J. Koven & Son, general store, Bristol, N.B., is dead.

J. G. Douglas & Co., general store, Stanley, N.B., have dissolved partnership.

The death of Joseph Koven, aged 56 years, who conducted a general business at Bristol, N.B., occurred suddenly at his home this week.

The announcement of the new war taxes has led to heavy buying of several lines, notably matches and tobaccos, by dealers and consumers alike.

George W. Slocum has retired from the business of Slocum & Ferris, St. John, provision and commission merchants, and the business will be carried on by Otty L. Slocum.

The business of J. & J. S. Titus of St. Martins, N.B., which was established more than forty years ago and which in recent years has been controlled by Emery A. Titus, has been sold to the newly formed concern, the Bentley Merchandising Company. Mr. Titus will remove to St. John to reside.

At a meeting of the grocers' branch of the St. John Retail Merchants' Association, a resolution was adopted in favor of selling bananas and other fruit by the pound, and a further resolution commended this method of selling to all grocers not members of the association. The meeting also went on record as favoring the adoption of standard measures for the sale of vegetables.

A branch of the Retail Merchants' Association has been organized in West St. John with officers as follows: President, John Rose; vice-president, Thomas Rippey; second vice-president, J. B. McManus; secretary, Charles P. Hanson. The association decided to observe the half-holiday this summer and the members will close their stores on Thursday afternoons at one o'clock from the first of June to the end of September.

The development of closer trade relations between Canada and Jamaica is indicated by correspondence received by the St. John Board of Trade. Such letters received recently express the hope that a larger trade may be fostered and, in individual cases, requests were made for names of firms interested in orange juice and orange seeds, which are said to possess interesting chemical possibilities, oil of oranges and a variety of fruits and fruit products.

The Bay of Fundy sardine season continues to show smaller results than usual

at this time of year and the quality of the fish caught has not been up to the average. The fishermen have maintained the minimum price of \$25 per hhd. but no sales at a higher rate have been reported. Three steam trawlers, of wooden construction, are to be built at Sturgeon Cove on the Letang River, N.B., for use in this industry, thus marking a new step.

Merchants of Kentville, N.S., have decided to close their stores at Wednesday noon during the months from May until September 30th, and to close at six o'clock on Monday, Thursday and Friday evenings, remaining open during the other evenings of the week.

Quebec

Mrs. F. G. Lebrocq, Waterloo, has sold out.

I. Goodman, grocer, Montreal, Que., has dissolved.

Geo. S. Nesbitt, Wakefield, is advertising his business for sale.

The D. Hatton Co. has lost two of its employees this week, Maurice Deschâtelets and G. A. Comtois having joined the King's forces.

Jno. F. Davis, general store merchant of Gaspé, Quebec, was in Montreal this week for a few days on business and will take a few holidays before returning.

Ontario

Grant Cobban, Muncey, has sold out.

John Cowall, Hamilton, has sold out.

Mrs. Thompson, Hamilton, has sold out.

Mrs. A. K. Dunstal, grocer, Hamilton, Ont., has sold out.

Wm. L. Hall, Toronto, has sold out to David Milne.

Mrs. H. Calhoun, Toronto, has sold to George Netherton.

Thos. Walmsley, grocer, Toronto, Ont., has sold to P. E. Huxtable.

F. S. Burgess has closed out his business; there is no successor.

Alex. Michael, general store, Leamington, has suffered loss by fire.

A. W. Whitehorn, Westboro, is opening a branch store in Ottawa.

Jenkins & Hicks, Merlin, have been succeeded by John A. Halliday.

J. Carter & Son, general store, Fort Frances, Ont., have suffered fire loss.

The Peerless Milling Company, Toronto, was recently damaged by fire.

Bellefeuille & Duplessis, grocers, Three Rivers, Que., have suffered fire loss.

Leake & Co., grocers, 721 Palmerston Avenue, Toronto, have sold to Wm. Harrison.

McDiarmid & Co. general store, Dalmeny, Ont., has been succeeded by G. D. Lewis.

Labelle, Cyrille & Co., Three Rivers,

Que., wholesale and retail grocers, have suffered fire loss.

Elmwood, Ont., merchants have decided in favor of early closing. The change became effective May 1.

Merchants of St. Mary's, Ont., have decided to observe Wednesday half holiday during June, July and August.

G. S. Webster, formerly of Trenton, has opened a grocery business in Cardinal at the store formerly occupied by J. T. McGarrell.

Fire did \$300 damage at 738, 740, and 742 Queen street east, Toronto, recently owned by the Ideal Grocery Co.

The London Retail Grocers' Association is laying plans for a Pure Food Show to be held in connection with the Western Fair at London, Ontario, Sept. 6-14.

The T. D. Grant Company has been incorporated with an authorized capital of \$40,000 and with headquarters at Guelph, to deal in ice cream, fruits and groceries and a general confectionery and restaurant business.

A company to be known as Gamble-Robinson, North Bay, Limited, has been incorporated for the purpose of dealing in fruits and vegetables and produce either wholesale or retail. The company is capitalized at \$40,000. The headquarters will be at North Bay, Ont.

The Wednesday half holiday, customary in past years, will not be observed in May this year by the grocers and butchers of Brantford. Instead, the half-holiday will be kept during the months of June, July, August and September. The merchants of Eagle Place, a suburb of Brantford, however, have agreed to close during May.

Western

L. Guay, St. Lazare, Man., has discontinued business.

Hughes Bros., Olds, Alta., have sold their grocery business.

Brechlin and Murny, Dunmore, Alta., have dissolved partnership.

E. Lapointe, grocer, St. Claude, Man., has discontinued business.

Johnson and Sutherland, general store Morningside, Alta., have sold out.

H. Dalynik, general store, Tyndall, Man., is removing to Winnipeg.

Nimmins and Wilson, grocers, Winnipeg, have sold to Mr. Carrothers.

H. E. Beattie, Okotoks, Alta., has sold out to H. H. Barnes of that place.

H. E. Lawrence, general store, Nainpinka, Man., has sold to N. Pickard.

J. H. Green & Co., Kildonan West, Man., have sold to J. C. Goodenough.

Through a regrettable error it was stated in a recent issue that S. W. Smith, Cardale, Man., had sold out. Mr. Smith has voluntarily joined the colors, and

during his absence his business is being conducted by E. E. Hardy.

Thompson & Logan, High River, Alta., have sold to Claughton Bros. of the same place.

Peikoff & Orloff, general store, of Glenella, Man., have removed to Vista, Man.

M. Lemoge of the High River Trading Co., High River, Alta., has sold out to Bethard Bros.

The P. Burns Company have secured the Bijou Theatre, Prince Albert, and will use the building for the candling of eggs, prior to storing in the Northern packing and cold storage plant.

J. Lowry French, of the A. MacDonald Company, wholesale grocers, Regina, has gone to Denver, Colorado. Mr. French is an American citizen and returns to his former home to don the khaki in Uncle Sam's army.

B. J. Allbright is installing new machinery in the Craik flour mill which when set in motion will double the capacity of the mill. The mill was closed while the machinery was being installed, but is now working full time.

Appreciation of the efforts of the Moose Jaw Retail Merchants' Association in their endeavor to secure a half-holiday on Wednesdays during the months of June, July and August is expressed by Retail Clerks' Protective Association of Moose Jaw in a resolution passed at a recent meeting.

The MacDonald-Crawford Company have decided to erect this spring an extension to their warehouse in Moose Jaw. Two lots adjoining their present building were recently purchased from the city of Moose Jaw for \$2,500 and a brick warehouse will be constructed thereon at once. The plans have been prepared and call for a brick building of one and a half storeys. The addition will nearly double the capacity of the present warehouse.

THE SASKATCHEWAN CONVENTION

The convention of the Saskatchewan Retail Merchants' Association that opened in Saskatoon this week will be fully reported in next week's issue of CANADIAN GROCER. B. T. Huston, managing editor of the MacLean Publishing Company trade newspapers, is at present in Saskatoon representing CANADIAN GROCER at the session.

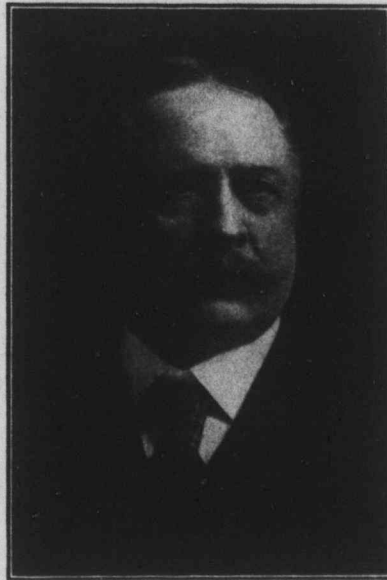
THE CHICKEN CHOWDER CLUB

The Chisholm Milling Company, Toronto, has adopted a novel method of encouraging the production of poultry and eggs. The idea is a contest in production, and the contest is under the name of the Chicken Chowder Club. There are nine prizes offered for success in some particular phase of chicken and egg cultivation. The contest starts May 15, 1918, and closes on the same date next year. The company expects that this idea will be productive of large results in increasing the interest in chicken raising especially among younger folk.

PRESENTATION TO H. B. GORDON

H. Bruce Gordon, the retiring president of the Manitoba and Saskatchewan Wholesale Grocers' Association, was recently presented with a handsome grandfather's clock, at a gathering of wholesalers from all parts of the provinces held recently in Winnipeg. The presentation was made by R. R. Wilson, of Campbell Bros. & Wilson.

Mr. Wilson, referring to his 35 years' acquaintance with Mr. Gordon, enumerated many instances of how the latter



H. B. GORDON,

Retiring President of the Wholesale Grocers' Association of Manitoba and Saskatchewan.

has worked incessantly for the benefit of the wholesale grocery business, and pointed out that in recognition of his ability Mr. Gordon has become known as the "dean" of the business in Western Canada.

S. C. Burton, the new president, also spoke and expressed the hope that Mr. Gordon would continue to lend his assistance and support to the association.

New Goods Department

RECORD BOOK FOR EXTRACT SALES

The Ontario Temperance Act amendment requires that all merchants selling flavoring extracts shall keep a record of these sales in a book especially provided for this purpose. Thomas H. Litster, 38 Front street east, Toronto, have published a book to be used for this purpose. The book, as well as having spaces for all the necessary data, has a reproduction of the clauses of the Act dealing with this matter.

SOMETHING NEW FOR THE CARD-WRITER

(Continued from page 28.)

be made in other forms that are shown here. Of course if you are a beginner it will be advisable for you to keep to the chart formations for a long time because when you have mastered them you will have done a big work. If you have been a follower of these lessons for some time back you will remember what was advised in regard to the method of handling the brush. However, for this lesson at least we are going to make a slight change in this method. Previously we advised you to hold your brush at a writing angle, but for this we shall ask you to hold the brush at right angles with the card you are working on. The reason for this is it gives you a better control of the brush for making this type of lettering. You must get right up on the end of the brush and keep the brush well filled with color, which should be slightly thicker than what is commonly used. Work with a free arm movement and don't cramp your fingers up.

For practice work rule out a blank card with the guide lines as shown in the practice chart and select various strokes or combinations of strokes and practice them until each is perfect. You can go all over each letter in this way and you will find it very helpful.

The upper case of the chart shows a great many plain lines which it should not be hard to master. Balance up each letter properly and don't forget that all strokes should be the same width.

A feature of this alphabet is that the corners, as you will notice, are all cut off with a little angle stroke, which is



very effective when they are joined up on a completed show card as you will notice. Care should be taken not to spread the lettering too much over the surface of the cards, and above all remember to show plenty of white background to make the lettering stand out

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THERE has been some doubt expressed in the levying of the excise tax on tea as to whether dealers holding over 1,000 lbs. should pay the tax on the whole amount, or whether the 1,000 pounds would be an exemption and the tax levied only on the amount over and above this quantity. A ruling from Ottawa indicates that the tax will be levied on amounts over and above 1,000 pounds; that is, the first 1,000 pounds is exempt from the excise tax.

The War Trade Board, after consultation with the United States Department of Agriculture, announces that on and after May 6, 1918, exporters to Canada of corn to be used for any purpose will not be required to present to the collector of customs a grain-inspection certificate indorsed by a Federal grain supervisor, as required in former announcements.

No change has been made in the rule requiring that all applications for licenses to export corn for any purpose to Canada must be accompanied by a Canadian import license permitting the consignee named in the application to import the quantities specified therein.

Exporters should not apply for an export license until they have received from the prospective importer such import license, which should be securely pasted on the back of the application for an export license.

Business generally shows considerable improvement over the previous week.

MONTREAL—Firming tendencies are evident in several lines this week, although actual changes are few. Molasses has advanced three cents a gallon, and at this the demand is active and deliveries are being effected. The sugar situation is firm, and deliveries are maintained, with the outlook more favorable. Nut markets are very firm, as are also those of spice, tea, coffee, canned goods, rice and raw Jamaica crystal sugar. Chicory is up 5c per lb., while ground sulphur is down one cent. Some jams are coming to hand better than formerly. Flour markets are unchanged, but shorts and bran are reduced 40c per ton to equalize freights due to water transportation, this reduction applying to all shipments, whether made to all lake or lake and rail or all rail destinations.

TORONTO—The sugar situation shows a somewhat easier tendency during the week as regards supplies. The demand as yet is far in excess of arrivals, but the general feeling is materially improved. As regards

sufficient quantities being available for the preserving season, the consensus of opinion was that every householder would be able to procure sufficient to carry her through.

Fresh imported vegetables are reaching the local market in increasingly large quantities and enjoying a splendid sale. Wax beans, beets, carrots, onions and green peas are being offered and sold at high prices against stocks carried over this winter. This is notably true of onions, and would seem to explain in some measure why there are so many of this vegetable going to the incinerators.

Reports from California indicate a further setback to the orange crop, and Valencias have undergone a sharp advance. This will very likely be reflected here, though stocks at present are in fair condition, with prices on about the same basis as ruling for some time past. Ontario barreled apples are getting cleaned up pretty well, and last shipments of boxed are reported arriving. Grapefruit is in light supply, and pineapples hold firm, with stocks none too heavy. Strawberries have registered a substantial decline, though the market has strengthened somewhat over low figures reached towards end of last week.

Whereas there are a few points to be cleared up in reference to some of the items of new taxation, the trade has generally adjusted itself as far as possible to the proposed legislation. The demand on tea and coffee has been curtailed to some extent by the increased prices, but reports from retailers generally indicate that consumption shows little or no dropping off at present, and a resumption of normal buying activity may be expected as requirements develop.

WINNIPEG—The sugar situation in the West continues to be serious. Supplies are very light, and there seems no indication of any improvement in the near future. There is an easier feeling in the rolled oats market owing to the fact that milling oats are found to be far more plentiful than was anticipated. Supplies have been pouring in from sources that were undreamed of; this is giving ground for the hope that the same condition may be found to prevail in wheat. Cornmeal is likely to be somewhat more plentiful in the near future as larger supplies of corn are becoming available. Rice is expected to show further advance owing to firm prices on primary markets. Dried fruits and canned goods are moving out well.

QUEBEC MARKETS

MONTREAL, May 15.—The week's changes are very few and trade in a general way is stated to be fairly good. Country conditions are better in a general way than those applying to city demand. One jobber has made some small revisions on oat products, but these make no change in the quotations given in lists following.

Sugar Price Holds; Outlook Is Good

Montreal.
SUGAR.—The refined sugar situation may be reported as quite promising, and from all reports gathered there is a better outlook than for some time. There is a general feeling that prices will be maintained, and that these may even go somewhat higher. This opinion is varied, however, and one refiner sees nothing to point to a higher price basis. Differentials have been changed, however, and these are now issued separately by the various refineries, as they have made changes to suit their own lines, thus doing away with the common differential table heretofore used. Prices are held unchanged, and "Acadia" is quoting \$8.80 for refined sugar.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 06
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 06
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

No Change Noted In Canned Goods

Montreal.
CANNED GOODS.—The market is firm and sales are very good. There are indications of continued demand, and supplies seem to hold out very well, considering that these have been reported short in certain points. Prices hold firm, but there are no changes of any kind. A large sale is anticipated for a new vegetable soup just put out, which is obtainable at 95c per doz., and which will, therefore, make a 10c seller.

Salmon Sockeye—	
"Clover Leaf," ½-lb flats	2 40 2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50 2 00
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75 7 00
Norwegian sardines, per case of 100 "¼s"	20 00
Canned Vegetables—	
Tomatoes, 1's	1 20
Tomatoes, 3s	2 50 2 75

Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	1 75	
Peas, early June	1 90	
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	3 00	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.	8 50	
Red raspberries, 2s	2 90	
Simcoes	2 75	
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	
Blueberries, 2s, doz.	1 85	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.	6 00	
Carrots, sliced, 2s	1 45	
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup)	2 00	
Pears, 3s (heavy syrup)	2 45	
Pineapples, 1½s	2 25	
Greengage plums (light syrup)	1 90	
Lombard plums (heavy syrup), 2s	1 70	

Maple Syrup In Demand; Quantity Statements Vary

Montreal.
MAPLE PRODUCTS.—The sale of syrup has been good, and sugar sales too have been satisfactory. It is just a little difficult to know the extent of holdings, as some state the supply to be short, while others again state that this is fairly good. Prices are well maintained, however, and there is a general firmness of undertone to both sugar and syrup. Some of the product is this year being marketed in other than the usual tin containers, wooden kegs being used by some.

Maple Product—	
Syrup, 13 lbs. Imp. meas., gal.	1 85 1 90
Syrup, 5-gal. tins, per gal.	1 85
11-lb. tins	1 35 1 45
Sugar, in blocks, per lb.	0 21 0 22

Coffee May Be Harder To Obtain

Montreal.
COFFEE.—The prices have not been very definitely adjusted by some of the importers as yet following the new regulations. There is a general advance of 5c per pound, and price ranges will be forthcoming in the immediate future and will be quoted. At present there is a fair demand and ample supplies to meet this. There is a suggestion that the supply of coffee will not be available in the usual volume, and that this may be probably not more than 60 per cent. of normal. This opinion was expressed by a representative importer, but further confirmation will doubtless be forthcoming. Cocoa is held unchanged, and a good demand exists.

Coffee, Roasted—	
Bogotas, lb.	1 80
Jamaica, lb.	1 80
Java, lb.	2 65
Maracaibo, lb.	2 70
Mexican, lb.	2 70
Mocha, lb.	2 70
Mochas (genuine)	2 70
Rio, lb.	2 70
Santos, Bourbon, lb.	2 70
Santos, lb.	2 70
Cocoa—	
Bulk cocoa (pure)	1 80
Bulk cocoa (sweet)	1 80

Corn Syrups Firm; Molasses Up 3c

Montreal.
SYRUPS AND MOLASSES.—The situation on corn syrups rules with a firm undertone. Sales are large, and there seems to be an unabated demand for the product. In fact, syrup sales all around are said to be good. The demand for molasses is good, and prices have advanced this week 3c per gallon. In speaking with one of the large importers, CANADIAN GROCER asked if there would be ample supply this year for the needs of Canada, and he said: "I think there will be enough. We are getting supplies in now from week to week, and they are being sent out to our customers, but there should be sufficient to meet demands."

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Island of Montreal
Puncheons	0 97 1 00
Barrels	1 00 1 03
Half barrels	1 02 1 05
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Rice Unchanged; Supplies Shorter

Montreal.
RICE AND TAPIOCA.—The market is steady and prices are still firm, but without any revisions whatever. In the Southern import points the commodity is reported scarce, and prices are very firm in consequence. There is likely to be a continued strong position, with a firm market for some time, in view of transportation, and also the usual items of labor and increased demand because of shortage in other food products.

Snow (Japanese)	10 25
Ice Drips	11 25
Carolina	11 50 12 50
"Texas," per 100 lbs.	9 50
Patna (good)	8 90 9 40
Siam, No. 3	8 50 9 00
Siam (fancy)	10 25 11 00
Rangoon "B,"	8 50 9 50
Rangoon "B," 200-lb. lots	9 70
Rangoon CC	8 20 9 25
Mandarin	8 90 10 00
Pickling rice	7 70 8 40
Tapioca, per lb.	0 15 0 16
Tapioca (Pearl)	0 15* 0 16

Dried Fruit Steady; Demand Fair

Montreal.
DRIED FRUITS.—The situation is normal and prices are without any change whatever. Supplies have been coming in that were ordered a great while ago, one jobber stating that he had just received a shipment of raisins that were ordered a year ago. Transportation has been improving somewhat, however, and this is a welcome change for those

dependent on outside sources for their stocks. Prices on peels of all kinds are said to promise large advances of from 10c to 12c per lb. for next season.

Apricots—		
Choice	0 23	
Fancy	0 30	
Apples (evaporated)	0 20	
Peaches (fancy)—		
Faced	0 19	
Choice	0 17	
12 oz., per pkge.	0 16	
Pears	0 16	
Drained Peels—		
Citron		
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscatsels, loose, 2-crown	0 11	
Muscatsels, loose, 3-crown, lb.	0 11½	
Muscatsels, 4-crown, lb.	0 12	
Cal. seedless, 16 oz.	0 14	
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	0 13	
Choice seeded, 16 oz. pkgs.	0 12	
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11½	
Currants, old	0 24	
Do., new	0 32	
Dates, Excelsior, per case	6 84	
Do., Dromedary	7 92	
Figs (new), 100 to case	11 00	
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	0 20	
Figs, Portuguese	0 13	
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	1 75	
Pkgs. 10 oz. (12 pkgs.)	1 45	
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	0 17	
California, 40-50s	0 13½	
25-lb. cases, 50-60s	0 13	
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	0 10	
Oregon, 30-40s	0 15½	
40-50s	0 15½	
50-60s	0 12½	

Nuts Will Be High; Supplies Limited

Montreal.—At present there is not a great deal of interest in the situation excepting in that of the prices for walnuts, almonds, etc. These will rule very high, authorities think, and direction is given to a special review of the position on this commodity elsewhere in the present issue. Some think that walnuts will be very much higher than they are today. The amount of trading at present is limited, but there is some buying on the part of those who see that prices are likely to be higher if they defer securing their needs now. Supplies are stated to be light. Peanut prices are very uncertain and pending revisions that have been made by jobbers these are withdrawn for the week.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton		
Peanuts, "Diamond G"		
Peanuts (coon), per lb.		
Peanuts (Jumbo), per lb.		
Peanuts, shelled, Spanish, No. 1		
Peanuts, shelled, Virginia, No. 1		
Do., No. 2	0 14	
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Carrots, new (doz. bunches)		1 50

Walnuts (Grenoble)	0 23
Walnuts (new Naples)	0 16
Walnuts (shelled)	0 70
Walnuts (Marbots), in bags	0 22
Walnuts California, No. 1	0 24

Cereals Unchanged; Rolled Oats Easy

Montreal. **CEREALS.**—While there have been some slight revisions of price here and there in the price of rolled oats and oat-meals, the range given below covers the market. There is an undoubted easier position in oat products, but this is not well defined, and some look for an early reaction with a firming tendency. Sales are fair, and for cornmeal and other lines in the list the demand is seasonable. Rye flour is in good demand, as is also corn flour.

Cornmeal, Pure Gold	7 00
Cornmeal (Gold Dust)	6 40
Barley, pearl	8 25
Barley, pot, 98 lbs.	6 15-6 25
Buckwheat flour, 98 lbs.	7 25
Corn flour, 98 lbs.	6 50
Hominy grits, 98 lbs.	6 75
Hominy, pearl, 98 lbs.	7 50
Oatmeal (standard-granulated and fine)	6 04-6 25
Peas, Canadian, boiling, bush.	5 00
Split peas	10 25
Rolled oats, 90-lb. bags	5 50
Rolled oats (family pack.), case	5 50
Rolled oats (small size), case	2 07½
Rolled wheat (100-lb. bbls.)	6 75
Rye flour, small lots 98 lbs.	8 25

Flour Sale Fair; Feeds Somewhat Lower

Montreal. **FLOUR AND FEED.**—The flour market is held without any change whatever and is now on a fairly steady basis. Demand continues with a greater use of the white flour substitutes. Export has naturally been heavy under Government requirements. The prices of substitute flours seem to have been of an uncertain and somewhat unstable nature for the past few days, there being larger offerings of some, with a consequent easier feeling. It is just a question whether there will be much revision of price in view of the continued good demand. Bran and shorts have been reduced by some of the mills 50c per ton. The same has been done to somewhat equalize the difference in lake and rail shipments, and all are on the basis Montreal freights at these quotations. Demand still is large.

War Standard, Graham and Whole

Wheat Flours—	
Car lots (on track)	10 95
Car lots (delivered), Bakers	11 05
Small lots (delivered)	11 15
Bran, per ton	35 00
Shorts	40 00
Crushed oats	66 00
Barley chop	75 00
Barley meal	75 00
Feed oats, per bushel	1 06

Lots Of Beans, But Some Inferior

Montreal. **BEANS.**—There is a fair demand for beans and quantities of good grades, while limited in some cases, are sufficient for the trade requirements. Of the Nos. 2, 3 and 4 grades, one of the best bean authorities in Montreal stated to **CANADIAN GROCER** that there was a very large quantity, but that for these there was very small demand. Prices

are without much change, but as the varieties carried in some jobbers' hands are of uncertain quantity and trading is desired, favorable quotations may in some cases be had.

Beans—

Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia		9 00
Brown Beans		7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 50
Barley (pot), per bag 98 lbs.		6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Cream Of Tartar Up; Spice Prices Firm

Montreal. **SPICES.**—While there are still no new prices on spice, the markets are decidedly firm and at outside points there is little change. In a general way the trade conditions are quiet both here and at import centres, with a generally firm position. It was stated that the position on cream of tartar is very strong, and there was an advance of from 4c to 5c a pound in some points. Nutmegs are very scarce.

Allspice	0 16	0 18
Cassia		0 35
Cassia (pure)		0 35
Cayenne pepper	0 28	0 35
Cloves		0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice		0 25
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3¼ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Vegetable Trade Is Better; Some Advances

Montreal. **VEGETABLES.**—The demand for vegetables is very satisfactory—for many of the lines in the list at least. Some of the coarser vegetables, such as carrots and turnips, are a little higher, and this is explained through the fact that supplies of good grades are getting smaller. It is stated that the heavy demand for potatoes for seed may have the effect of advancing prices 15c to 20c per bag. Cabbage is lower and leeks are down to \$3.50 per dozen bunches. Altogether prices are quite well maintained.

Beans, new string (25-lb. basket)	4 50
Beets (60-lb. bag)	0 75
Cauliflower (California), crate,	
2 doz.	4 50
1 doz. crate	2 00
Cabbage, Montreal, per bbl.	2 50
Cabbage, Montreal, doz.	1 00
Cabbage (New Florida), crate	7 00
Cabbage (New Florida), hampers	1 65
Carrots (bag)	1 00

Celery (Wash.), doz.	1 65
Celery, Florida	2 75
Cucumbers (Boston), doz.	2 00
Cucumbers, hampers	6 00
Endive (Can.)	0 25
Endive (American)	0 40
Lettuce, curly (3 doz.)	2 50
Lettuce, curly (doz.)	0 90
Lettuce (Boston) as to size, box.	2 25
Lettuce (Florida), hamper	2 75
Lettuce (California), 5 doz.	5 50
Leeks	3 50
Mint	0 60
Mushrooms, lb.	0 90
Onions, red (70-lb. bag)	1 00
Onions, red (100-lb. bag)	2 50
Onions, spring, doz.	1 50
Oyster plant	0 75
Parsnips (60-lb. bag)	1 00
Parsley (American)	1 00
Parsley (Canadian)	0 50
Potatoes (sweet), per hamper, as to size	2 50
Potatoes, bag	1 40
Potatoes (New Brunswick), bag.	1 60
Romane	0 50
Radishes (doz.)	1 00
Rhubarb, doz.	1 50
Spanish onions, half cases	2 25
Spanish onions, large crate	4 50
Spanish onions, small crate	1 50
Turnips (Quebec), bag	1 00
Turnips (Montreal), bag.	1 25
Tomatoes (hothouse), lb.	0 40
Tomatoes, Florida, crate	4 75
Watercress (Can.)	0 50
Watercress (Amer.)	1 00

Oranges Are Easier; Strawberries Down

Montreal.
FRUITS.—The markets are fairly active, with a good demand for strawberries, pine apples, oranges and bananas. The latter are coming to hand very freely now, and prices will perhaps be more favorable soon. Strawberries are selling at 18c per box this week for quarts. Apples are somewhat firmer, and this is due to the fact that available supplies of good grades are not so large. A more favorable price is now quoted on oranges according to grade.

Apples—		
Ben Davis	4 00	4 50
Russets	4 50	5 00
Nonpareil		5 00
Ontario Apples—		
Spys, No. 1, per bbl.	3 00	3 50
Do., No. 3 (special), bbl.		5 50
Do., No. 3, bbl.		4 50
Pewaukee, No. 1, bbl.		6 50
Do., No. 2, bbl.		5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.		4 50
No. 2		3 75
Boxed apples (all sizes)		2 75
Bananas (fancy large), bunch.	4 00	4 50
Cranberries (gallon)		1 25
Cocoanuts, sack	7 25	9 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96		4 50
Grape fruit (fancy Porto Ricos) 54, 46	3 75	4 25
Lemons (fancy new Messina)		4 50
Lemons (choice)		4 25
Lemons (California seedless)		5 00
Oranges, Valencia lates	6 00	7 25
Oranges, Porto Ricos		5 50
Oranges, California navels	6 00	7 00
Oranges, Jamaica		6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)		5 50
Pineapples, Cuban (crate)		5 00
Pineapples, Florida	5 50	6 50
Pears, eating (doz.)	0 30	0 60
Strawberries (box) (quarts)		0 18

Some Say Tea High For Next Fall

Montreal.
TEA.—It is stated by some that teas will be very much higher next fall, and that even though there are some considerable quantities of lower-priced teas available at the present time, these will be used up ere long. Some importers state that they are now buying for import, and this would indicate that there

is confidence in the future trade conditions for this commodity. There is a disinclination in some quarters to name new prices at the present time, and the following range will cover the market for the present. Trade is somewhat quieter than usual at present:

ONTARIO MARKETS

TORONTO, May 15.—There have been very few changes to report during the week, markets on practically all lines maintaining an even trend. The exception might be found in fruits and vegetables, which have shown considerable variation, but this is by no means an unusual condition. The general tone of business is considerably improved over the showing of the preceding week and orders aggregating a very nice volume of trade are going forward.

Sugar Situation Seems Somewhat Easier

Toronto.
SUGAR.—The general feeling in sugar seems to be somewhat easier, and whereas the demand is still considerably in excess of supply receipts show some improvement, with a corresponding improvement in distribution. Asked as to how liberally supplies might be expected when preserving season arrives, the consensus of opinion was that ample would be available for every householder. An advance of 10c per 100 pounds has been made in Acadia Sugar Refinery lines, bringing to-day's price on extra granulated to \$9.07. Quotations prevailing to-day follow:

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated ..	9 07
Can. Sugar Refinery, extra granulated ..	8 82
Dom. Sugar Refinery, extra granulated ..	8 97
Iceing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 10c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Baking Powder And Custard Powders Up

Toronto.
BAKING POWDER, CUSTARD POWDERS.—New prices have been named on baking powder, the Royal now selling at \$1.75 per dozen for 4 oz.; \$2.50 per dozen for 6 oz.; \$2.95 per dozen for 8 oz. Higher quotations on Harry Horne's custard powders are also being put into effect, the 72 5 oz. tins to sell at \$1.40 per doz., and 24 15 oz. tins at \$3.25 per dozen. Water glass, 48 1 lb.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

tins has advanced to \$1.45 per dozen, and other items to follow the upward trend are Ocean Blue, which now sells at 23c per pound; stove polish at \$1.10 dozen; Dalley's French mustard, \$3.20, 24 15c tumblers, \$1.25 dozen; castor oil, 12 2 oz. at \$2.25 dozen, and oyster shells \$1.25 bag.

Molasses Hold Firm; Syrups Unchanged

Toronto.
MOLASSES, SYRUPS.—There has been little new development in these commodities during the week. In some lines molasses is in very short supply, while others report ample stocks. A very good demand is being experienced for molasses, many people endeavoring to save butter and sugar by its use. Prices hold firm and unchanged. Crystal Diamond syrup, 2's, is being quoted at \$5.50 case. A very fair demand is reported for all lines and stocks are in very good shape.

Corn Syrups—		
Barrels, per lb.		0 07
Cases, 2-lb. tins, 2 doz. in case		5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy Barbadoes, barrels		1 00
Choice Barbadoes, barrels		0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs		6 50
West India, 5-gal. kegs		3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes		4 75
Tins, 3-lb. table grade, case 2 doz., Barbadoes		6 40
Tins, 5-lb., 1 doz. to case, Barbadoes		5 30
Tins, 10-lb., ½ doz. to case, Barbadoes		5 20
Tins, 2-lb., baking grade, case 2 doz.		3 50
Tins, 3-lb., baking grade, case of 2 doz.		4 60
Tins, 5-lb., baking grade, case of 1 doz.		3 90
Tins, 10-lb., baking grade, case of ½ doz.		3 75
West Indies, 1½, 48s		5 00
West Indies, 2s, 36s	4 00	4 25

Some Jams Higher; Vegetables Moving

Toronto.
CANNED GOODS.—There have been two or three slight revisions in jam and marmalade, Stuart's black currant and plum jam, 24 tumblers, selling at \$1.50 per dozen, and Stuart's orange marmalade, 12 4 lb. tins, moving up to 74c tin. A very satisfactory movement of canned vegetables is reported and indications are that a very fair demand will continue for the next few months as far as this can be determined. Prices have held firm and unchanged.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Table listing various food items such as Salmon, Canned Vegetables, Peas, Beans, Apples, etc., with their respective prices in columns.

Little Of Interest In Dried Fruits

Toronto.

DRIED FRUITS.—There have been no developments of a particularly interesting character during the past week in any of the items noted below.

Table listing dried fruit items like Apples, Apricots, Dates, Figs, Prunes, Peaches, Raisins, etc., with prices.

Teas Moving Along In New Channels

Toronto. TEAS.—The course of tea is following along in the new channels as regards price, and a fair movement only is reported.

Table listing tea varieties like Pekoe Souchongs, Broken Pekoes, Orange Pekoes, etc., with prices.

Coffee Holds Firm At New Levels

Toronto.

COFFEE.—There is nothing new to report in respect to coffee. Prices are holding firm at new levels established, but business is along comparatively narrow lines.

Table listing coffee varieties like Bogotas, Guatemala, Maracaibo, Mexican, etc., with prices.

Peppers Make Further Advances

Toronto.

SPICES.—Further high prices have been named for peppers during the week, black being quoted in some quarters at 43c to 45c per pound, and white at 47c to 49c per pound.

Table listing various spices like Allspice, Cassia, Cinnamon, Cayenne, etc., with prices.

Table listing various nut varieties like Peppers, Paprika, Nutmegs, Mustard seed, Celery seed, etc., with prices.

All Lines Nuts In Firm Position

Toronto.

NUTS.—Every line of nut is reported in very firm situation, and the question of future supplies contains a decided element of uncertainty.

Table listing nut varieties like Almonds, Walnuts, Filberts, Pecans, etc., with prices.

Beans Remain Firm And Unchanged

Toronto.

BEANS.—Prices on beans have been firmly maintained and little of interest marks the situation generally.

Table listing bean varieties like Ontario, Do., hand-picked, Can. white kidney beans, etc., with prices.

Little New In Rice Situation

Toronto.

RICE.—There is nothing new to report on the rice situation. Prices have held firm and unchanged with ample stocks reported to take care of the demand.

Table listing rice varieties like Texas, Blue Rose Texas, Siam, etc., with prices.

Package Goods
Show No Change

Toronto.
PACKAGE GOODS.—There has been no change made in any of the lines of package goods during the week as far as price is concerned, and there is little of interest in the situation generally. Demand continues along narrow lines.

Cornflakes, per case	3 90	4 25
Rollled oats, round, family size, 20s	5 85	6 35
Rollled oats, round, regular 1½s case	2 13	2 30
Rollled oats, square, 20s	5 85	
Shredded wheat, case	4 25	
Cornstarch, No. 1, pound cartons	0 11¼	
No. 2, pound cartons	0 10½	
Starch, in 1-lb. cartons	0 11¼	
Laundry starch, in 1-lb. cartons	0 10	0 11½
Do., in 6-lb. tins	0 13	
Do., in 6-lb. boxes	0 13	
Do., in 100-lb. kegs	0 11	

Maple Syrup Slightly Easier; Honey

Toronto.
HONEY, MAPLE SYRUP.—A slightly easier tendency is noticeable in some quarters on maple syrup, Imperial gallon tins selling down to \$2.00 each. A fair movement continues to manifest itself. There is nothing doing in honey. Stocks are pretty well cleaned up and orders by no means heavy.

Honey—		
Clover, 5 and 10-lb tins	0 23	
Do., 54s, case		
60-lb. tins		
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.		
Do., 10oz., doz.		
Do., 12-oz., doz.		
Do., 16-oz.		
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	15 10	
No. 2, 5-lb. tins, 12 to case	17 10	
No. 3, 2½-lb. tins, 24 to case	18 50	
No. 3, 32-oz. bottles, 24 to case	16 70	
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	10 50	
Barrels, 25 or 40 Imp. gals., gal	2 00	

Apples Cleaning Up; Bananas, Oranges Firm

Toronto.
FRUIT.—Apples, both boxed and barreled are getting cleaned up fairly well, the last shipment of boxed being reported in, and many lines of Ontario barreled being taken off the list during the week. Bananas are said to be rather scarce, and prices are holding firm. Boats formerly transporting these are being used in the sugar trade, which has resulted in shortage. From primary points indications are that the orange crop has suffered another severe setback and prices have made a sharp advance. The question of supplies locally then presents difficulties, although prices for the week show little change, with a firm undertone ruling. Pineapples have firmed up somewhat, and in view of light receipts higher prices may result. Strawberries weakened considerably towards the end of last week but show signs of reviving again. A wide range is noticeable in quotations of 23c to 32c per quart box. California cherries have reached the market and are being quoted at \$4.50 to \$5.00 per box. Messina lemons are beginning to arrive but the

effects of delays in shipping is shown in a somewhat weak condition.

Apples—		
Winesaps, box	2 75	3 50
Ontario—		
Baldwins, No. 1, bbl.	7 00	
Starks, No. 1, bbl.	4 50	
Do., No. 2	3 50	
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Nova Scotia—		
Baldwins, No. 1	4 50	
Do., No. 2	3 50	
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	0 06½	
Cherries, Cal., box	4 50	5 00
Grapefruit—		
Floridas, 36s, 46s, case	4 50	
Do., 54s, 64s, 80s, 96s	5 50	5 75
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 00
Oranges—		
Valencias—		
96s	7 50	
100s	6 25	
126s	6 75	7 50
150s, 176s, 200s, 216s	7 00	7 50
250s	7 00	
288s	5 50	6 50
324s, 360s	4 50	
Valencias	5 50	8 00
Lemons, Cal., case	5 00	6 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box		
Pineapples, Porto Rico, cs. 24-30s	6 50	
Rhubarb, dozen	0 65	0 90
Malaga grapes, keg		
Strawberries, pints, 24s		
Do., quarts	0 23	0 32

New Vegetables Arriving In Good Volume

Toronto.
VEGETABLES.—New vegetables are reaching the local market in good quantities and enjoying a ready sale. Among the lines now in are waxed beans selling at \$4.00-\$4.50 hamper; new beets at \$1.75-\$2.00 hamper; new carrots at \$2.00 hamper; new green peas at \$3.75 hamper, and Canadian asparagus at about \$1.00-\$1.25 dozen. Cabbage is in good supply and prices have shown a considerable decline. Cucumbers are very scarce and quotations are being made at fairly high levels. Texas onions are arriving quite freely and enjoying a good sale at \$2.75 per 50 lb. crate. East Florida tomatoes are cleaning up somewhat earlier than usual, and West Coast are coming along. It is expected prices will hold up around present levels.

Asparagus, Canadian, doz.	1 00	1 25
Do., Carolina, crate 2 doz.		6 50
Artichokes, Cal., doz.	1 25	
Beans, Wax, hamper	4 00	4 50
Beets, bag	0 75	1 00
Do., new, hamper	1 75	2 00
Brussel sprouts, quart		
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel		
Do., Florida, crates	3 00	3 25
Do., Carolina, crate	3 25	3 50
Do., Mississippi, crate	3 25	3 75
Carrots, bag	1 00	1 25
Do., new, hamper		2 00

Cucumbers, Boston, doz.		
Do., Florida, hamper		
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hamper	3 00	3 75
Mushrooms, basket		3 25
Onions—		
Spanish, crates		3 00
Spanish, half crates	1 50	1 75
Texas, 50-lb. crate		2 75
Do., Canadian, 75-lb.		1 25
American, 100-lb. sacks		1 50
Peas, green, new, hamper		3 75
Potatoes—		
Ontario, bag	1 65	1 85
N.B. Delawares	1 75	1 90
P.E.I., bag		1 75
Spinach, Canadian, bushel		2 00
Tomatoes—		
Floridas, 120s, 144s, 180s, case	5 50	6 50
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, doz.	0 75	1 25
Turnips, bag	0 75	0 85

Flour Still Pursues Its Natural Course

Toronto.
FLOUR.—There is no deviation in the course pursued by flour, which follows along its prescribed channels. Prices are firm and unchanged.

War Grade—		
Manitoba spring wheat	10 95	
Ontario winter wheat	10 95	11 10
Blended, spring and winter		10 95

Mill Feeds Show No Variation

Toronto.
MILL FEEDS.—There have been no new developments in mill feeds during the week. Business continues good and prices the same.

Mill Feeds—	Mixed cars	Small lots
Bran	ton \$35 40	ton \$37 40
Shorts	40 40	42 40

Cereals Holding In Steady Market

Toronto.
CEREALS.—All lines are holding in steady market and there is nothing new to report. Rolled oats are not moving any too freely and stocks are ample. A very fair movement in all other lines is reported and prices are being made on the basis shown below.

	Single Bag	Lots
	F.o.b. Toronto	
Barley, pearl, 98s	8 00	8 25
Barley, pot, 98s	6 00	6 25
Buckwheat Flour, 98s		6 50
Cornmeal, 98s	7 00	7 25
Corn flour, 98s		7 00
Farinas, 98s		
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 50	6 60
Hominy, pearl, 98s	6 50	6 60
Rollled oats, 90s	5 80	5 85
Oatmeal, 98s	6 40	7 00
Rollled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs.	11 00	12 00
Wheatlets, 98s		
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, May 15.—New tariffs imposed by the Finance Minister a week ago have caused considerable extra work to the jobbing trade who have been busy ever since getting out new price lists. These are now ready for the trade. During the past week jobbers have been trying to do two days' work in one.

The rice market is very firm, and one of the best indications of this is the way the Chinese grocers and restaurant owners have been buying rice during the past week. It is stated that this is a good criterion of the way rice is likely to go. It would almost seem that the information is transmitted among the Chinese by mental telepathy, because when a change

in the market occurs they usually all buy together. They certainly have been buying heavily on Siam rice during the past week.

Sugar Situation Still Bad In West

Winnipeg.
SUGAR.—The situation has been worse than ever. Considerable annoyance is caused the trade by having to explain to some dealers why they are unable to supply sugar. This is particularly the case when the retailer is a foreigner, who finds it difficult to understand why the sugar supply should be cut off. Jobbers state that refiners advise that the scarcity will likely continue for some time.

Big Syrup Demand Despite High Price

Winnipeg.
SYRUPS.—Despite the recent advance in the price of corn syrup, there continues to be a very good demand for it. Corn syrup, of course, is the only line selling on this market, cane syrup having withdrawn. The demand for molasses is very small just now, and no advance is looked for by the trade.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	4 85
5-lb. tins, 1 doz. case, per case.....	5 50
10-lb. tins, ½ doz. case, per case.....	5 25
20-lb. tins, ¼ doz. case, per case.....	5 25
Barbadoes Molasses—	
In half barrels, per gal.....	1 18
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 63

All Dried Fruits Moving Out Well

Winnipeg.
DRIED FRUITS.—All lines of dried fruits are moving very well. There is a much better demand now for evaporated apples, which have dropped to a low figure. One house is quoting 18c for 50's choice, and is doing a fairly good business. They state that they do not expect it to drop lower than this.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb....	0 10
80-90s, 25-lb. boxes, per lb....	0 10½
70-80s, 25-lb. boxes, per lb....	0 11¼
Apples—	
Choice, 50-lb. boxes, lb.....	0 18 0 18½
Pears, choice, 10-lb. bxs., faced, lb.....	0 16
Apricots—	
Choice, 25's	0 23½ 0 25
Choice, 10's	0 26
Peaches—	
Choice, 25-lb. boxes	0 16
Currants—	
Fresh cleaned, half cases, lb., Australian	0 24¼
Raisins, California—	
15 oz. fancy, seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09¼
12 oz. choice, seeded	0 08¾
Raisins, Muscatels—	
3 crown, loose, 25's	0 11
3 crown, loose, 50's	0 10½
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes....	0 10½
3 crown, loose, 10-lb. boxes....	0 11
Figs—	
California, white figs, 25s	0 12
Peel—	
Candied lemon, boxes, lb.....	0 23½
Candied orange, boxes, lb.....	0 26½

Candied citron, boxes, lb.....	0 32	0 38
Cut mixed, 7-lb. boxes	0 28½	

Still Higher Prices Expected On Rice

Winnipeg.
RICE.—Jobbers are warning the trade that further advances are bound to take place in the price of rice. Siam is to-day bringing 9¼c and is selling very freely at that figure. The trade can gauge how reasonable this price is when they learn that Siam usually cost the wholesaler \$9.70 per cwt. to-day. Japanese rice cannot be bought at any price in Japan.

Extra fancy, Japan, 100-lb. bags.....	0 10½	
Fancy Japan, 100-lb. bags	0 09½	
Choice Japan, 100-lb. bags	0 08½	
Siam, 100-lb. bags.....	0 09¼	
Tapioca, lb.	0 13½	0 14
Sago, lb.		0 11

Japanese Limas Replace California's 15½-16c

Winnipeg.
BEANS.—The market for white beans is reported to be steady, and quotations in Winnipeg are around \$6.45. California Lima beans are off the market here, and their place is taken by Japanese Limas, selling at 15½c for sacks and 16c for less. They are reported to be selling well.

Barley—	
Pearl, 98-lb. bags, per bag.....	7 25
Pot, 98-lb. bags, per bag	5 15
Beans—	
Lima, Manchurian	0 17
Fancy white, bushel	6 50
Peas—	
Split, 98-lb. bags, per bag	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50 5 00
Whole, green, lb.	0 11½

Corn Bringing \$4.95; Tomatoes \$5.20

Winnipeg.
CANNED GOODS.—All lines of canned goods are in good demand. Despite the fact that they are moving well, the trade all seem to be fairly well stocked. Corn is slightly higher at \$4.95. Tomatoes are bringing \$5.20.

Expect Cornmeal In Larger Supplies

Winnipeg.
CORNMEAL.—Cornmeal has been very scarce for a long time and is still very hard to get. However, large supplies are expected before long.

Rolled Oats A Drug On The Market

Winnipeg.
FLOUR AND FEEDS.—Millers are at a loss to know what the future has in store. They are tied up by the Government to ten days' run. Immediate effect on local trade is that the mills will not make a determined effort to keep full stocks in the country. If they are able to run in June, that is, if there is sufficient wheat to keep them running, it is likely that 90 per cent. of their output of flour will go to the Wheat Export Co. for over-

seas. Some of the Western mills have sold their entire output for the month of May to the Wheat Export Co., and are making no endeavor whatever to solicit business for domestic purposes.

Rolled Oats.—A strange thing has happened in the oat market. For a long time back the market has been tending upward because it was felt that the time was not far distant when it would be impossible to buy milling oats. On the contrary it has been found that there is more oats in the country than was ever dreamed of, with the result that rolled oats is almost a drug on the market at the present time, and a decline is almost sure to take place. Millers are hoping they will discover later on that the same thing has happened in the case of wheat, i.e. that there is more wheat in the country than they ever dreamed of.

Feeds.—Feeds are selling at the same price, and there is still a big demand.

Govt. Standard Flour—	
Cash carload price	10 50
To bakers and flour and feed dealers	10 50
To storekeepers paying cash or 30 days, ton lots	10 60
Do., less than ton lots.....	10 70

Cereals—	
Rolled oats, 80's	4 75 5 00
Rolled oats, pkgs., family size.	5 65
Cornmeal, 98's	6 00
Oatmeal, 98's	5 50

Feeds—	
Bran, per ton	30 80
Shorts, per ton	35 80

WEDNESDAY HOLIDAY IN PORT HOPE

The grocers of Port Hope met recently to discuss the matter of the weekly half-holiday. It was decided to observe the regular Wednesday half-holiday commencing the first Wednesday in May and continuing until the last Wednesday in September, both inclusive. The hour for closing the stores was fixed for six o'clock except on Saturday nights when the hour will be 10 o'clock. Nights before a public holiday will be considered the same as a Saturday.

The co-operative delivery and the cash and carry system were considered, but, while the majority favored the former, no action was taken.

NO CONTRACT FOR DRIED FRUITS PRIOR TO JUNE 1

The date at which contracts for future sales in dried fruits can be made has been changed by the United States Food Board from May 1 to June 1.

The change is announced in the belief that the delay will allow the various interests affected voluntarily to agree upon a reasonable basis on which business could be done, protecting the producers, manufacturers and consumers.

In the past it has been customary to offer dried fruits for sale as early as the first of the year. The Food Administration believes that by prohibiting such a practice it will eliminate to a great extent the speculative dealing encouraged by sales for future delivery of crops that do not actually exist at the time

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, May 14.—During the past week lard has advanced to 32½c, butter on the other hand has dropped to 49c-55c. Margarine is selling at 34c, it has been found impossible to interest the people in this product at any higher figure. Compound lard is selling at 29½c. British Columbia fresh eggs are quoted at 50c, Alberta eggs at 45c. Ontario cheese is back in the market at 25c. Hams are quoted at 35c, bacon at 44c. Potatoes are firm at \$40 a ton.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per per bbl. in car lots	10 85 10 95
Rice, Siam, No. 1, per ton.....	165 00
Do., Siam, No. 2	150 00
Beans, Japanese, per lb.	0 12
Beans, B.C., white	0 16
Potatoes, per ton	40 00
Lard, pure, in 400-lb. tierces lb.	0 32½
Lard, compound	0 29½
Butter, fresh made creamery, lb.	0 49
Cheese, Canadian	0 25
Margarine	0 34
Eggs, new-laid, in cartons, doz. 0 45	0 50
Oranges, box	7 00

Salmon—

Sockeye, halves, flat case	16 50
Tall, case	14 00
Pinks, case	11 20 10 25
Cohoos	8 00 13 00
Chums	7 50 9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 14.—Matches are now being offered at prices which include excise duty. Large Ontario cheese advanced from 25½c to 26½c a pound. Lard is up ½c, 3's are quoted at \$19.80. There is no change reported in the compound. Cooked hams are ½c higher. Coconut in packages, lump borax, sweeping compound, Dingman's blue, and tartaric acid are all higher this week. Oranges, Valencias, are \$7.50 to \$8.00; lemons \$7.50 to \$8.00. Strawberries, Tennessee, quarts, are arriving in good shape, and are selling at \$8.00 a crate. Creamery butter is firm. Extra fancy Barbados molasses is quoted at a \$1.15 a gallon. Syrup is getting rather scarce.

CALGARY:

Beans, small, Burmah, lb.....	0 10 0 11
Flour, 98s, per bbl.	10 35
Molasses, extra fancy, gal.	1 15
Rolled oats, 80s	4 70 4 85

Rice, Siam, cwt.	9 50
Rice, Japan	10 50
Rice, China, per mat, No. 1....	4 50
Do., No. 2	4 15
Tapioca, lb.	0 15
Sago, lb.	0 15
Sugar, pure cane, granulated, cwt	10 32
Cheese, No. 1, Ontario, large.....	0 25½ 0 26½
Butter, creamery, lb.	0 50
Do., dairy, lb.	0 40
Lard, pure, 3s, per case	19 80
Eggs, new laid, case	11 25 11 75
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case..	4 9½ 5 50
Corn, 2s, standard case	5 50 5 90
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case....	2 80 3 00
Strawberries, 2s, Ontario, case..	6 50 6 80
Raspberries, 2s, Ontario, case..	6 85
Apples, evaporated, 50s, lb.	0 24
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 16
Peaches, 2s, Ontario, case	4 75
Salmon, pink, tall, case	9 50
Salmon, Sockeye, tall, case	16 25
Do., halves	18 25
Potatoes, per ton	33 00
Oranges, Valencias, case	7 50 8 00
Lemons, case	7 50 8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 14.—The market has been practically unchanged during the past week, except for the arrival of new goods. California strawberries are on the market in quantities, and seasonable vegetables are beginning to appear. MacDonald tobaccos have advanced in price.

Official government reports indicate that wheat seeding in the province is now completed, and forty per cent. of the oats are sown. Cold, frosty weather for the past week delayed seeding operations and retarded growth in some districts. The area under spring plowing shows an increase of ten per cent. over last year.

REGINA—

Beans, small white Japans, bu. ...	7 75
Beans, Lima, per lb.
Flour, standard, 98s	5 27½
Molasses, extra fancy, gal.....	0 70
Rolled oats, bails	4 95
Rice, Siam, cwt.	9 25
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt....	10 40
Cheese, No. 1 Ontario, large.....	0 25½
Butter, creamery	0 50
Lard, pure, 3s, per case	19 10
Bacon, lb.	0 46
Eggs, new-laid	0 36
Pineapples, case	5 75
Tomatoes, 3s, standard case.....	5 25
Corn, 2s, standard case	4 85 4 95
Peas, 2s, standard case	4 20 4 25
Apples, gal., Ontario	2 90 3 50
Apples, evaporated, per lb.	0 22½
Strawberries, 2s, Ont., case.....	6 30
Raspberries, 2s, Ont., case	6 95
Peaches, 2s, Ontario, case	4 80
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case ..	15 50
Salmon, pink, tall, case	9 90
Perk, American clear, per bbl.	40 75 41 90

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 14.—Market conditions still upset by new war tax, some jobbers selling stocks affected at old price until cleaned out, while others have made advances at the start. Most dealers are now selling at the new prices. Tobaccos are 10c to 30c per pound higher, cigars and cigarettes also show heavy advances. Already teas have advanced 10c, and coffees 5c. Matches are selling at list prices plus net war tax. Rolled oats now quoted at \$12. Rice is higher, being quoted at \$10.25 to \$10.35. Sugar shows a 10c advance, granulated is quoted at \$9.15 to \$9.20, yellow, \$8.65 to \$8.70. Another decline is recorded in American clear pork, now \$61.00 to \$64.00. Onions have started to advance, bags now selling at \$2.50 to \$3.00, Bermuda onions \$2.75 to \$3.00. There are very few early American vegetables arriving this year owing to lack of transportation facilities.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	12 05
Ontario	11 95
Cornmeal, gran., bbls.	14 50
Cornmeal, ordinary, bags	4 50
Molasses, extra fancy, gal.	0 89
Rolled oats, bbl.	12 00
Beans, yellow-eyed	10 25
Beans, Canadian, white	9 25 9 50
Rice, Siam, cwt.	10 25 10 35
Sago and tapioca, lb.	0 18 0 19
Sugar—	
Standard, granulated	9 15 9 20
No. 1 yellow	8 65 8 70
Cheese, N.B., twins	0 24 0 25
Eggs, case	0 36 0 37
Breakfast bacon	0 40
Butter, creamery, per lb.	0 47
Butter, dairy, per lb.	0 40 0 42
Butter, tub	0 38 0 40
Margarine	0 32½ 0 33
Lard, pure, lb.	0 32 0 32½
Lard, compound	3 27½
American clear pork	61 00 64 00
Beef corned, 1s	4 25
Tomatoes, 3s, standard, case	5 40
Raspberries, 2s, Ont, case	6 20
Peaches, 2s, standard case	4 40
Corn, 2s, standard case	5 00
Peas, standard, case	4 00
Apples, gal., N.B., doz.....	4 00
Strawberries, 2s, Ont., case.....	6 20
Salmon, Red, spring, cases	15 00
Pinks	11 00
Cohoos	14 00
Chums	8 50
Evaporated apples, per lb.	0 19
Peaches, per lb.	0 19
Potatoes—	
New, native, barrel	2 80 3 00
Onions, Canadian, 75 lbs.	2 50 3 00
Onions, Bermuda	2 75 3 00
Lemons, Cal., Messina, case	6 00 7 00
Oranges, California, case	6 00 8 50
Grapefruit, case	7 00 8 00

PRODUCE AND PROVISIONS

Store Features Provincial Products

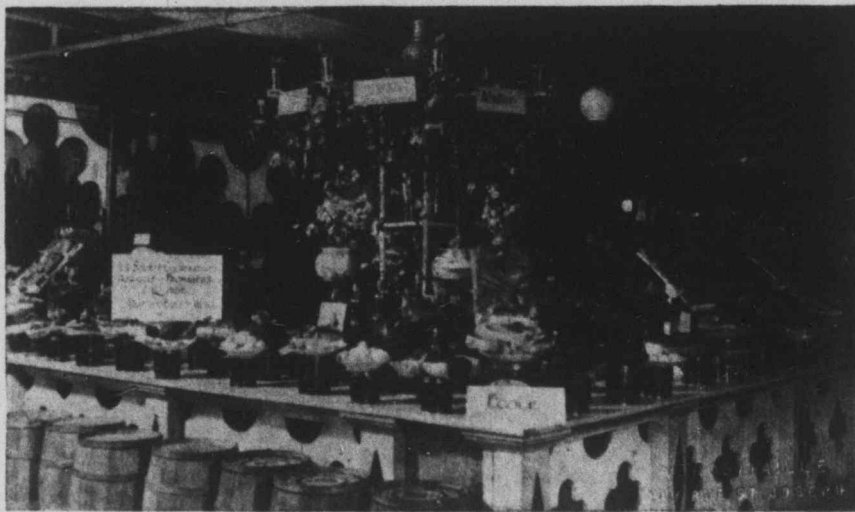
An Easter Demonstration Devoted to the Featuring of the Line—The Idea of the Store to Have Always Some Novel Factor to Give Interest to Their Various Special Efforts

THE Paquet Company store, Quebec, finds that novel displays have a marked influence on the sales of the store. The Easter display in the grocery department exceeded all previous records as a business getter. The Easter display in question was a demonstration of the packing products native to the Province of Quebec. The buyer of the grocery department, Mr. Debut, conceived the idea that after the long season of Lent Easter would bring a marked increase in the demand for hams and bacon among the people of Quebec. To give a local appeal and flavor that was expected to give an added incentive to the sale it was decided to make this a sale of products actually produced in the province. The bulk of the products which were exhibited were produced at the Ecole Abattoire St. Valier. This school at St. Valier was established by the Department of Agriculture of the province which already has an outstanding reputation for the quality of its cheese and butter, to increase the output and improve the quality of its hams and bacons, and it was felt by the Paquet Store that, as well as serving their own interests, they were doing something for the country in bringing this school to the attention of the people of the province.

The Easter display of the Paquet store, a sectional photograph of which accompanies this article, was made up of hams and bacon received from this source and the illustration shows with what skill these appetizing viands were displayed to bring out the best points of the hams and bacons for which the school is becoming favorably known, and

to tempt the palates of the citizens of Quebec City and the surrounding district which is served by the store.

The display occupied a very considerable section of the large grocery department of the store and the demonstration booth was the centre of interest to everyone entering the department. It was something that caught the eye and at once registered an impression, which in a measure accounts for the success of the idea.



The photo shows the arrangement of one part of the Grocery Department of the Paquet Company store during their Easter display of "Made in Quebec" goods.

The booth was lavishly decorated. Its centre was a pedestal of pails of lard, pyramids of ham and glass jars filled with salt pork. It does not sound very promising material with which to make an attractive display, but under the capable management of Mr. Debut the display became a decidedly decorative feature. The surrounding counter was arranged with pails of lard surmounted by trays of eggs, while liberally distributed were tempting looking sides of bacon tied with green ribbon. Here and there were perched lifelike looking baby chicks. Another feature which caught the attention of the visitor to the department was a cage of live guinea pigs

raised at the experimental farm. These little animals were very evidently a novelty to many Quebec people and were the cause of a great deal of discussion, some people being confident that they were some species of hare.

This Easter display illustrates only one of the novel ideas with which the Paquet Company draws attention to their grocery department. One time it is a fruit display with some novel method showing and demonstrating the uses of the fruit, or it may be a flour sale, but there is always the effort to provide something a little different to catch the attention of the public and to arouse an interest in the department. In the particular instance recorded above this object was certainly attained.

FINED FOR SELLING PORK TENDERLOIN

When the adjourned case of the three Regina restaurant and hotel men charged with selling pork tenderloin on a Friday came up in police court on Thursday, May 2, each of the proprietors was fined \$100 and costs. The men stated that they understood pork tenderloin could be served under a ruling from the representative of the Canada Food Board. No direct evidence of this ruling was forthcoming and Magistrate Hefferman, acting on the order before him, imposed the lowest penalty. The judgment will be appealed. The authorities in Regina have received no official ruling as to how tenderloin is to be classed, although press reports from Winnipeg were to the effect that tenderloin had been classified as offal.

SASKATCHEWAN CREAMERIES INCREASE IN NUMBER

Saskatchewan is coming to the fore rapidly as a dairy province as well as the largest wheat-growing province in the Dominion. Under the direction of the Saskatchewan Co-operative Creameries Limited, creameries are being erected at many points in the province this spring. Tenders are called for a

creamery of over a quarter of a million pounds of butter capacity at Wawota. The main building will be 48 by 60 and the cost will be \$8,000, which has been subscribed by the townspeople and the farmers of the district. Other creameries are being erected this spring in other parts of the province by the Co-operative Creameries Limited.

New Butter Regulation For Saskatchewan

Grading Depots to be Established, and Grading Will be Done For Manufacturers—High Standard to be Maintained

NEW regulations for the grading of butter in the Province of Saskatchewan have just been issued. F. M. Logan, provincial dairy commissioner, has handed to the press a copy of the regulations. One feature of the regulations provides for the holding of samples of butter for some time after disposal, so that samples can be referred back in the case of dispute between buyer and seller, with regard to quality. Another feature provides for the holding of samples to be examined occasionally to determine if possible the cause of butter going off in flavor. All samples will be graded at frequent intervals while in storage in order to assist the commissioner in determining which method of butter manufacturing gives the most satisfactory results. Commissioner Logan estimates that approximately 6,000 samples of butter will be given tests this summer at Regina and Saskatoon, the two grading stations in the province.

The practice of grading actual shipments will be discontinued in consequence of the announcement of the new regulations providing for the grading of butter from samples.

The new regulations are as follows:

"1. The dairy branch will this year grade butter from samples; the grading of actual shipments will therefore be discontinued.

"2. Grading depots will be established at cold storage warehouses in Regina and Saskatoon.

"3. Manufacturers wishing butter graded will forward a 14-lb. box filled from each churning which they desire graded.

"4. These sample boxes must be forwarded by express or cool car (charges prepaid) as soon after being packed as possible, or at least once each week, addressed to the Dairy Commissioner, c/o Saskatchewan Co-operative Creameries Storage, Saskatoon or Regina.

Each Sample Marked

"5. Each sample must be marked with the specific mark allotted the creamery at which it was manufactured, as well as the number of the churning from which it was taken.

"6. Upon receipt samples will be graded and score cards forwarded promptly to the manufacturer.

"7. A brief report must accompany

each sample, stating whether the butter has been pasteurized, the number of boxes in each churning, and other information which may be deemed necessary. Forms for this purpose will be supplied by the dairy branch.

Will Be Used by Department

"8. These samples will be held for educational purposes at the option of the dairy commissioner, and when the experiment for which they were held has been completed, they will be returned to the owner, or if the owner prefers, these samples will be purchased by the dairy branch at market price of butter when samples arrive at storage. The manufacturer will state on the churning report whether he wishes to sell this butter or have it returned. Payment for same will be made monthly or semi-monthly, depending upon the number of samples supplied.

"9. When sale of butter is made by manufacturer it will be necessary for him to forward to the Dairy Commissioner, Regina, a memo giving the number of each churning included in the sale, and the number of boxes from each, as well as the name and address of buyer. Upon receipt of this information grade certificates covering the shipment will be forwarded at once to the purchaser of the butter.

"10. The Dairy Branch reserves the right to regrade samples at the time grade certificates are issued.

"11. It is understood that the manufacturer, to prevent deterioration as far as possible before shipment, will hold butter in a proper storage or at a temperature below 15 degrees F.

"12. To further protect the grade certificate the Dairy Branch reserves the right to inspect butter held in private or public storage before issuing certificates for same.

Would Maintain High Grade

"13. The grade certificate is of vital importance to the dairy industry of the province, and every precaution should be taken by the manufacturers as well as the Dairy Branch for its protection. The right is reserved to withdraw the grading service from any manufacturer who has been found guilty of tampering with marks or in any way misrepresenting his butter. If grading privileges are withdrawn, the produce trade will be notified promptly."

FOOD CONTROLLER ANSWERS RETAILERS' QUESTIONS

Continued from page 24.

mands. They are the first demand upon us and he thought that no one would grudge the gift considering the very slight hardships we have had to bear compared with other nations.

At the conclusion of this brief address W. C. Miller, secretary of the Ontario branch of the R. M. A., read certain questions handed to him for answer.

Question.—Can a grocer sell such icing sugar as he has on hand, supposing he has about 100 pounds?

Mr. Thomson.—There is no restriction against his selling it.

Question.—Is it legal to compel a customer to buy other goods in order to secure sugar,

Mr. Thomson.—As long as they are not increasing sales this is legal.

Question.—How about customers who want sugar for preserving?

Mr. Thomson.—When the time comes that question will be answered.

Question.—A merchant sells to a customer what he knows to be a two weeks' supply of sugar or flour. The customer buys from other sources as well. Shall the merchant who has made a bona fide sale be compelled to receive the goods when returned.

No answer was given to this question.

Question.—Why not permit millers to put up flour in half-stone quantities?

Mr. Thomson.—This question is being considered at the present time.

Question.—A grocer is asked to receive back flour of pre war grade, is he permitted to sell this.

Mr. Thomson.—Yes.

If I have on hand a quantity of flour that at normal times would be a month's supply but under present conditions is more than that what shall I do?

Mr. Thomson.—Return it.

Question.—If a retailer takes back flour are millers required to take it back from him?

Mr. Thomson.—Yes.

Question.—What action can be taken against a merchant who has applied for a license and has not received it?

No answer.

Question.—Is it necessary to have license number on counter cheque books?

Answer.—Only if it is used as a monthly statement.

Question.—If the amount of the previous sales are carried forward how does it affect the question.

Answer.—In that case license number will be required.

Question.—How about the sanitary conditions of homes returning food?

Dr. Hastings, Toronto Medical Health Officer, replied: We could not permit the return of food from any house where there had been a communicable disease.

Question.—Does a grocer's license permit the sale of ice cream cones?

Answer.—Yes.

Question.—Will restaurateurs be permitted to serve meat either at noon or evening meal if their preference is stated on their license?

Mr. Thomson.—We considered this matter and decided against it.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

FEATURING markets otherwise rather dull is a further advance in live hogs of 25c per cwt., making to-day's basis \$21, fed and watered. This point was reached towards the end of last week, and indications are that this price will hold during the present week. Some changes have been made in dressed meats, and all lines are holding in a very firm position.

Receipts of butter continue in good volume, but a firmer tone to the market is noticeable. This has resulted in prices holding at levels reached in last week's decline, though continued heavy production will have a tendency towards easing prices somewhat.

Egg production is being very well maintained, and prices have held unchanged. Uncertainty exists as to the basis on which these may be handled by dealers in the future, with the result that storage has dropped off to practically a negligible quantity. This will very likely provide for a surplus, and may influence prices downward. The position is one of decided weakness.

New varieties of Pacific Coast sea fish are reaching Eastern markets, which would indicate an interest in lines which in the past have been thrown away, at least disregarded. Soles, brill and plaice are being offered, and the prices are very low.

Cooked Meats Up; Hogs Hold Firm

Montreal.

PROVISIONS.—The continued strength of the market is the feature of the week. All products are strong and there seems to be no indication of a lower price for any of the lines in the whole list. Receipts of live hogs are still quite light, and as a consequence there is a firm undertone to prices all around. Live hogs are quoted as high as \$22.25 for selects, and for the dressed, prices run from \$28.50 to \$29.00 according to quality. Demand is not very active, but some trading is done. Salt meats are higher to the extent of half a cent per pound. Bacon is very firm. Cooked meats are up from one to two cents per pound.

Hogs, dressed—		
Abattoir killed, small, 65-9 0lbs.	29 00
Do., heavy, 225-275 lbs.	28 50
Hogs, live	21 50 22 00
Hams—		
Medium, smoked, per lb.	0 33½ 0 34½
Large, per lb.	0 30½ 0 31
Bacon—		
Plain	0 41½ 0 42½
Boneless, per lb.	0 44½ 0 45½
Bacon—		
Breakfast, per lb.	0 42½ 0 43
Roll, per lb.	0 32½ 0 33½
Dry Salt Meats—		
Long clear bacon, ton lots.	0 27½ 0 29½
Long clear bacon, small lots.	0 29 0 30
Fat backs, lb.	0 29½ 0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 48 0 50
Hams, roast, per lb.	0 48
Shoulders, boiled, per lb.	0 42
Shoulders, roast, per lb.	0 44

Lard Is Steady With Sales Good

Montreal.

LARD.—There were some advances

here and there the past week in lard under an active demand, but quotations as follows cover the market. There is naturally a strong undertone in view of the situation, and with demand maintained and hog supplies short there is likelihood of a strong market for the immediate future and probably longer.

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 32
Tubs, 60 lbs.	0 32½
Pails	0 32¾
Bricks, 1 lb., per lb.	0 33¾

Enough Shortening With Prices Steady

Montreal.

SHORTENING.—Under a good demand there is every evidence of prices being fully maintained. These are unchanged, however, and orders from country and city sources are filled promptly. Some are already getting more for their supplies than the prices quoted hereunder, but the product is available at these prices.

Shortening—		
Tierces, 400 lbs., per lb.	0 26¼
Tubs, 50 lbs.	0 26¾
Pails, 20 lbs., per lb.	0 27
Bricks, 1 lb., per lb.	0 28

Margarine Easier And Demand Fair

Montreal.

MARGARINE.—The sale of margarine is reported as very fair, but there is probably a somewhat easier demand in a general way. Prices are slightly easier here and there, although the spreads are made necessary because of the varieties

offered. Supplies are reported as adequate to meet all requirements.

Margarine—

Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Up Again But May Not Stay

Montreal.

BUTTER.—Butter has firmed somewhat during the week, but there is no guarantee that the new prices are going to rule for any length of time. There is a large make of butter throughout the country, and demand is good from the various points through the city, and from points outside as well. One large produce man stated that he did not see any likelihood of permanency to the present price basis, and that there would in all probability be an easier situation in the near future. Production should be good from now on.

Butter—

Creamery prints (fresh made)	0 46
Creamery solids (fresh made)	0 45
Dairy prints, choice	0 38
Dairy, in tubs, choice	0 37

Large Make Cheese Expected From Now

Montreal.

CHEESE.—Now that weather conditions are ideal for the cattle there is every possibility of the make being large. In addition, the opening of the port of Montreal will facilitate speedy delivery of supplies to outside points, and the export will be large from now on. Locally there is a fair amount of business and prices rule without any change whatever. Sales at the country boards are reported as made with quite a number of keen buyers attending, and this has had the effect of securing for the sellers somewhat better prices. Receipts were over 8,700 boxes greater last week than for the corresponding week a year ago.

Cheese—

Large, per lb.	0 23½
Twins, per lb.	0 24
Triplets, per lb.	0 24
Stilton, per lb.	0 27
Fancy, old cheese, per lb.	0 28

Big Egg Receipts; Prices Steady

Montreal.

EGGS.—There is still a very active demand from all quarters. This is met by ample supplies, and while there is a slight falling off in actual receipts as against the corresponding period of 1918, these are large. Plenty of eggs are reported to be available in country buying centres, and with production maintained it is thought that there should be an easier market in the near future. Reference is made to this elsewhere.

Eggs—

New-laid	0 41
Large lots	0 40
No. 2	0 38

Firm Position On All Kinds Poultry

Montreal.

POULTRY.—The position of the market is firm, due to the ready buying of both storage and fresh-killed. Prices are without change, but it is stated that these may be higher for some of the varieties of fowl. Live birds continue to be very scarce and with an active demand quotations are firm.

	Live	Dressed
Young ducks	0 30	0 32
Turkeys (old toms), lb.	0 35	0 38
Turkeys (young)	0 40	0 40
Geese	0 30	0 30
Old fowls	0 30-0 35	0 35-0 36
Chickens (milk-fed)	0 39-0 40	0 40
Roasting chickens	0 37	0 37

Fresh Fish Slow Coming; Demand Good

Montreal.

FISH.—The fish companies state that trade is reasonably good, and as much of the supply is now coming forward by express, even in full carloads, the demand can be readily supplied. There seems to have been a better demand for haddock and cod since the campaign to use more fish was inaugurated. River fish such as perch, pike, etc., are freer and in good demand, while the fresh-caught lake varieties are slow in coming to hand. One carload western halibut sold readily at good prices. Western salmon is coming to hand better, and prices are high. Lobsters are available in large quantities and are selling at favorable prices. Oysters are easier as are steak cod and haddock and western halibut; bullheads and mackerel registered declines. Freshly-caught lake fish are slow in being delivered as yet, but improvement is looked for soon.

SMOKED FISH.

Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	0 12	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15

SALTED AND PICKLED FISH.

Haddock (per bbl.)	10 00	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	6 75
Herring, No. 1 lake (100-lb. keg)	5 25	5 25
Salmon (Labrador) per bbl.	24 00	24 00
Do., tierces	33 00	33 00
Salmon (B.C. Red)	25 00	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	13 00	13 00
Green Cod (large bbl.)	15 00	15 00
Green Cod (small), lb.	0 06½	0 06½
Green Cod (med.), lb.	0 07½	0 07½
Mackerel, No. 1, per bbl.	22 00	22 00
Mackerel (½ bbls.)	15 00	15 00
Codfish (Skinless), 100-lb. box	12 00	12 00
Codfish, 2-lb. blocks (24-lb. case)	0 17	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15	0 15
Codfish, boneless, lb. (according to package)	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 20
Eels, salted	0 12	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	0 16	0 16
Cod, dry (bundles)	10 00	10 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35	0 35
Lobsters (boiled), lb.	0 15	0 15
Prawns, lb.	0 30	0 30
Shrimps, lb.	0 26	0 26
Scallops	3 50	3 50
Oysters—		
Ordinary, gal.	2 25	2 25
Malpeque oysters, choice, bbl.	10 00	10 00
Malpeque oysters (med.) bbl.	9 00	9 00

Cape Cod shell oysters, bbl.	11 00	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	10 50	10 50
3 gal. (wine) cans	6 50	6 50
1 gal. (wine) cans	2 25	2 25
Oyster pails (pints), 100	1 50	1 50
Oyster pails (quarts), 100	2 10	2 10
Clams, med., bbl.	9 00	9 00
Clams (med.), per bbl.	9 00	9 00

FRESH FROZEN SEA FISH.

Herring, large sea, lb.	0 09	0 09
Herring, frozen lake, lb.	0 06	0 06
Halibut	18	19
Halibut (medium)	20	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	3 00
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	26	26

FRESH FROZEN LAKE FISH

Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	0 12	0 12
Doree	0 12½	0 13

FRESH FISH

Barbotte	0 12	0 13
Haddock	0 08	0 09
Steak cod	0 10	0 11
Market cod	0 07	0 07
Carp	0 12	0 13
Dore	0 16	0 17

EGGS SHOULD BE LOWER

With the large yields of eggs that are evident through the receipts it is the opinion of one of the largest produce houses in Montreal that egg prices will be lower. The receipts have been very large here and there were delivered before noon at one of the wholesale provision houses early this week 700 cases. It is possible to buy almost any quantity in the country at around 36 cents per dozen at present, that is, in quantity lots. Some reports have stated differently but CANADIAN GROCER was shown copies of telegrams in which the above price brought large offers at various outside points and the eggs are being delivered.

Lake trout	0 19	0 20
Brook trout	0 12	0 13
Pike	0 12	0 13
B. C. Salmon	0 30	0 32
Salmon (Qualla)	0 13	0 13
Gaspereaux, lb.	0 06	0 06
Gaspereaux, each	0 04½	0 04½
Gaspereaux herring (100)	3 50	3 50
Western Halibut	0 24	0 24
Eastern Halibut (chicken)	0 20	0 20
Eastern Halibut (med.)	0 23	0 23
Flounders	0 08	0 10
Perch	0 09	0 09
Bulheads	0 13	0 13
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	0 13	0 13
Mackerel, lb.	0 30	0 30
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	0 24	0 24

Live Hogs Reach \$21.00 Level

Toronto.

PROVISIONS.—Live hogs have reached the high level of \$21.00 per cwt., fed and watered, and are being held at this point with little variation. This is an advance of 25c over opening prices of last week, though this level was reached towards the end of the week. A very fair run is reported and conditions generally satisfactory. A very firm situation is evident in dressed meats, and some slight revisions towards higher

points are noticeable during the week. Large hams at 29c to 32c per pound are up 1c, and boiled hams are up 1c to 49c to 50c per pound in some quarters. A little easier price has been named on dressed hogs in some quarters of \$28.50. Quotations prevailing are as follows:

Hams—		
Medium	0 37	0 38
Large, per lb.	0 28	0 32
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 37	0 41
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	0 32	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 49	0 50
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	57 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	28 50	31 00
Live, off cars	21 00	21 00
Live, fed and watered	20 75	20 75
Live, f.o.b.	20 00	20 00

Firm Tone Holds With Shortening

Toronto.

SHORTENING.—The tone of the market is one of firmness and strength. Ample supplies are available to take care of the demand which is reported to be very good. There is a general tendency towards buying from hand to mouth being evidenced by many retailers, but there is no difficulty being experienced by manufacturers in getting orders away promptly, so this method should prove acceptable at the present time. Prices are unchanged.

Shortening, tierces, 400 lb., lb. 0 26 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Moving In Fair Quantities

Toronto.

LARD.—There is a fair movement of lard to be noted at present, and whereas not reaching heavy proportions, is said to be satisfactory. Dealers are buying only as needed as noted in respect to shortening. Prices are holding firm, pure in tierces being quoted at 31c to 32c per pound.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Demand For Margarine Continues Good

Toronto.

MARGARINE.—The demand for margarine continues in very good volume. Supplies are coming through quite regularly and dealers are experiencing no difficulty in taking care of orders. Prices have been firmly maintained and show no immediate prospect of change.

Margarine—		
1-lb. prints, No. 1	\$0 32	\$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	0 27
Solids, 1c per lb. less than prints.		

Butter Holds Firm At Decline Of Last Week

Toronto.
BUTTER.—Butter has firmed somewhat and prices have held at figures reached in decline of last week. Generally the receipts have been very good and a very good consuming demand is noticeable. Practically no storage is offering, and it is expected stocks will be soon cleaned up altogether. There is little dairy butter moving, margarine seemingly having supplanted this grade to a large extent.

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 44	0 47
Creamery prints, storage	0 44	0 47
Creamery solids, storage	0 44	0 47
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Holding Firm; Future Uncertain

Toronto.
EGGS.—There has been little disposition towards change in prices of eggs during the week, quotations being maintained on a fairly firm basis. There is some indication of control over distribution being exercised, and this has provided an element of uncertainty which has curtailed storage operations to a great extent. Details are not yet available, and until the atmosphere is cleared the future outlook is none too encouraging.

New-laid, in cartons	0 42	0 46
Do., loose, doz.	0 41	0 45

Nothing New Has Developed In Cheese

Toronto.
CHEESE.—Nothing new has marked the situation during the week, and business continues along normal lines. New make is arriving in larger quantities and a very fair demand is reported. Prices remain unchanged.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27
Twins, ¼ lb. higher than large cheese. Trip-tets ¼ lb. higher than large cheese.		

Very Good Demand Exists For Poultry

Toronto.
POULTRY.—A very good demand is reported during the week, fresh and storage stocks moving out quite freely even at the high prices established. Receipts of live poultry are still within a very limited scope and little improvement is looked for for some time yet. Prevailing quotations follow:

	Prices paid by commission men at Toronto:	
	Live	Dressed
Ducks	\$ 30	\$ 30
Geese	0 12	0 15
Turkeys	0 26-0 28	0 30-0 35
Roosters	0 20-0 25	0 22-0 24
Hens, over 5 lbs.	0 28-0 30	0 28-0 30
Hens, under 5 lbs.	0 25-0 28	0 25-0 30
Chickens, 4½ lbs. up.	0 25-0 29	0 28-0 33
Chickens, under 4½ lbs.	0 22-0 25	0 26-0 30
Squabs, dozen	4 60	
Prices quoted to retail trade:		
Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40

Geese 0 20 0 25

New Varieties Fresh Flat Fish Arriving

Toronto.
FISH.—New varieties of fresh Pacific coast flat fish are reaching the local market, soles, brill and plaice, headless and dressed, being offered at 10c per pound. Some improvement in receipt of lake fish is noted but the supply is still somewhat uncertain and irregular. Whitefish and trout have declined to 11½c per pound in some quarters. Many lines of frozen sea fish are off the market and supplies of some others are reaching the vanishing point. Quotations now prevailing on lines available follow.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, filets, per lb.	0 15	0 17
Finnan haddies, lb.	0 13	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.		2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	3 40	
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s.	2 20	
Salt Mackerel, kits, 20 lbs.	3 00	
Labrador salt herring, barrels		
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.		6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	0 19	0 25
Do., Cohoe	0 20	0 20
Do., Restigouche	0 27	0 27
Steak cod, lb.	0 09	0 10½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibeas, lb.	0 08½	0 09
Smelts, extras, lb.	0 22	0 22
Do., No. 1, lb.	0 14	0 18
Do., No. 2, lb.		0 12
Shrimps—		
No. 1, cans	1 35	1 60
No. 2, cans	2 65	3 10
No. 3, cans		3 90
No. 4, cans	5 15	6 00
FRESH FROZEN LAKE FISH		
Pike, dressed	0 10	0 11
Yellow pickerel, frozen, lb.	0 12½	0 13
FRESH SEA FISH		
Brills, dressed, lb.	0 10	0 10
Plaice, dressed, lb.	0 10	0 10
Soles, dressed, lb.	0 10	0 10
Cod., steak, lb.	0 10	0 11
Do., market, headless, lb.	0 09	0 09
Flounders, lb.	0 08	0 10
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 08	0 08½
Herring, lb.	0 05½	0 06
Salmon, Red, Spring, lb.		0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 13
Trout, lb.	0 11½	0 15
Whitefish, lb.	0 11½	0 18

Decline In Eggs Expected Any Time

Winnipeg.
PRODUCE AND PROVISIONS.—The hog market firmed up towards the end of last week, and closed at 19¾c. This is in sympathy with the rise which has taken place in the East. Provision prices are unchanged.

Eggs.—Receipts continue fairly heavy, with a good local and outside demand. Straight receipts are selling to the jobber at 36½c cases included. The market has continued firm, and packers are looking for lower prices as soon as warmer

weather arrives; nevertheless eggs are going into storage fairly well. Holdings in United States warehouses are considerably more than they were this time last year, and it is expected it will have a bearish effect on the market.

Butter.—Local butter market is firm, whereas the Eastern market is considerably lower. A decided drop is expected to take place from now until summer.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.		0 34
Heavy, per lb.		0 33
Bacon—		
Breakfast, per lb.		0 40
Breakfast, select, lb.		0 42
Backs	0 44	0 46
Dry Salt Meats—		
Long clear bacon, light	0 29	
Backs	0 33	
Barrelled Pork—		
Mess pork, bbl.		52 00
Lard, Pure—		
Tierces		0 30
20s		6 30
Cases, 5s		18 53
Cases, 3s		18 00
Compound—		
Tierces		0 26½
Tubs, 50s, net		13 25
Pails, 20s, net		5 55
Fresh Eggs—		
New-laid, candled	0 37	0 38
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23½
Butter—		
Fresh made creamery, No. 1 cartons		0 48
Fresh made creamery, No. 2		0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1		0 32½
No. 2		0 30½
No. 3		0 29½

Cheaper Fish Find Ready Sale In West

Winnipeg.
FISH AND POULTRY.—Frozen salmon is still bringing 23c per pound. There is a little fresh salmon arriving, but not a big demand at the price, 27½c. Frozen halibut is selling at 20c, and fresh at 22c; the trade are getting as much of the latter as they can sell at that price, and there is no shortage for people who want it at that figure. It is expected that prices will remain high on halibut throughout the year. New arrivals are soles at 7½c, brill 7½c, red cod 8½c. The last three lines and plaice are new to this market. Lately the Government have been carrying on a propaganda for the consumption of more fish and as the price of halibut and salmon is so high, it was necessary to bring a cheaper fish in to meet the demand. The public in Western Canada have not been acquainted with these lines hitherto eating mostly halibut and salmon. The new lines, which come from British Columbia were formerly dumped, but to-day are brought to Winnipeg in car loads, and are finding a ready sale now that people realize they are excellent food.

Pickerel, box lots	0 11¼
Whitefish, box lots	0 11¼
Haddock, frozen	0 10
Salmon, frozen	0 23
Halibut, frozen	0 20
Cod, frozen	0 12
Kippers, boxes	2 25
Bloaters, boxes	2 40
Lake trout, box lots	0 12
Mackerel, frozen	0 15
Finnan haddie, 30-lb. boxes	0 17
Plaice, fresh frozen	0 07½
Soles	0 07½
Brill	0 07½
Red Cod	0 08½

It is the superior quality that continually brings *new* buyers, and holds the trade of *old* customers if you stock

OCEAN BLUE

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WESTERN AGENTS:—For Manitoba,

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Back Bacon

Skinned Backs

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Backs in Casings

Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

WETHEY'S MINCE MEATS

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Best Values on the
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Order from your jobber

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Wrapping Paper
Twines & Cordage

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Grocers' Sundries

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“Products that make Friends as well as Customers”

YOU, as a progressive merchant, anxious not only to *build up* trade in your locality, but to *hold it* in the face of competition, realize that the only sure way to do this is to sell goods in which you can place your confidence.

This is why so many dealers are selling **Davies Quality Products**. It's worth something to **know** that what you hand to your customers is absolutely good and reliable—and Davies Pure Food Products represent a standard of excellence which the Canadian housewife has learnt by experience she can rely upon.

That's why **Davies Products** are always good sellers. You can recommend them to your customers with confidence.

It's a pleasure to handle products of this kind—they make friends as well as customers.

Are you handling these quality lines?

Davies Smoked Meats
Davies Sweet Pickled Meats
Davies Fresh, Smoked and Summer Sausage
Davies Pure Lard
Davies “Peerless” Shortening
Davies Fresh Meat
Davies Cooked and Roast Meats
Davies Pork and Beans
Davies Canned Meats
Davies “Peerless” Pickles
Davies Butter, Eggs and Cheese

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LIMITED

MONTREAL

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WINNIPEG

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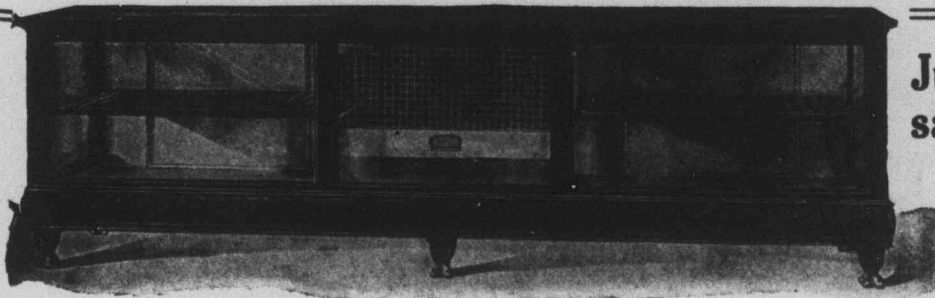
EVERY TIN IS GUARANTEED

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited
CORISTINE BLDG., MONTREAL



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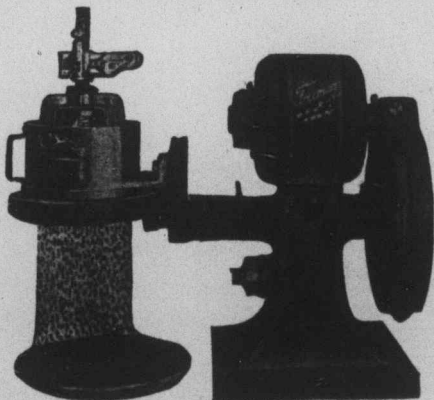
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The Arctic Silent Salesman Refrigerator is described in detail in our illustrated list. Mailed you free.

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How about your Scrap Bone?



Don't kick at the high price of eggs. It's not her fault; feed her **Ground Bone** and she's got to lay 'em.

How about a machine?

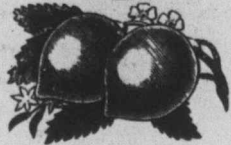
Write for catalogue and price list on these machines. All styles.

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The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.



Rose's Lime Juice

The Original and Genuine Brand
A FIFTY YEAR FAVORITE

Every live grocer can make good profits by showing this delicious Summer beverage regularly. It's a sure repeater.

HOLBROOKS' Imported WORCESTERSHIRE SAUCE

A deliciously piquant sauce—one certain to merit the approval of fastidious people.

When you're ordering don't forget these money-makers:

Imported English Malt Vinegar, Sardines, French Olive Oil, Custard Powder and Health Salts.

Holbrooks, Ltd.
Toronto and Vancouver

Navel Oranges

Nova Scotia and
Georgian Bay Brand
Apples

Tomatoes

Get in touch with
us to-day

Lemon Bros.
Owen Sound
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X-X-X

PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk,
NOW offered to the Grocery
Trade in Five and Ten Pound
Cartons.

To avoid unsatisfactory substitutes
look for this label on the package.
Insist on the Genuine X-X-X.



Order from your Wholesaler,
or direct from

The Jones Packing & Provision Co.
(Chemical Department) Limited
SMITH'S FALLS, ONTARIO



Many Uses

Junket Tablets owe their great sale to the many uses which are made of them. Physicians prescribe Junket and nurses use it for the kiddies and in the sick room—as a delicious, nutritious food.

Also for making a great variety of dainty desserts and for making ice cream, the use of Junket Tablets is so widened that they are in constant demand.

Junket

MADE with MILK

Can you afford to be without such a product on your shelves? In its wide use lies your opportunity for profit.

Advertised in the Dominion's leading Magazines and Journals, it has a demand which you must fill or lose the trade.

Sold in 10-Tablet packages that retail at 12c with a good profit.

Chr. Hansen's
Canadian Laboratory
Toronto, Canada





It is always good policy

to concentrate on such delicious and customer-pleasing lines as the Sea Foods put up under the seal of quality—

BRUNSWICK BRAND

The care with which the fish are selected, and the diligent precautions used in their processing and packing eliminate every possibility of inferior quality.

You can always recommend Brunswick Brand Sea Foods. Here's the list:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams

Connors Bros. BLACK'S HARBOR, N.B.



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BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	\$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2 1/2-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vae top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/2's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2 1/2's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
20's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. In cases 12—12 lb. boxes to case

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

Empire Breakfast Cocoa, 3 doz. in box, per doz.	\$2 45
Perfection, 1/4-lb. tins, doz.	2 45
Perfection, 1/2-lb. tins, doz.	1 95
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—Per lb.

Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 3 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28

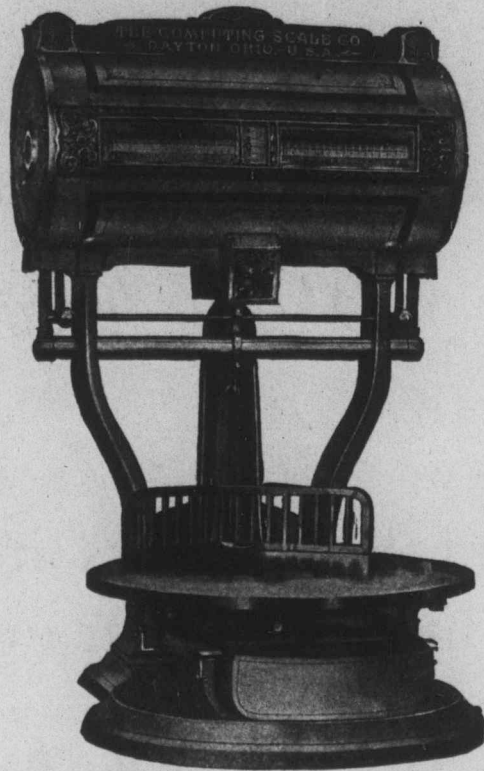
Leings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 and 4 doz. in box, per doz.

Chocolate Confections—Per doz.

Maple Buds, 5-lb. boxes	\$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 69
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

If any advertisement interests you, tear it out now and place with letters to be answered.



It Flashes a Sign in Red

**The Dayton Automatic Electric Scale
is a constant trade winner for you**

Every time you weigh goods on this scale an electric light inside the cylinder head flashes and a brilliant red glass sign is illuminated. This sign can be changed every day or every week, and will advertise seasonable goods—on the side of the scale visible to the customer. This will be a constant reminder to the customer to buy other goods—it is a constant advertisement for the Scale itself and your method of giving honest weight and honest value to the fraction of a cent. The Dayton Automatic Scale guarantees that you get every cent of your profit. That's a big consideration these days, when you have to turn over an enormously increased volume of trade without proportionate increased profits owing to present-day high value of grocery stocks. Do not neglect this opportunity to get all your profits.

Let us send you our latest folders and price-lists.

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

*Dayton Scales are Made in Canada by
Canadians with Canadian Materials*

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

If any advertisement interests you, tear it out now and place with letters to be answered.

We are glad to announce that the
Trade have responded.

Have YOU ordered yet?

Canada's Food Board says it is your duty
to eat Fish—But when your customers try—

CHICKEN HADDIES

REGISTERED

(Lily Brand)

they will find this duty very easy to fulfill—

CHICKEN HADDIES come to you in cases of
48 1-lb. cans. Wholesale Grocers everywhere are
now handling the new pack. Order a case or
two to-day and see how well they'll sell.

Maritime Fish Corporation Limited

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

Fruit for 24th May

**STRAWBERRIES
PINEAPPLES**

Tomatoes, Asparagus, Boxed Apples, Bermuda Onions, New Florida Cabbage, New Florida Potatoes, Florida Seedless Grapefruit.

**ALL SEASONABLE
FRUITS AND
VEGETABLES**

in large varieties arriving freely. Strongly advise sending in your 24th May requirements as early as possible to reserve complete range of assortment. Watch our weekly price list specials for this week.

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton

TORONTO



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.



SEASONABLE GOODS

Strawberries

Pineapples

Bananas

Oranges

Florida Tomatoes

Cabbage

And all other kinds Foreign and Domestic Fruits and Vegetables arriving daily.

HUGH WALKER & SON

Established 1861

Guelph, Ontario

Wanted

CLASSIFIED ADVERTISING

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

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

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 remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE—BEST PAYING BUSINESS west of Edmonton. On G.T.R. R.R. Sawmill town. \$35,000 monthly pay roll. Stock in trade, \$16,000. Store, house and lot, \$6,000, turnover, \$48,000, netted last year \$6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

WANTED — CASH REGISTER. MUST BE total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

WANTED — EXPERIENCED SALESMAN TO work in large general store in one of most prosperous country sections in Nova Scotia. Apply, stating age and experience, with references, to Box 304, Canadian Grocer.

FIXTURES FOR SALE

FIXTURES, CONSISTING OF MARBLE SLAB counter, shelving, Christie biscuit stand, Cole electric coffee grinder and large Eureka refrigerator, in first-class condition. Apply Metcalf Candy Co., Limited, Kitchener, Ont.

MISCELLANEOUS

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

M.R. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement. If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street. - LONDON, Ontario

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes.
For Apples, green or dry; Cereals, Crackers,
Bottles, Candy, Spices, Hardware, Meat, etc.
Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality.
Means a larger loaf. It makes the sponge
rise sooner, even if chilled.

We are inundated with letters from house-
wives who want it. YOU supply them.
Sells in 15c packets.

Makers: **Ho-Mayde Products Co.** Toronto
Western Agents: **C. & J. Jones** Winnipeg

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more
spacious warehouse at

60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKLEY'S

KNIFE



POLISH

JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

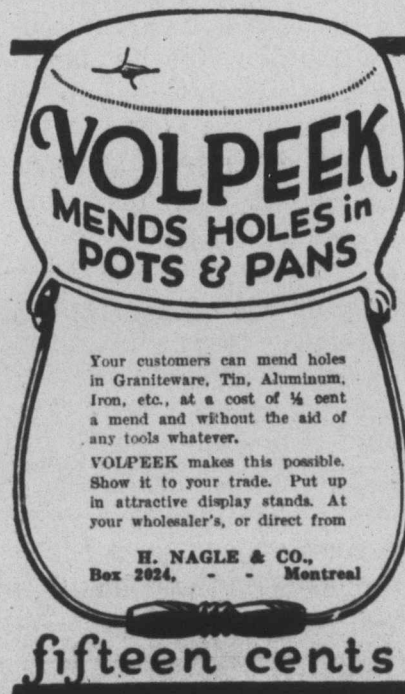
AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT



VOLPEEK
MENDS HOLES in
POTS & PANS

Your customers can mend holes in
Graniteware, Tin, Aluminum,
Iron, etc., at a cost of 1/2 cent
a mend and without the aid of
any tools whatever.

VOLPEEK makes this possible.
Show it to your trade. Put up
in attractive display stands. At
your wholesaler's, or direct from

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

We tell them how to use Raisins

Our magazine advertising is telling women how to improve all plain foods with Sun-Maid Raisins. This helps them use more rice and corn meal. Their goodness and cheapness are increasing the use of raisins in the home.

Keep on Display

You can sell more Sun-Maid Raisins by keeping them where customers will see them. There are no restrictions on the use of raisins.

SUN-MAID RAISINS

Three varieties: Sun-Maid Seeded (seeds removed). Sun-Maid Seedless (grown without seeds). Sun-Maid Clusters (on the stem).

California Associated Raisin Company

Membership 8000 Growers
Fresno, Calif.

CANADIAN GROCER

KING GEORGE'S NAVY

CHEWING
TOBACCO

The Grocer's best selling Tobacco line

The popularity of King George's Navy is continually growing. Quick selling is a feature of this line—its goodness appeals to the most discriminating.

The wholesale trade supplies King George's Navy. Ask your wholesaler to send you a trial supply now and try it out for yourself.



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



WE ASK YOU TO SELL LESS FLOUR

FROM a flour milling company this request seems strange, but we make it from our knowledge of world conditions. The fact of the matter is that the advertising of FIVE ROSES flour has been entirely too successful in the past — the popular demand is too great.

In the vital interest of our Allies and the fighting forces of the Empire, the consumption of wheat flour must be reduced at once. It is our individual problem to help feed our Allies by sending them as much as we can possibly save of the most concentrated nutritive value in the least shipping space. And that means Wheat and Flour. Not only must we eliminate waste, we must consume less wheat and flour. We must export more. This is the pressing necessity that must be brought home to the consumer. As a distributor of flour, you can assist tremendously by suggesting the substitution of other cereals than wheat. You can suggest the use of cornmeal, oats, buckwheat, rye, barley, potato flour, rice and tapioca flour.

Do your part at the retail end. Every cupful of flour, every handful of wheat you induce the housewife to save is your sorely needed share in winning the war. Thereby do you perform a patriotic duty, thereby do you promote the sale of other profitable lines.

Users of FIVE ROSES flour are imbued with the proper patriotic spirit. They will appreciate your suggestions, and they will conserve the flour so essential to the Allied Cause.

Lake of the Woods Milling Company, Limited
Makers of "Five Roses" Flour
CANADA

Canada Food Board License Nos. 11-14

HELP US TO SAVE FIVE ROSES FLOUR